

Information Worksheet

Feel free to make additional comments and requests. This is intended to help me understand your needs and incorporate them into the site's design and planning. We can go over this together; or you can we can discuss your answers over the phone or via e-mail.

- 1) What are the specific **short-term goals** for the web site in the first 1 to 6 months of the site's launch? Examples might be to attract jobseekers, to keep current clients informed, or to widen your market. List them in order of priority.
- 2) Then list specific **long-term goals** for the web site (in the first 1 to 3 years). Do you hope one day soon to have a site that's very interactive, or has a large database of your products for sale online? This site should then be designed with those growth plans in mind.
- 3) Who is the intended **audience**? How are you reaching that audience today? Who (if any) is your secondary audience, and how are you reaching them now? Your audience demographics – who you want to reach – is important to the site's design. Be as specific as possible (age range, profession, interests, etc.)
- 4) How frequently do you plan to **update** your web site? What types of information will be updated? Company News, a monthly consumer tip, links to topics of interest on other sites – all must be updated periodically.
- **TIP:** The less frequent a site will be updated, the more general that site should be. The real question is: how much time per week are you willing to spend on your site once it's published? There's nothing worse than an "advertised" feature not getting updated regularly. Make no promises and your visitors won't be disappointed.
- 5) Where will you get your site's **content**? Where will you get the graphics, if

any, aside from your logo? Do you think you'll want other graphics, such as small photos? Will you want photos of your employees, for example, alongside their bios? Troneworks can obtain all the images your site's new design will need; or your own images can be incorporated into the look of your new site.

- 6) In order for your site to appeal to your primary audience, we need to determine what “**voice**” to use (conservative, hip and trendy, etc.). Use 10 adjectives that best describe your firm, its services or products, and its staff. Then use 10 adjectives to describe your idea of the site's image, its style, its emotional message. This might be a good time to decide upon a slogan to run alongside your name which, in turn, can inspire the graphical look of the site.
- 7) Do you have a preference for a **color scheme** to be used in the background, text and graphics? A white background with black or dark gray text is the easiest to read, but that also makes the rest of the site's color palette that much more important.
- 8) Will you require any forms? Animations? A calendar? Adding **interactive elements** (a password-protected area, *e.g.*, or an online form) will require additional programming and separate web pages. These will be specifically stated in the final agreement with Troneworks for your site design.
- 9) List web sites with designs or schemes that **appeal** to you and give reasons why. Which of the portfolio sites at www.troneworks.com is most appealing? Are there features of any which you particularly like? Dislike?
- 11) What is your **budget** for the completion of the web site and its yearly maintenance? We'll each sign a nondisclosure agreement at the time we sign a contract. That will guarantee that the prices I quote you, and the company information you provide me, will be kept private.
- 12) What is your plan for **marketing** your web site? Do you have a budget for promotion? Putting up a web site and submitting to search engines is only one small tactic in an overall campaign if your goals are to reach a new and wider market. There are firms who do nothing but promote web sites, but the first

thing to do is to trade links with other sites. Do you belong to any professional or personal organizations that have web sites? Do you have any “partners” (firms offering related but different services, perhaps) with sites?

- 13) Along these same lines, do you have any “**hooks**” to attract visitors to your web site? Can part of your content offer a visitor something useful (*e.g.*, an insider’s look at your industry, tips on using your product or service, links to useful articles or vendors in related fields, etc.)?
- 14) Are you willing to submit to **search engines** yourself? Troneworks can help you with the keywords to get your site noticed, but there are entire firms doing nothing but helping place their clients at the top of the lists.
- 15) If you do not own a **domain name**, or do not like the domain name you have, please choose 5 names. Troneworks can help you select a name, and let you know if your choices are available.
- **TIP:** Your domain name should be easily identifiable, easy to communicate over the phone, and to print on a business card. Most short names are usually taken, and long names can be good if they click in someone’s mind. Try out your ideas on several people, then ask them in a few days if they remember how to spell your web address (URL). Try out the name on the phone to see if it is easily remembered and spelled by others. Rather than a shortened version of your company name, for instance, you might prefer to go with something that echoes your (new) slogan.
- 16) List any particular **font** to be used if you have a preference. The actual content of your page, of course, is written in HTML; the visitors own browsers will render the page, and the choices are limited. The font used in your logo, for instance, can become part of actual image files that are used in the header and elsewhere to support your identity branding.
- 17) Begin to compile the **e-mail links** which you want associated with your domain name (info@yourcompany.com, jobs@yourcompany.com, kelly@yourcompany.com). Sprinkling e-mail links throughout your site which

open the client's own e-mail software and are pre-addressed to you is a great way to get your site visitor to easily contact you.

- 18) Troneworks will **validate** your site, as well as test it in all major browsers and on all operating systems. What is *your* OS and browser? Is it correct to assume that your target audience will probably have the latest OS and browser installed on their computers? Troneworks is also designing with XHTML and CSS, which will ensure that your site will work with tomorrow's browsers as well as today's.
- 19) List any **partner web sites** you want linked in your site. These should be sites that are related to your site and not direct competitors. Sites should be those whose services you use or that provide service or information useful to your target audience. Sites that cross-link with each other may increase both businesses targeted traffic.
- 20) What are all the different ways visitors can **contact** you? Do you want them all listed in your CONTACT section? Complete anything here if you want it listed. Remember, list your address and hours and you are inviting people to drop in unannounced.
 - Name
 - Address
 - Phone
 - Fax
 - 1-800
 - E-mail addresses (discussed earlier)
- 21) Do you have a business **slogan, tagline, or catch phrase**? Your web page is substantially larger than your tiny business card, and there's plenty of room to add a line in the header on every page.
- 22) What is your ideal **launch date**? Will you be able to meet YOUR deadlines for submitting copy, approving design work at each milestone, etc., with this launch date?

- 23) Who will be the the final **decision maker** on this project? A team is fine, but often questions of web site design come down to no more than a matter of taste. One person needs to have the final say, or the costs of paying Tronetworks to make change after change will become prohibitive.
- 24) Who will be doing the **site maintenance** on your site?
- **TIP:** Tronetworks wants to design a site that works for you even after the launch date. Ask about options for site maintenance, some of which require advanced planning (such as heavily commenting the code to make updating easier).
- And here's plenty of room for any other questions you may have: