



The most crucial and important part of having a website designed, or redesigned is to set goals and decide up front what you want your website to do. What is the purpose of your new website? What do you want it to say about your business? This Website Design Worksheet is designed to enhance and assist in communications between you and the professionals at TRW Web Design Company.

**Client Information:**

Your Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Your Email: \_\_\_\_\_

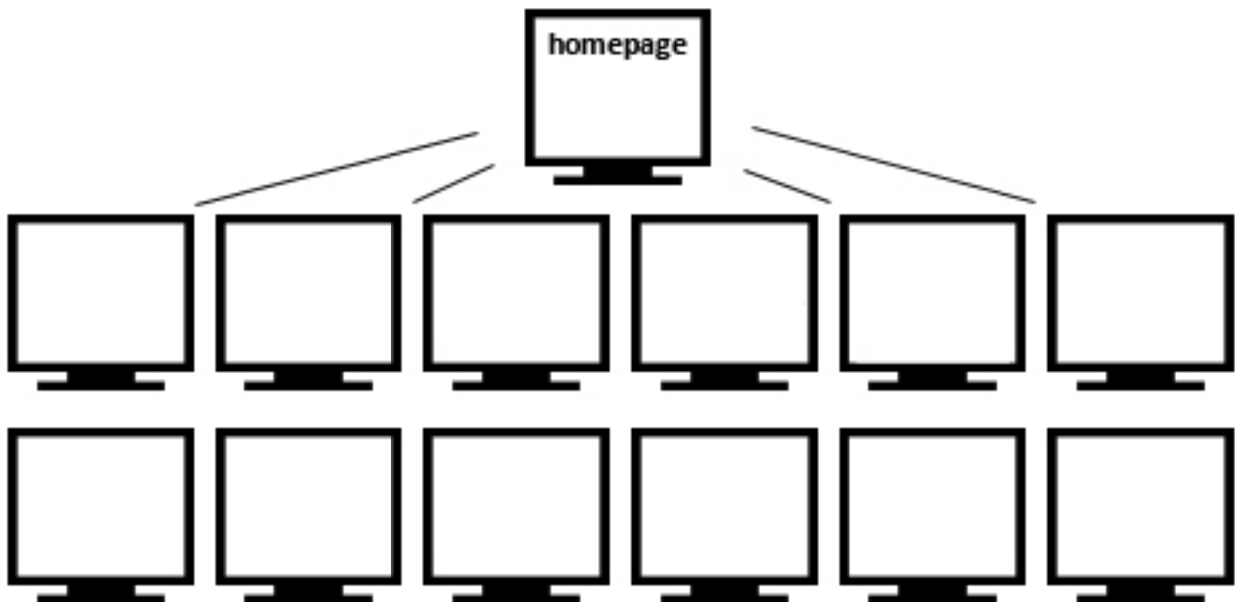
**1. Website Purpose:**

What is the main goal of your new website? Check the options below that are most important to you and leave those blank which interest you least.

- \_\_\_ To sell products directly over the internet via Ecommerce/Online Store.
- \_\_\_ To give existing customers / clients an exciting venue to communicate with us.
- \_\_\_ To strengthen and expand brand recognition.

**2. Site Organization:**

Please label any pages you may need. You can add more than you see by completing the Appendix Sheet for extra space.



Total number of static pages required \_\_\_\_\_

Total number of programs needed \_\_\_\_\_

(See appendix for a list of all programs needed for the project)

### 3. Domain Name:

If you already have a domain name to use, TRW Web Design Company can help you point it to your new website or transfer it to wherever you need it. We will need access to your existing domain registrar for pointing your DNS server names to your new website.

Existing domain name - \_\_\_\_\_

If you do not have a domain name registered for this project, TRW Web Design Company does offer affordable domain name registration, and can assist you in the registration process. The domain name will be registered in your name, not ours.

Please list up to three choices for your domain name. We will attempt to register at least one of these, if none are available, we will find alternatives and contact you to choose which you prefer.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

### 4. Mast Head Area

Site Name on Masthead – \_\_\_\_\_

It is very important that you send electronically a copy of your logo so we may design your website.

Do you want a specific type font used on your website? YES \_\_\_\_ NO \_\_\_\_

Any Specific Photos or Graphics used in the design? YES \_\_\_\_ NO \_\_\_\_ if yes, please send electronically the graphics or photos you request in the website design.

Any other ideas for the design of your website?

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### 5. Color and Accents

The best design for functionality and user friendly design is black fonts on a white background. This provides the best readability and contrast. As for colors, we recommend using three basic colors for your site, and keep them appealing and non-offensive to the eyes. Try avoiding neon and bright greens and yellows as a primary color.

We recommend using colors around the outside and across the mast for accent and keeping your design simple and clean. Please select three colors you would like for your initial website design.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

The best way to pick web safe colors is to use a web safe color chart and give us the six digit code to make sure you get the right color.

## 6. Site Navigation

The navigation or menu for your site is determined from the number of pages you selected above. The navigation system of all our Standard Website Packages includes:

- Links from the home page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.
- Each navigational menu is set up to be best suited for your website design and structure. Main navigation menus may either be top navigation, or left-side navigational menu. Left-side menus are the most common style used as the normal structure most internet surfers look for. Left-side is also best for larger sites with more internal links.
- All Navigation Menus are designed with the colors you choose and are enhanced to encourage visitors to use them.
- Most Website Design Companies use "Navigational Maps" or single image navigations. TRW Web Design Company uses individual navigational buttons and images for our menu layouts. While this may take a little more work on our part, we feel the end result is a much nicer, and more user friendly navigation through your website.
- All websites will also have a top and bottom mini navigation to three of your important pages on your site on each page.

