

## Emagine Designs Worksheet – 2004

**This worksheet provides a list of ideas that will get you started creating your Website.**

Both you and Emagine Designs will be working *together* during all phases of the Website design process. This worksheet will provide some of the needed information to complete your Web site successfully.

### Getting Started!

#### Specifications:

Requested Web Site Completion Date \_\_\_\_\_

#### Website Type: (check one or more)

- Personal
- Professional
- Small Business
- Corporate
- Re-design existing site
- E-Commerce

How many products do you anticipate selling on your Web site?

Do you have an Internet merchant or PayPal account?

#### Website Purpose: (check all that apply)

- Personal
- Provide Internet Presence for Small Business
- Display Photo Gallery
- Product Information Only
- Advertise Services
- Customer Support
- Small Business
- E-commerce - Sell Products
- Online Exams
- Don't know

Please explain if needed:

#### Marketing Your Site:

Write down 2 – 3 goals for your Web site.

How would you describe your ideal visitor? Who are you trying to reach? Who is your target audience?

What **actions** do you want your visitors to take when they arrive at your site?

How can we make your Web site fun and interesting to your audience?

Do you currently have a registered domain name? If not, list three different domain names that you would like us to check for availability.

Your customers will need to be able to find you. We will discuss all of the ways in which we can help you to market your Website.

Would you like an SEO - **Search Engine Optimization** package included in your price proposal?

**Website Design:**

Please make a list of five (4) Websites that you have visited that you would like us to model your site after. We can take certain elements from each site and combine them to create the look and feel that you want for your site. You may send us the links via e mail.  
webmasters@emaginedesigns.com

**Website Theme** (check one)

- Warm and Friendly (personal)
- Bold and Corporate (business)
- Clean and Crisp (professional)
- Other

**Pages in Website:** (check all that apply)

- Home
- Contact
- Mission Statement
- Entry Page
- Flash Animated Entry Page
- News
- FAQs
- About Us
- History
- Staff
- Products/Services
- Site Map
- Map and Directions to Company
- Newsletter
- Terms and Policies
- Privacy Statement
- Contests or Games
- Other

**Form Pages in Website:** (check all that apply)

- Registration
- Membership - Log in area
- Contact Us
- Other

**Special Pages in Website:** (check all that apply)

- Search
- Knowledge Base
- Site Map
- Other

**Graphics and Photos:**

Think about what kind of graphics or photos you would like on your Web site. Do you have your own graphics in digital format? We can search our graphics library for what your need. List some of the graphics or photos that you want to include in your Web site. Do you need us to design a company logo?

**Colors:**

Choose the colors that you would like in your Website. You may locate other Web sites that use the colors that you would like on your site. Make a list of those Web sites, and we will discuss color selection and usage during our planning meeting.

**Masthead:**

This is the "top of the page" graphic. It is normally placed on the home page and contains things such as a company logo, the name of the Web site, ownership details, slogan and other "branding" content. List all the items (logo, Web site name, etc.) that you want in your masthead.

**Links:**

You may have links to other Websites on your Web site. Are there any sites that you would like to link to from your site?

Do you want us to create a reciprocal links page to help the search engines to find your site?

**Audio:**

Sounds and music can be added to a Website in a variety of ways, and very often they are attached to a Flash banner or introduction. Describe what type of sounds you would like added to your site (if any), and to what pages or banners that you want them associated.

**Animated Graphics:**

Graphics that move slightly are the easiest way to add animation to a Website. Another plus to using this type animation is that most browsers can display them. Click here to view an animated graphic.

List all of the animated graphics that you would like to have included in your Website.

**Flash Animation:**

Flash is also animation that requires a different technology than plain animated graphics. You may view an animated Flash banner at <http://www.esgmessage.com> . Decide if you would like Flash animation in your site.

**Content:**

How do you plan to provide us with the text for your Website? (Select all that apply)

- Digital (zip disk, floppy, CD)
- Paper (company literature, handwritten)
- Request Emagine Designs provide original source material.
- Don't know

Will you need a data base on your site?

Will you need an administration area for you to make your own changes?

Will you need ongoing maintenance / updating of your site after the initial development?

Will you need hosting for your site?

Will you any need print advertising services, such as brochures or newsletters?

If there are any other questions, issues or concerns that come to mind, please jot them down for our discussion.

We appreciate your interest in Emagine Designs, and look forward to serving your needs.

**Emagine Designs**

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