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speed net *inc*

WEBPLAN

Website Planning Guide

design & function



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C O N F I D E N T I A L

design & function

Greetings ... We appreciate your interest in a custom-designed website by SpeedNetInc.

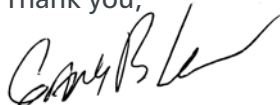
If you are putting your business or organization online for the very first time, we congratulate you for investing in a marketing strategy that will open new avenues of business and sales. For many executives and small business owners the process of developing, uploading, and maintaining a website can seem intimidating. Knowing what and how to display your company's products and services and write meaningful copy is a challenge for many. The purpose of this Website Planning Guide is to take the "mystery" out of web design and assist you in developing a plan that will save you time and money and act as a roadmap throughout the process.

We encourage you to read through this document and answer all the pertinent questions. You may want to involve any appropriate staff to aid you in completing this planning guide. This additional feedback can be helpful. You may even want to get a few thoughts on what some of your customers would like to see on your website.

When you have completed the rough draft, please call us at 1-800-276-3371 and schedule an appointment at your convenience. If you are faxing this document or sending information via email, please note that you can be assured that any and all data we receive from you will be kept in the strictest of confidence. It will ONLY be used to develop a web design plan and ultimately your website.

Please do not hesitate to call if you require assistance in completing this document. We are available to answer your questions by telephone and/or meet with you at your office at your convenience.

Thank you,



Gary Lee, Director of Design
SpeedNetInc

It's All in the Name

A domain name is simply the unique name that identifies a site on the internet (for example our website is identified on the internet by the name: www.SpeedNetInc.com). Selecting a quality name for your website is an essential element in ensuring the success of your web venture. Whether you are creating a serious business website or a personal one just to share with friends and family, the domain name is how your customers or friends are going to find you in cyberspace.

At this point you might be thinking, "So what's the big deal, I will just use the name of my business or my own name." While you are on the right track, the challenge often arises from the fact that most of the good names have already been taken (registered by someone else). Just about every word in Webster's English dictionary has been registered in the .com world. Thus, unless your name is truly unique someone, somewhere in the World Wide Web has used it in some form.

The Top Level Domains

The Internet's domain-name system (DNS) allows users to refer to web sites and other resources using easier-to-remember domain names (such as "www.icann.org") rather than the all-numeric IP addresses (such as "192.0.34.65") assigned to each computer on the Internet. Each domain name is made up of a series of character strings (called "labels") separated by dots. The right-most label in a domain name is referred to as its "top-level domain" (TLD).

Currently the Web is divided into six (6) Top Level Domains. Each has a general purpose like ".edu" is reserved for 4-year colleges and universities, while ".gov" is reserved for all US federal government agencies. ".com" and ".net" are the most commonly used for business purposes and ".org" is used for non-profit organizations. Anyone can register a domain name using ".com", ".net", and ".org" that has not already been registered. ".edu", ".mil", and ".gov" TLDs are highly restricted. With the scarcity of available names ".biz" and ".info" have emerged as commonly used additional extensions.

Search Strategies

For business, .com is always your first choice—Businesses should always attempt to create a name with the .com extension. It is the best known and thus, offers a built-in marketing advantage when attached to your domain name. The .net extension is the next best choice. For individuals and organizations, .info and .org are best.

Four rules for selecting names—The name that precedes this extension should be 1) as few characters as possible; 2) easy to spell; 3) be memorable—something that can be said once in casual conversation and remembered easily; and 4) reflect the nature of the business or organization when possible for example: www.hats.com.

Never use a 'free' domain name—This will be the worst mistake you can make when setting up your business online. Believe it or not, when consumers are researching online and see that your URL is with a free site or sites of lesser quality, they will quickly turn away. In other words, if people notice that your site is hosted with the 'freebies', they will assume that your product or service is just as cheap, or worse that you don't actually respect your products and services enough to invest in them. Demonstrate that you believe in your products and/or services and your target audience will grant you more credibility.

