Website Design Planning Worksheet

Before Firefly Creatives, LLC, can "construct" or "build" your website, we need to have certain information from you. All the information is pertinent so if you have any questions, please contact us and we'll be happy to discuss your answers and help guide you through this worksheet. The items denoted with asterisks "***" are critical to your website being found by search engines, so spend some time researching key words and phrases specific to your business/industry/profession in a variety of search engines.

Important information about search engines. Firefly Creatives, LLC, will code your pages to be easily found by search engines. Our web design service includes hand-submission to the free search engines and the Open Directory Project upon final payment. After submission, it could take from 60 to 120 days for your site to begin showing up in search engines, although most sites usually show up sooner.

Your Name:

_____

Your Company/Organization/Business Name:

_____

Telephone: (_____)_____

Fax: (_____)_____

Email: _____

Address:_____

Mailing Address _____

City _____ State _____ Zip _____

We are hiring Firefly Creatives, LLC, to:
_____ Design a new website
_____ Re-design an existing website

The web hosting service for our existing website is
_____
Phone: (_____)_____ Website:_____
Name and Email for tech support or help:
_____
User ID _____ Password_____
FTP Host _____
Host Directory _____
Login _____
Password _____

DOMAIN NAME
_____ We already have a domain name registered.
The domain name is www._____ (Please print)
This domain name was registered through
_____

If your domain name registrar is different than your hosting company, please fill out the following information.

Phone: (_____)_____ Website:_____
Name and Email for tech support or help:
_____
User ID _____ Password_____

_____ We do not have a domain name registered at this time.

You can register a domain name through a web hosting service. If you don't already have a hosting service and domain name, you can sign up for both with our affiliate. Go to our website at http://www.fireflycreatives.com and at the bottom left of the page is a link to our affiliate. We've had excellent service from this company and highly recommend their services, since they specialize in hosting for businesses. After purchasing hosting and/or domain name from our affiliate, forward ALL emails from them to us at ccs@fireflycreatives.com.

WEB HOSTING SERVICE
_____ We already have a web hosting service.

Our web hosting service is
_____
Phone: (_____)_____ Website:_____
Name and Email for tech support or help:
_____
User ID _____ Password_____
FTP Host _____
Host Directory _____
Login _____
Password _____

_____ We do not have a web hosting service.

If you don't already have a hosting service and/or domain name, you can sign up for both with our affiliate. Go to our website at http://www.fireflycreatives.com and at the bottom left of the page is a link to our affiliate. We've had excellent service from this company and highly recommend their services, since they specialize in hosting for businesses. After purchasing hosting and/or domain name from our affiliate, forward ALL emails from them to us at ccs@fireflycreatives.com.

LAUNCH DATE:
What is the desired launch date for your website?
_____
Once you've registered your domain name, arranged for web hosting and delivered all your content, graphic files, etc., to Firefly Creatives, LLC, we can usually launch your site within 3 to 4 weeks.

WHO IS YOUR TARGET AUDIENCE?
_____

PURPOSE
What is the Purpose of Your Website?
_____ Promote and advertise company/organization along with other methods of advertising
_____ Encourage potential customers/clients to contact you by phone, mail, or email for services/products
_____ Make available product information and price lists to distributors/customers
_____ Provide entertainment to the public
_____ Provide information/education to the public
_____ Sell products directly, taking credit card information over the internet
_____ Other – Please explain

_____
_____

YOUR KEYWORD PHRASE OR SEARCH TERM***

Create a keyword phrase or search term for your website. **<u>The importance of your keyword phrase cannot be overstated!</u>** This is the basis of your entire site, since this is how potential customers/clients will find you in a search engine (Google, Yahoo, Bing etc.) If your products/services are geographically specific, then that would be part of your keyword phrase. Most keyword phrases are 2 to 4 words, not including your geographic location. Test out your keyword phrase in search engines to see if your competitors are showing up on page one. There are keyword popularity tools available on the web that will assist you in determining which words are most frequently searched for. Your keyword phrase needs to be specific, rather than general. If you have ANY uncertainty about what your keyword phrase needs to be, please contact us for additional consultation and instructions.

