

# 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. This **free** planning guide will help us learn about your goals, users, competitors, existing website, and how to make this particular project a success.

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? .....  
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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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### Website Planning Guide (cont'd)

#### 3. OBJECTIVES

A website can help achieve a number of goals. What is the main purpose for this website? What do you hope to accomplish with it? Check all that apply.

- Establish a Web presence
- Generate business leads
- Sell a product or service
- Provide product/service information
- Improve customer/member service
- Provide a community service
- Advocate a cause or position
- Keep customers and members informed
- Means of company communication
- Attract visitors and sell advertising
- Inform/educate
- Personal/family website
- Reducing fixed costs (printing, mailing, etc.)
- Other (provide answer below)

Other: .....  
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#### 4. AUDIENCE

Who is your target audience? In other words, who are the people (users) who will mainly benefit from this website? Consider factors like professional role, technical skills, specific social or professional groups, etc. (example: salesmen)

Group #1 - Information and Feature Needs:

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Group #2 - Information and Feature Needs:

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**Website Planning Guide (cont'd)**

Group #3 - Information and Feature Needs:

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Group #4 - Information and Feature Needs:

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Group #5 - Information and Feature Needs:

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**5. THEME**

What type of image do you want to communicate? Select all that apply. Include specific colors in Comments area below:

- |  |                                      |   |
|--|--------------------------------------|---|
| <input type="checkbox"/> Academic        | <input type="checkbox"/> Quality     | <input type="checkbox"/> International                |
| <input type="checkbox"/> Conservative    | <input type="checkbox"/> Friendly    | <input type="checkbox"/> Pastel                       |
| <input type="checkbox"/> Corporate       | <input type="checkbox"/> Funny       | <input type="checkbox"/> Professional                 |
| <input type="checkbox"/> Eye-catching    | <input type="checkbox"/> High energy | <input type="checkbox"/> Warm environment             |
| <input type="checkbox"/> Elegant         | <input type="checkbox"/> Soft-spoken | <input type="checkbox"/> High-Technology              |
| <input type="checkbox"/> Family-oriented | <input type="checkbox"/> Useful      | <input type="checkbox"/> Other (provide answer below) |

Other / Comments:: .....  
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## Website Planning Guide (cont'd)

### 6. REFERENCES

#### Competitors

What are the websites for your competitors? Competitors can be anyone providing similar services, whether they are competing with you or working with you. Provide as much information as you can on your top 3 competitors.

Competitor URL # 1: .....

Likes, dislikes, and general feedback: .....

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Competitor URL # 2: .....

Likes, dislikes, and general feedback: .....

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Competitor URL # 3: .....

Likes, dislikes, and general feedback: .....

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#### Websites I like:

Are there other websites that you liked in particular, as a whole, or some elements (for example: layout, colors, navigation, general impression)? Please provide the URLs and a short comment what you like about the given website:

URL: .....

What I like about this site: .....

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**Website Planning Guide (cont'd)**

URL: .....

What I like about this site: .....

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URL: .....

What I like about this site: .....

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**Websites I don't like:**

Please provide the URLs and a short comment what you don't like about the given website:

URL: .....

What I don't like about this site: .....

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Please provide the URLs and a short comment what you don't like about the given website:

URL: .....

What I don't like about this site: .....

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Please provide the URLs and a short comment what you don't like about the given website:

URL: .....

What I don't like about this site: .....

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## Website Planning Guide (cont'd)

### 7. ORGANIZATION

The content of your website needs to be organized into pages and later general sections.

- I need help organizing my content into pages

How are you going to organize the content of your website into pages? Some common pages include: (check all that apply)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Home page         | <input type="checkbox"/> Links & Resources                | <input type="checkbox"/> Contact Us            |
| <input type="checkbox"/> About Us          | <input type="checkbox"/> FAQ (Frequently Asked Questions) | <input type="checkbox"/> Customer Testimonials |
| <input type="checkbox"/> News & Updates    | <input type="checkbox"/> Help (website help)              | <input type="checkbox"/> Portfolio             |
| <input type="checkbox"/> Products/Services | <input type="checkbox"/> Donate / Contribute              | <input type="checkbox"/> Event Calendar        |

Below, please list additional pages that you would like to include.

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### 8. SITE ELEMENTS

Who will write or provide the **content** (text) for the website? Select all that apply.

- I will provide content in digital format (Microsoft Document, Notepad file, PDF file)
- I will provide content in print format (via US Mail)
- I need help writing content

Do you have a **logo**?

- I have a logo in print format
- I have a logo in print format
- I need my logo designed

Do you have any **pictures** that you would like to use on the website?

- I have pictures in digital format (image files: JPG, GIF, TIFF, BMP)
- I have pictures that need to be scanned
- I need help with taking pictures
- I don't have any photos
- I don't need any photos

## Website Planning Guide (cont'd)

What other **website tools** would you like to include in your website?

