

Website Planner

This website planner forms the foundation of your website strategy. The effort in careful planning benefits you in cost savings. It also benefits us as web designers by being able to give us an accurate assessment of your needs. In other words, it takes a lot of guess work out of the process.

Please fill in the form below as applicable:

Contact Details

Contact name:

Company Name:

Address:

Phone Number:

Mobile Number:

Email Address:

Current Website Address (if applicable)

Business/Organisation Details

Business/Organisation Description: (What are your products/services?)

Target Market: (Who uses your products/services?)

Market Geography: (Is your market local only, national or international?)

Business/Organisation Size: (How many employees/members?)

Business/Organisation Age: (How long have you been in business or been established?)

Internet Role: (Is your business internet based only?)

Competition: (Who are your competitors? List their website addresses if relevant and any comments.)

Purpose of your Website

What is the main purpose for your website?

Please list the pages to be on your website: (for example, Home, Services, About us, Contact)

Domain Name

What is the domain name you require for your website? (Please ask us for advice on SEO Friendly URLs)

Initial Website Content

Please tick the boxes below as applicable.

Who will provide the logo for your website?

- I have the original graphic design files that were used to create our logo.
- I have a company logo in "gif" or "jpg" format.
- I have some brochures or stationery with my logo on it that I can send you.
- I would like Surfmarketing to Professionally design a logo.

Who will provide the copy/text for your site?

- I will have professionally prepared text ready for use
- I will have all the text ready in a word document format for each page of the site.
- I will supply the text in a word document format but I would like Surfmarketing to organize it, edit and optimize it for the web.
- I will have professionally prepared text ready for use
- I would like Surfmarketing to write the copy for my website.

Who will provide the Images for your website?

- I have all the images ready in "gif" or "jpg" format.
- I want Surfmarketing to select and use images from digital photos that I provide
- I would like Surfmarketing to provide stock photos and use some that I provide.
- I would like Surfmarketing to provide all stock photos and or digital photography for my site.

Content Maintenance

How often will new content be added or updated on the website?

- Daily
- Weekly
- Monthly
- Yearly
- Never

Please check the box that best describes your situation:

- Static Website**
Content is maintained by Surfmarketing, a web designer or a staff member with the skills to use HTML editing software. Each individual file is edited directly and the new files are uploaded to the web server.
(Best suited for small websites where content is not changed regularly)
- Content Management System (CMS)**
Most of the content is maintained by you through a password protected section of your website. The content is stored in a database. You can edit your content via any computer.
(Best suited for websites where content is changed regularly)

Who will update the content?

- I/We have the skills in editing HTML files and will edit the website ourselves.
- I Would like to use a Content Management System so I can perform content changes. (You do not need to know HTML) (please note you will not be able to edit the site template)
- I would like a Surfmarketing maintenance package.

Site Structure (Navigation)

We usually design the navigation scheme in collaboration with our clients by gathering all of the content together and discussing how best to group the information to allow easy user navigation and achieve the primary objectives of the site. You may not have all of the content together at this stage, so to allow us to work out the scale of the project it will help us if you can name the major areas of your proposed site.

Design Elements (Look & Feel)

This part of the profile is very helpful in assessing your design expectations. You could search on the internet to find sites with similarities to your project and let us know what you like or dislike about the sites.

Please find one or more sites in each category.

List any websites with a similar look and feel, user interface or layout as your project:

Please use the space below to describe the design you expect. For Example – Are there specific colours we should use? Does the design have to appeal to a particular target group or demographic? Or anything else you feel might help us understand what you are looking for:

Site Functionality

Do you require any of the following functionality included in the website?

- Contact form or Enquiry form
- Image Gallery (popup large images)
- Image slideshow
- News Module (extract on home page which links to full detail page)
- Events Module (extract on home page which links to full details page)
- Document manager (for clients to download PDF or word documents)
- Product Catalogue (products in categories)
- User/membership sign up forms (user database or newsletter)
- E-commerce (online store with external payment gateway such as PayPal)

Describe any other functionality (in your own words – doesnt have to be in technical language) you would like included in your website? In other words – what actions does the site need to perform?

Please list sites that have the same functionality (what the site does) as you require.