_____
_____
_____

THE SINGLE MOST IMPORTANT THING TO REMEMBER IN CREATING CONTENT/TEXT FOR YOUR WEBSITE IS THAT YOU MUST REPEAT YOUR KEYWORD PHRASE AT LEAST 3 TIMES ON EACH PAGE. Search engines compare the number of times that your keyword phrase appears in the page titles and the text of the page to determine your page ranking.

DESCRIPTION OF YOUR WEBSITE***

Write a description of your website in one complete sentence – you should repeat the words that you used in the keyword phrase of your website. This description often times appears as the second line in a search engine listing, so put the most important words at the beginning of the sentence. This sentence should be completely factual and void of boastful claims and marketing hyperbole. **You are limited to 150 characters.**

_____
_____
_____

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6. KEYWORDS***

List a series of keywords that describe your business/products/services. Are there certain terms or "buzzwords" that are specific to your business/profession? If so, you'll want to use them here. **Repeat the words from your keyword phrase and your description in the order of their importance.** While you are alllowed over 800 characters for keywords, we recommend that you come up with **20 words** and list them in the order of importance.

_____
_____
_____
_____
_____

EMAIL ADDRESSES

If you want Firefly Creatives to set up any email accounts with your hosting company please list them below. If you'd like mail to these addresses to be automatically forwarded to other existing email addresses, please provide those addresses as well.

_____
_____
_____
_____
_____
_____

LINKS TO YOUR SITE***

Having "backlinks" to your website from other legitimate websites (not link farms) will increase your page ranking in search engines. Back links are "one way links" **TO** your site. In other words your site does not provide a reciprocal link to the website linking **TO** your site. Please list any websites that have a backlink to your site.

_____

_____

Other sources for backlinks include social network marketing opportunities like Facebook, Twitter, Blogs, etc. If you don't already have a Facebook "page" (as opposed to a "profile"), for your business you should create one. Each time you post anything on a blog, you should include your website url. Please check all that apply

_____ I have a Facebook page for my business

_____ I have a Twitter account for my business

_____ I have a blog for my business. List url _____

_____ I regularly comment on other blogs related to my business and include my business website address in my signature.

You should contact any legitimate websites of friends, family and other businesses to see if they will give you a backlink. These sites don't have to be related to your business. Time consuming? Yes, but the payoff is higher page ranking in search engines.

LINKS FROM YOUR SITE

You'll want to have a page on your website titled "Links" that provides links to other legitimate websites FROM your website. These links can be related to your business, profession or organization or they could be sites that reflect your own hobbies, interests. These links could also be other types of businesses or organizations that you have personal experience with and have proven to provide superior products and services.

_____
_____
_____
_____
_____

10. SITE MAINTENANCE

_____ We will be maintaining our own website.

Name of person maintaining your website

_____

Telephone _____Email_____

_____ We would like for Firefly Creatives to maintain our website.

Firefly Creatives charges $50.00 per hour to make changes or additions to your website after the site is launched. (Minimum charge is $50.00) There is no charge for minor additions or changes during the first 30 days after the site is launched.

WEBSITE ORGANIZATION

Listed below are some possible page title ideas for your website. A great way to organize a website is with sticky notes and one or two pieces of poster board. Use the sticky notes to write down your page titles/main categories, names of graphics/photographs, sub-categories, downloadable files etc. and start arranging them on your poster board. The pages marked with an asterisk are recommended for all websites.

PAGES:

_____ Home/Index Page (required)
_____ About Us/About the Company*
_____ Contact Us*
_____ Helpful Links/Resources*
_____ Products & Services
_____ Frequently Asked Questions (FAQ)
_____ Newsletter
_____ Photos of yourself/staff
_____ History
_____ Biographies
_____ Education
_____ Location/Map & Directions
_____ Pricelists
_____ What's New/News
_____ List of Clients, Customers
_____ Portfolio
_____ Guestbook
_____ Feedback form for viewers
_____ Event Registration Form(s)
_____ Survey of Customer preferences
_____ Interactive Forum (chat room, discussion forum, etc.