## 7. Basic Page Elements

TRW Web Design Company will custom build each and every page on your website to conform and look uniform as to help build continuity, and internet branding. While each page will look the same to create a flow on your site, each individual page will have certain elements in and of itself which will make it unique. Some of these elements include;

- Page titles which show up at the top of the browser.
- Meta Tags will be customized for each page individually for search engine optimization.
- Each page will have a page title in larger font type.
- Copyright and Trademark Information at the bottom of every page.
- Company ID at the bottom of each page.

## 8. Multimedia Enhancements

- **Photos and Graphics** - The Contract between you and TRW Web Design Company includes a statement that you own the copyrights to, or have permission to use any photos or graphics you send us. We recommend that you send us actual photos and allow us to scan these for use on your site. If you are sending electronically any graphics or photos please try to send the best quality photos available to you. If you have no Photos, or need us to we can come to you and take photos for you. There is an additional fee for this service, including travel expenses.
- **Sound and Video** – For an additional fee we can embed sound, MIDI musical background, or Streaming Audio for music or voice. We can also embed streaming video on your site if needed.
- **Animation and Flash** – For an additional fee we can also create Shockwave and Flash animations for your site. If you are interested in this, please let us know what you need and we will discuss our fees for this service.

## 9. Contact Form

Every Website we design comes with a response or contact form. We do not recommend placing an email address on your site because of spam. A Contact Form will help eliminate a huge amount of spam from reaching your email. The contact form we offer as part of our package is a basic contact form. If you are in need of an order form, or something customers will be sending sensitive data, then you will need to have it sent on a secure server and there is an extra fee for this service.

There are also other forms of communicating with your customers such as a client comment form, guest books, and customer surveys or polls. We can add these features to your website if needed for an additional fee. Will you need any of these features on your site?

- Secure Order Form
- Client Comment Form
- Guest Book
- Customer Survey
- Voting Poll

## 10. Web Hosting Services

TRW Web Design Company offers Web Hosting for any sized website or any needs up to and including dedicated servers. Our prices are very competitive and we offer second to none technical support. We obviously recommend our hosting but we can work with any hosting company. If you have a web hosting company you will be using instead of ours, there are several things we need your hosting company to offer for us to build your custom website with that hosting company.

We require your hosting company to offer FTP Access for uploading and configuring your website. We also require them to offer LINUX system hosting to utilize our response form which is written in PHP and some of our features and programs that are also written in PHP.

## 11. Web Hosting Options

\_\_\_\_\_ Do you have a Web Hosting Provider?

\_\_\_\_\_ Do you need us to arrange our Web Hosting Services for you?

\*\* If you have hosting, and they meet our requirements please give that information here;

Hosting Company \_\_\_\_\_

Username \_\_\_\_\_

Password \_\_\_\_\_

## 12. Internet Marketing

With all of our website packages we include Search Engine Optimization, which means your site is search engine ready. We also submit your site to all major search engines like Google, Yahoo Search, Bing. While this will get you indexed and placed in the “organic” results of the major search engines, this is not the end of marketing your new site.

TRW Web Design Company also offers Search Engine Optimization Packages, Pay Per Click Monitoring and Social Marketing for your new or existing website. While being listed in the “organic” results will help you achieve the best results, there are other options and solutions to help get you the results you want, and achieve internet success. Some of these options include;

- **Search Engine Optimization** – Search Optimization plans for your new or existing website is a major part of the success of your new investment. When we optimize your website, we are monitoring and optimizing your website each month to get you better results in the “organic” search results. Of all the marketing strategies, this should be considered for long term plans.
- **Social Marketing Plans** – With Social Marketing Plans we set up and help you maintain your Facebook, Twitter, LinkedIn and YouTube. These formats for marketing are now considered to be the main stream for marketing any product or service and can be a very effective tool in your marketing plans.
- **Pay Per Click Monitoring Services** - This can be a cost effective way to get your website in front of targeted visitors for a short term strategies. . Companies like Facebook and Google Inclusion are some of the biggest PPC companies, we caution you to monitor your keywords carefully to stay in budget. If you choose to add our Monthly Internet Marketing plan to your site, we will discuss your advertising budget and monitor your PPC for you to ensure the most effective results.
- **Traffic Statistics** – We will also install a free traffic monitoring program on your website so you can check every day the “who, when, where and how” traffic that visits your website. This is one of the most important tools in Internet Marketing because it allows you to see what keywords and Pay Links are giving you the most results.

### 13. Website Maintenance

With all new website designs we create, we offer free website maintenance for two months from the completion date of the site. Our maintenance includes;

- Minor updating over the two month period.
- Two Hours of Training on using any special features or programs installed on your site.
- Monitoring search engine submission and keywords saturation.

**Website Maintenance does not include major changes such as;**

- Navigation changes.
- Changing Colors or Images.
- Changing Content over two paragraphs or adding extra pages.
- Changing Servers, or Domain Names.
- These services are an additional fee.

Your free (2) two months will begin once we receive final payment. We also offer additional Monthly Maintenance Packages. Our Monthly Maintenance Packages are affordable and custom made to fit your needs and budget. With these plans we make the minor changes and take care of the website updates so you can spend more time on your business.

### 14. Target Completion Date

We pride ourselves on delivering projects in a timely manner. If requests by us for content, photos and graphics are sent to us in a timely manner, then we expect to reach our target date of completion. Below is our agreed target date of completion for your project.

Target Date \_\_\_\_\_

On behalf of my organization I approve the above plan which I have developed with TRW Web Design Company to construct a website, and I authorize TRW Web Design Company to use this Website Planning Worksheet as the basis of the project.

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

### 15. Appendix -

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