Using prefixes, connectors, and suffixes will help make your name unique—In a previous example the name "www.hats.com" was used. This name is already taken, but by adding a prefix like "just, best, cool, or my" the name could become "www.myhats.com". The same is true for connectors like "and or a hyphen (_)". The site could be named "www.hatsandcaps.com". You could also use a suffix like "biz, café, or online" making the name of the site "www.hatsonline.com". To get really creative, you could add both a prefix and a suffix and call the site "www.thehatcafe.com".

Conclusion

Take the time to "think it through" and experiment with different names before you go online and search to see if any or all of your choices are available. We recommend developing at least 3 name combinations prior to searching the internet. Of course if you have any questions about domain names or require some "creative" assistance, please call us. Sometimes it helps to get input from someone who is not directly involved with the business or organization.

Contact Information

Company Name
or Organization: _____

Street Address: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Who is the primary point of contact for this project?

First Name: _____ Last Name: _____

Primary Email Address: _____

Secondary Email Address: _____

Direct Phone #: _____ Alternate Phone #: _____

Fax #: _____

Company Information

Briefly describe the products and services your company offers:

Does your company have a tag line? Yes No

What associations, professional affiliations, and/or certifications does your company belong to or possess?

Goals for Your Website

What is the purpose of your new/or improved website? _____

What is the primary message you wish to convey to your audience? _____

What do you want your site to accomplish? Check all that apply:

<input type="radio"/> Improve company and/or brand awareness	<input type="radio"/> Build community awareness
<input type="radio"/> Information and education support for sales force	<input type="radio"/> Medium for internal communications
<input type="radio"/> Increase product and/or service sales	<input type="radio"/> Share information with visitors
<input type="radio"/> Provide entertainment value	<input type="radio"/> Other

If "Other", please explain: _____

Look & Feel

What color schemes do you prefer or does your company have required colors?

Example color swatches used for www.SpeedNetInc.com



Are there any colors that you definitely do NOT want used on your site?

Photography

Will you be providing photographs and/or images to be used on your website? Yes No

If no, will you be hiring a professional photographer? Yes No

If no again, will you need our assistance with photos? Yes No

If you have any additional comments about photos and/or images please indicate below:

Do you have a logo? Yes No

If "Yes", can you provide us with artwork in a vector format (AI, EPS)? Yes No

If "No", would you like us to design a logo for you? Yes No
(Note that logo design is INCLUDED in the price of the Executive Web Design Package)

What ideas to you already have about what art and/or type elements your logo should include?

Example URLs (uniform resource locator, or universal resource locator)

Please provide URLs (website addresses) of (3) sites that you find Visually Attractive:
(They do not need to be in the same industry as yours.)

Visually Attractive:

Visually Attractive:

Visually Attractive:

Please provide URLs (website addresses) of (3) sites that you feel function well (navigation, etc). Good User Interface:

Good User Interface:

Good User Interface:

Good User Interface:

Please provide URLs (website addresses) of (3) of your competitor's sites:

Competitor Site:

Competitor Site:

Competitor Site:

Your Target Audience

Who are your customers, your target audience? (For whom will the site be built?)

Please indicate what geographic areas you would like to target? (For example, local cities, international, etc.)

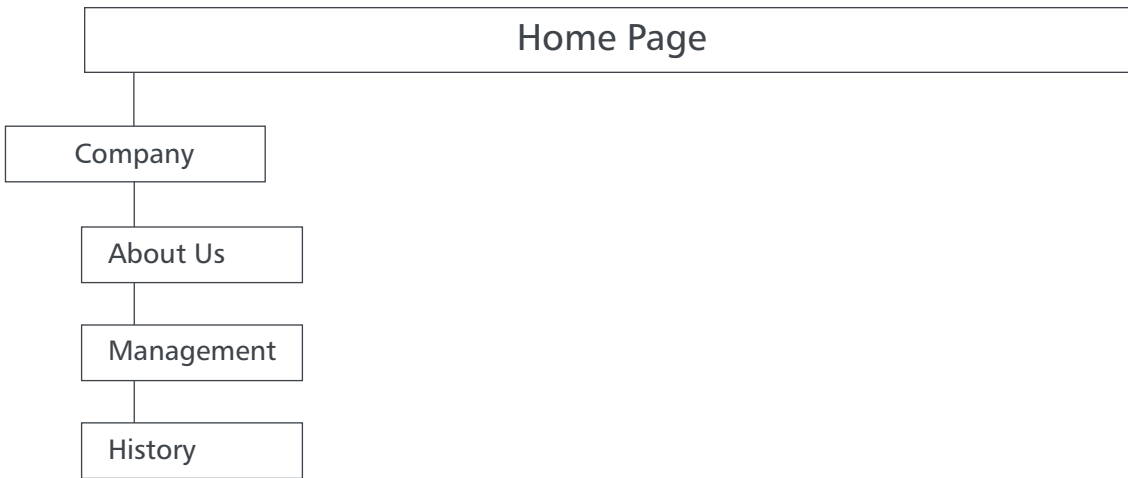
Please indicate what demographic markets would you like to target? (For example, business size, male, females, age group, etc.)



It's all about the people! Always keep your target audience in mind when developing a web plan.

Site Map and Navigation Layout

This is a very important phase of the planning process. On the next page is a blank site map (or flow chart). To the best of your ability, list the primary navigation items you would like included in your site. These might include *Services, Products, Company Information, News, Resources, etc.* Below each of these, list the sub navigation items (pages) you would like displayed. For example, under the Primary heading "Company" you might have secondary pages such as About Us, Management, Job Opportunities, History, etc. Feel free to estimate the number of pages you will require based on need and not cost. This is a brainstorming session to help you plan the ideal site. Once you know what you want you can set goals within your budget to reach your ideal objective. Often large sites are developed in phases over time. Your site can be updated and grow as your business grows.



Do you have a preference for the navigation placement?

- Whatever works best for the site design
- Left side navigation
- Top side navigation

Based on your target audience, what resolution would you like the site designed for?

- Whatever works best for the site design
- Fixed width (i.e. 800x600 or 1024x768)
- Not sure

Are there any areas of the site that your would like visitors to pay particular attention?

For example a product or signup page.

Site Content

Is the content (copy) for the Website already written? Yes No

Comments: _____

If you are redoing or updating an existing website, do you plan to add **new** content? Yes No

Comments: _____

Who within your company or organization will provide the content?

Comments: _____

Do you need professional copywriting services? Yes No

Comments: _____

Website Features:

What features would you like included in your Website? Check all that apply:

- Email Link
- e-Commerce/Shopping Cart
- Site Search Capability
- Feedback/Contact Form
- Flash Presentation/Dynamic Content
- Front End Data Processing
- Newsletter Sign-up
- Catalog
- Password Protected Area
- News Scroller
- Animated gifs
- Other

Please note that some of these features are NOT included in the price of the Business QUICKstart and Executive Website Packages. Certainly they can be added.

If "Other", please explain: _____

Domain Names

Do you currently have a domain name? Yes No

If "Yes", please write it: _____

If "No", would you like help choosing/registering one? Yes No

If you are going to be parking an existing domain name to our servers, please provide your ACCESS ID and PASSWORD for re-parking support.

Access ID: _____ Password: _____

Web Hosting

Do you currently have a Web hosting provider? Yes No

If "Yes", please write it: _____

If "No", would you like help registering with us? Yes No

If you are going to have us design and create your site and upload it to another web host other than ours, please provide the login information below:

Access ID: _____ Password: _____

Website Promotion

Are you interested in a Search Engine Optimization program? Yes No

Would you like more information on having us create a printed brochure or other marketing piece to compliment your website? Yes No

Are you interested in developing an Email Newsletter? Yes No

Timeline

When do you want to begin this project? _____

When do you want this project to be completed? _____

Is there an event such as a trade show or special store promotion that you wish to coordinate the launch of this website with? _____

Payment Plan

Do want to receive information on our installment payment plans? Yes No