_____ Polls, Testing, Quizzes
_____ Downloadable Files
_____ Members Only Area (password protected)
_____ Calendar of Events
_____ Photo Gallery
_____ Competitions
_____ Case Studies
_____ Associations/Partners/Alliances
_____ Professional Memberships
_____ Industry/Professional Awards
_____ Industry Recognition
_____ Press Releases
_____ Job Postings
_____ Privacy Policy
_____ Site Map
_____ Site Search Engine
_____ Personal pages for employees
_____ Customer Service
_____ Guarantees
_____ Hours of Operation
_____ Testimonials

Once you've filled out the **Website Organization Form**, you're ready to begin thinking about the **VISUAL LOOK & FEEL** of your website. The following questions will help clarify the direction of the design of your site.

You may already have several websites in mind that you particularly admire. There may be particular qualities or features from them you'd like to incorporate in your own design. Please list the URL of some of the sites you especially like along with brief explanations of what you particularly like about each one. (Example: "like this color scheme" , "like the way this one navigates" etc.)

URLs that you like and why you like them
http://www _____

_____

http://www _____

_____

http://www _____

_____

Style of Web Site You Would Like:
_____ Basic/Clean/Simple
_____ Corporate/Professional
_____ Old Word Quality/Antiquity
_____ Traditional/Conservative
_____ Detail/Architectural/Mechanical
_____ Industrial/Commercial
_____ Colorful/Free-Spirited
_____ High Tech
_____ Fun/Artistic
_____ Other – Please Explain
_____
_____

TEXT/CONTENT
THE SINGLE MOST IMPORTANT THING TO REMEMBER IN CREATING TEXT FOR YOUR WEBSITE IS THAT YOU MUST REPEAT YOUR KEYWORD PHRASE AT LEAST 3 TIMES ON EACH PAGE. Search engines compare the number of times that your keyword phrase appears in the page titles and the text of the page to determine your page ranking. Creating your content/text will be the single biggest obstacle in getting your website up and running, so don't let your enthusiasm for having a website get squashed by the task of writing content for it. The beauty of the web is that your site content can be quickly and easily changed to reflect changes in your business, profession or organization. While you shouldn't minimize the importance of your content, remember to be flexible and willing to change your text if you discover that it doesn't quite measure up a few months after your site is launched. (We will make minor changes and additions to your content at

no additional cost during the first three months after your site is launched.)   Look at competitor's websites, see what you like and dislike and remember **that you only have about 3 seconds to grab a web user's attention**. **If you're not writing concise, completely FACTUAL content, you'll lose a visitor in a hurry.** The term "less is more" has great significance here.

If you want us to create copy for you, there will be an additional charge ($75 per hour) and will, of course, require additional time for us to research your particular business/industry/profession/organization.

Create a MS Word file or text file for each page in your site. Be sure to name the file according to its corresponding web page name. Please do not send us a draft of your text. Make sure that you use a spell checker on your text. **Email us your final copy.** Firefly Creatives, L.L.C., reserves the right to make grammatical and/or punctuation changes to your text. We will make minor changes and additions to your content at no additional cost during the first three months after your site is launched.

GRAPHICS
Graphics and photographs will add interest and variety to your website. Our Standard Website Design includes two graphics or photographs per page. (Your logo is counted as one of these graphics) Prepping and adding additional photos will incur additional costs. You can email us digital photos if they are large enough for our purposes or we can scan hard copies of your photos.

LOGO:
_____ Yes we have a company logo
_____ No, we don't have a company logo

_____ Yes, we can provide an electronic version of our company logo
_____ No, we can't provide an electronic version of our company logo

Firefly Creatives has designed logos for a variety of clients and will be happy to assist you if you need a logo. Cost for this service will be negotiated separately.

COLORS:
Do you have a corporate identity program that designates certain colors/color schemes? Provide PMS ink numbers, or RGB, CMYK or hexadecimal values for your colors.
_____

Do you have certain colors/color schemes that you would like to incorporate in your website design?
_____

FONT STYLE:

Please circle your font style preference from the list below. You should be aware that the font styles "Verdana" and "Georgia" were created specifically for use on the web, so their readability on computer monitors is superior to other font styles. Skip this if you'd like for Firefly Creatives to choose your font style.

Arial ARIAL   Times New Roman TIMES NEW ROMAN

Courier   COURIER   Georgia GEORGIA

Verdana VERDANA   Geneva GENEVA