

Quick Website Planning Guide



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Thank you for considering Sandaleo as a partner in the development or redesign of your website. We're dedicated to helping you build a site that meets your needs and those of your audience and this **free** guide will help us do just that.

After you complete this guide we'll send you a tentative proposal and cost estimate - including a complimentary analysis of your existing website and your competitors' sites (if applicable). This is a data gathering document - there's no obligation. Feel free to contact us at any time if you have questions or need some guidance through this process.

Once you have completed this form, please fax it to 1-877-363-6230 or mail it to the address above.

How did you hear about Sandaleo.com?

May we send you our e-mail newsletter? Our newsletter includes valuable tips and ideas on how to get more from your website. We do not share list names with anyone and you can change your subscription at any time.

- Yes I'd like to receive the Sandaleo.com newsletter.
- No thank you, I do not want to receive the Sandaleo.com newsletter at this time

1. PROFILE

Name

Title

Email

Phone

Fax

Company

Address

Short description of your business:

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Quick Website Planning Guide (cont'd)

We recommend you complete the full Planning Guide (PDF) available on our website at the URL below:

http://www.sandaleo.com/pub/sandaleo_website_planning_guide.pdf

1. What **ideas** do you have in mind for the design of your new website?

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2. What is the **main purpose** for this website? What do you hope to accomplish with it? Select all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Establish a Web presence | <input type="checkbox"/> Keep customers and members informed |
| <input type="checkbox"/> Generate business leads | <input type="checkbox"/> Means of company communication |
| <input type="checkbox"/> Sell a product or service | <input type="checkbox"/> Attract visitors and sell advertising |
| <input type="checkbox"/> Provide product/service information | <input type="checkbox"/> Inform/educate |
| <input type="checkbox"/> Improve customer/member service | <input type="checkbox"/> Other (provide answer below) |

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3. What **type of image** do you want to communicate? Select all that apply.

- | | | | |
|---------------------------------------|------------------------------------|--|---|
| <input type="checkbox"/> Conservative | <input type="checkbox"/> Quality | <input type="checkbox"/> Soft | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Friendly | <input type="checkbox"/> Useful | <input type="checkbox"/> Warm |
| <input type="checkbox"/> Eye-catching | <input type="checkbox"/> Funny | <input type="checkbox"/> International | <input type="checkbox"/> Other (provide your answer in the space below) |
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Hi-energy | <input type="checkbox"/> Pastel | |

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4. Who is your **target audience**? Consider factors like: age, gender, marital status, education, computer and technical skills, specific social or professional groups, etc.

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5. What are your **goals for your visitors**?

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Quick Website Planning Guide (cont'd)

6. What are some things that your **staff** might need from your business website?

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7. Do you have a **logo**?

I have a logo in digital format / I have a logo in print format / I need my logo designed

8. Do you have any **photographs** that you would like to use on the website?

I have photos in digital format / I have photos that need to be scanned

I need photos taken / I don't have any photos

9. Are there other **websites that you liked** in particular, as a whole, or some elements (for example: layout, colors, navigation, general impression)? Give the site URL and a short comment about what you like:

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10. What **budget** do you have in mind for this project?

less than \$500 / \$500 - \$2,000 / \$2,000 - \$5,000 / \$5,000 + / Other

11. What is your **timeframe** for having the website complete and live (accessible by everyone)?

1 month or less / 1 - 3 months / 3 - 6 months / 6 - 12 months / Other

12. Please provide any additional useful **comments**. Include specific colors you want us to use.

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