

Website Planning Guide

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You've Taken the First Step...

Thank you for downloading our **Website Planning Guide** and for your interest in a custom website by **Compass Strategies!**

You're investing in a marketing strategy that can open new avenues of business and ultimately increase sales. Because of the importance of your new website, we ask that you spend some time considering the questions included in this guide to help us achieve your goals. Your input is invaluable and will help with creating the idea website that will improve your business and establish your company's presence on the Internet. We recommend you involve the appropriate staff members in this process, especially if they will be providing feedback about the project at a later time.

You can be assured that any information you provide us will be kept in the strictest of confidence and will not be used for any purpose other than to develop your proposal and ultimately your new website.

If you require assistance completing this document, please contact us.

Thank you,

Deanna L. Fenton
Compass Strategies



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Contact Information

Company Name: _____

Street Address: _____

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/services** your company offers: _____

Does your company have a **tag line**? Yes No

If "Yes", please write it here: _____

Domain Name

Do you currently have a **domain name**? Yes No

If "Yes", please list: _____

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

Web Hosting

Do you currently have a **web hosting provider**? Yes No

If "Yes", are they meeting your **requirements**? Yes No

Do you know what **platform** your host offers? Unix Windows Not Sure

Do you plan on **maintaining** your own Website? Yes No

Are you interested in the ability to **edit/manage** your own content with an easy to use content management system? Yes No

Website Goals

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

What **message** do you wish to convey to your audience? _____

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

- Improve company/brand awareness
- Increase product/service sales
- Provide entertainment value
- Build community awareness
- Act as a medium for internal company communications
- Share information with visitors
- Other

If "Other", please explain:

Look & Feel

What color schemes do you **prefer**? _____

Are there any colors you definitely do **NOT** want? _____

Does your company utilize any **required colors**? Yes No

If "Yes", please list here (including **PMS values**, if available): _____

Will you be providing **photographs/graphics** to be used on your website? Yes No

Do you have any **trademarked/copyrighted logos/artwork** that must be used? Yes No

Do you have a **corporate logo**: Yes No

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

If "No", would you like us to **design a logo** for you? Yes No

Example URLs

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

Visually Appealing: <http://www:> _____

Visually Appealing: <http://www:> _____

Visually Appealing: <http://www:> _____

Example URLs (cont'd)

Please provide URL (website address) of three (3) sites that you feel have a **Good User Interface** (navigation, etc):

Good UI: <http://www:> _____

Good UI: <http://www:> _____

Good UI: <http://www:> _____

Please provide URL (website address) of three (3) of your **Competitor** sites:

Competition: <http://www:> _____

Competition: <http://www:> _____

Competition: <http://www:> _____

Your Target Audience

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

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

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

Do you have a **secondary target audience**? (For example, "Investor Relations"). Yes No

If "Yes", please provide additional information: _____

Site Map/Navigation Mapping

This is a very important phase of the website planning process. On the last page of this guide is a blank site map. To the best of your ability, list the primary navigation items you would like included in your site. These might include *Services, Products, Company, 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 child pages such as About Us, Management, Jobs, Our History, etc. Please note, we do not base our cost estimate solely on the number of pages your site will contain, so be sure to list any and all that you MIGHT want. Please print/complete additional forms as you need.

For the **HOME** page, please let us know if there are any special elements you'd like included, such as a newsletter sign up form, or if there are consistent elements you'd like displayed on every page, such as Promotions or News.

You can download a sample site map here: www.compass-strategies.net/download/sitemap.pdf

Do you have a preference for the **navigation** placement?

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

What are the three (3) **main areas of the site** that you would like visitors to view and why? *(For example, Quotation page, Contact Us page).*

Site Content

Is the **content** (copy) for the website already developed? Yes No

Comments: _____

Do you plan on adding new **content**? Yes No

Comments: _____

Site Content (cont'd)

Who will be providing the **content**? In-House Subcontracted

Comments: _____

Do you need professional **copywriting** services? Yes No

Website Features

What **features** would you like included in your Website (newsletter signup form, contact form, etc.)?
Please be specific.

Website Promotion

What other **marketing mediums** do you use? (i.e. print ad, radio, TV, bulk mailing, etc.)?

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

Are you interested in an **Email Marketing** program (For example, monthly/quarterly eNewsletters* and/or eAdvertisements?) Yes No

(*Note, we only work with permission based (opt-in) lists)

Timeline

When do you want to **begin** this project? _____

When do you want project to be **completed** by? _____

Is there an **event** that you wish to coordinate the launch of your site with? *(For example, a trade show or a new product.)* Yes No

If "yes", please list here: _____