- Feedback form  
Users can communicate directly with you from the website. Results are sent to you.
- Guest book  
Users can leave messages on the site for all to see. You can edit the messages.
- Email Mailing list  
Send your users news, updates and promotional emails. Keeps your message in their minds.
- Traffic Statistics  
How many hits are you getting? Which pages are most popular? Maximize the impact of your site.
- Personalized User Area  
Users can login securely to access personalized account info online. They can also save personal preferences.
- Discussion List  
A discussion list is a forum in which users can post questions and keep "your conversation" going.
- Other: .....
- .....
- .....
- .....
- .....
- .....

### 9. E-COMMERCE

Indicate the type of e-commerce capability needed for your website:

- Selling products online
- Taking online donations

If you are selling, do you already have a merchant account?

- Yes, I already have a merchant account
- No, but I'm going to obtain it on my own
- No, and I will require assistance with obtaining it
- No, and I would like to explore options other than my own merchant account

Comments: .....

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## Website Planning Guide (cont'd)

### 10. DOMAIN NAME & HOSTING

The website will need a domain name (www.mycompany.com) and a virtual home (host). Have you registered a domain name?

- Yes (domain name): .....
- No but I will (online registrars include [Active-Domain.com](http://Active-Domain.com) and [Register.com](http://Register.com))
- No and I need help with creating and registering a domain name

Have you chosen a hosting company?

- Yes (who is it, URL): .....
- No and I want Sandaleo to host the website
- No I will host the site myself

### 11. MAINTENANCE

How often will the website be updated?

- Daily
- Weekly
- Monthly
- Occasionally (indicate approximate frequency): .....
- .....

Who will be updating the website?

- I want to perform the updates through an automated interface
- I want to perform the updates by coding the pages myself
- I would like to hire Sandaleo to perform the updates to the site
- I would like to explore other maintenance options

Comments: .....

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### 12. BUDGET

What budget do you have in mind for this project?

- |  |  |                                      |
|--|--|--------------------------------------|
| <input type="checkbox"/> less than \$500 | <input type="checkbox"/> \$2,000 - \$5,000 | <input type="checkbox"/> \$8,000 +   |
| <input type="checkbox"/> \$500 - \$2,000 | <input type="checkbox"/> \$5,000 - \$8,000 | <input type="checkbox"/> Other ..... |

### Website Planning Guide (cont'd)

#### 13. TIMEFRAME

When do you plan to have the website complete and live (accessible by everyone)?

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

#### 14. SUCCESS CRITERIA

Please pick the top five criteria that will let us know whether or not this project has been successful. Some examples of what customers have said in the past include: (check all that apply)

- Number of new clients generated from the site                       Time it took to develop the site
- Online sales goals (i.e. \$25,000 in one year)                       Ease of maintenance
- Number of newsletter subscribers                       Total cost of development
- Response from visitors and customers                       Response from staff

Add any additional success criteria in the space provided below:

Success Criteria # 1: .....

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Success Criteria # 2: .....

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Success Criteria # 3: .....

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Success Criteria # 4: .....

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Success Criteria # 5: .....

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## Learning Center

The following information will give you new knowledge about the professional web development process.

### **WEBSITE ELEMENTS**

The time has come for you to seriously think about your website. What's involved anyway? Whether you're ready for a new site or you're thinking about re-designing your current one, this page will give discuss 5 key elements of planning for a website.

- [http://sandaleo.com/web\\_elements.asp](http://sandaleo.com/web_elements.asp)

### **WEBSITE DESIGN PROCESS**

So you've identified the elements of your website and now you're ready to talk to a designer? Many of you are new to the process of professional website design and development. The basic steps are:

1. **Contact:** Contact has been made with ECD via Winsome Sinclair who will be the official contact.
2. **Definition:** This proposal contains proposed content descriptions and describes services offered.
3. **Design:** We will create a new look and feel for the website once the content is finalized..
4. **Development:** Development is about combining the design and the content to create a website.
5. **Testing:** Will be performed by Sandaleo for functionality and by ECD for content integrity.
6. **Launch:** Once the site is final, the files will be placed on the website server and go live.

For more information on the Sandaleo website design process, please visit the URL below:

- [http://sandaleo.com/web\\_process.asp](http://sandaleo.com/web_process.asp)

### **METHODOLOGY**

Client satisfaction is our first priority. Based on that principle, our methodology has been developed and refined using best practice in technology project management and enterprise systems implementation.

Our process is optimized for rapid development, and has been crafted for a high degree of flexibility. This allows us to adapt our process to fulfill projects of different scale and complexity and still deliver the same high quality results on time and within budget. For every technology project, Sandaleo uses a proven, 5-step methodology which is described at the URL below:

- <http://sandaleo.com/methodology.asp>

### **WEBSITE FAQs**

You may have additional questions about websites, Sandaleo or the process. If you don't find the answers at the URL below, please feel free to contact me anytime using the information on page 1. I am available via email 24/7 and via phone most of the day.

- [http://sandaleo.com/web\\_faqs.asp](http://sandaleo.com/web_faqs.asp)

### **SANDALEO SERVICES**

You may have additional questions about Sandaleo and our services. Click the URL below for more information.

- <http://sandaleo.com/services.asp>