

# R.L. WRIGHT & ASSOCIATES

## **Website Planning Worksheet**

This planning sheet is a tool to give both R.L. Wright & Associates and the client a general direction for the website development. After you've filled in the blanks please make a photocopy for your records. It provides a written memorandum of our mutually agreed plan. **Once we have this planning sheet completed, then we will send you an estimate.**

### **Information and Objectives**

1. Do you currently have a budget for a website?

- (a) Design: \$ \_\_\_\_\_
- (b) Domain Name Registration: \$ \_\_\_\_\_
- (c) Site Hosting: \$ \_\_\_\_\_
- (d) Site Maintenance \$ \_\_\_\_\_

2. Who are your major competitors? Do they already have a web site?

Name: \_\_\_\_\_ Web Site URL address: \_\_\_\_\_

Name: \_\_\_\_\_ Web Site URL address: \_\_\_\_\_

Name: \_\_\_\_\_ Web Site URL address: \_\_\_\_\_

3. What are your reasons or objectives for developing a web site?

*(Check all that apply)*

- \_\_\_\_\_ (a) sales
- \_\_\_\_\_ (b) marketing and advertising
- \_\_\_\_\_ (c) provide information and help to the community at large
- \_\_\_\_\_ (d) because a friend told me I should
- \_\_\_\_\_ (e) other: \_\_\_\_\_

4. What results do you expect from your web site?

*(Check all that apply)*

- \_\_\_\_\_ (a) More product and/or service sales
- \_\_\_\_\_ (b) Better informed customers/clients
- \_\_\_\_\_ (c) Recognition
- \_\_\_\_\_ (d) Lots of money!

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## Site Organization

1. Please check the pages that you will need other than your main/home page:

<input type="checkbox"/> about us	<input type="checkbox"/> contact us	<input type="checkbox"/> products
<input type="checkbox"/> services	<input type="checkbox"/> quotes	<input type="checkbox"/> directions
<input type="checkbox"/> links	<input type="checkbox"/> response/contact form	<input type="checkbox"/> Flash© Introduction
<input type="checkbox"/> testimonials	<input type="checkbox"/> past/finished work photos	<input type="checkbox"/> before and after photos
<input type="checkbox"/> shopping cart	<input type="checkbox"/> database	<input type="checkbox"/> other _____
<input type="checkbox"/> other _____	<input type="checkbox"/> other _____	<input type="checkbox"/> other _____

Total number of pages needed: \_\_\_\_\_

2. If you are desiring an online store/shopping cart, how many products do you plan on selling?

- \_\_\_\_\_ (a) 1 - 5
- \_\_\_\_\_ (b) 6 - 20
- \_\_\_\_\_ (c) More than 21
- \_\_\_\_\_ (d) Not planning on having an online store

## The Look and Site Content

1. What colors would you like to use on your website (usually it is best to use colors from your company logo)? \_\_\_\_\_

2. Does your company have a logo? \_\_\_\_\_

If you do not have a logo, do you want R.L. Wright & Associates to design a logo? \_\_\_\_\_

3. If you do have a logo, is it on a disk in an electronic file? \_\_\_\_\_

4. Does your company have any brochures or printed materials? \_\_\_\_\_

5. Have you thought about how much information you would like to include on the web site?  
(Choose One)

- \_\_\_\_\_ (a) extensive – full descriptions about everything
- \_\_\_\_\_ (b) minimal – want people to call for more info
- \_\_\_\_\_ (c) lots of animation or music – tons of pictures
- \_\_\_\_\_ (d) not sure

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6. Would you be interested in information in our content development services? (We conduct an interview with you and develop your site content for you...this saves time for already busy business owners)

\_\_\_\_\_

7. What design style do you feel would be most appropriate? Make a list of any web sites you have seen that you particularly like and indicate which features you like about those sites:

Site Address (URL): http://www.\_\_\_\_\_

Features You Like:\_\_\_\_\_

\_\_\_\_\_

Site Address (URL): http://www.\_\_\_\_\_

Features You Like:\_\_\_\_\_

\_\_\_\_\_

Site Address (URL): http://www.\_\_\_\_\_

Features You Like:\_\_\_\_\_

\_\_\_\_\_

## **Site, Hosting and Domain Names**

Site Name: \_\_\_\_\_

### **Domain Name (yourcompanyname.com, .net, .org, etc.)**

We offer affordable web hosting and domain registration as well. For more information on Web Hosting, visit us on the web at [www.R.L. Wright & Associates](http://www.R.L. Wright & Associates) and choose the "Hosting" button.

Domain name \_\_\_\_\_  Desired  Already Registered

Would you like R.L. Wright & Associates to host your website?  yes  no

## **Updates, Maintenance & Overall Responsibility**

1. Which parts of your site do you feel will need regular updating, if any? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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2. How often do you foresee your web site needing maintenance and/or updates:

*(Choose One)*

- \_\_\_\_\_ (a) daily
- \_\_\_\_\_ (b) weekly
- \_\_\_\_\_ (c) monthly
- \_\_\_\_\_ (d) quarterly

3. Who will be performing the regular maintenance and updates to your website:

*(Check all that apply)*

- \_\_\_\_\_ (a) Myself
- \_\_\_\_\_ (b) Staff Member
- \_\_\_\_\_ (c) Other
- \_\_\_\_\_ (d) I would like to receive information about monthly maintenance by RLWA

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On behalf of my organization I approve the above plan which I have developed with R.L. Wright & Associates to construct a website, and I authorize R.L. Wright & Associates to use this Website Planning Worksheet as the basis of the project.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

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Once we receive the completed planning sheet, then you will be sent a detailed estimate for the projected work involved.

**All mail correspondence can be mailed to:**

R.L. Wright & Associates  
Post Office Box 212188  
Augusta, GA 30917

You may fax this form to RLWA at (706)868-8443.