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Handy Website Planner

Print out this worksheet and use it to plan your website. It will help you think about what you are trying to achieve online, and in the process help you determine the scope of your website and the functionality you will require. Then call us at 212-925-1482 between 9 a.m. and 6 p.m. EST. We'd be happy to discuss your website needs.

Thank you.
Regina Kahney, CEO
Marketorial.com LLC

YOUR NAME: _____

YOUR TELE. NUMBER: _____

YOUR E-MAIL ADDRESS: _____

COMPANY PROFILE

1. Please describe your company and/or industry:

2. What are the 3 main goals of your website, in order of importance?

3. What will your visitors be doing on your site? (Check all that apply.)

- Primarily learning about our company, its products or services, and how to contact us
- Requesting or submitting information via an e-mail form
- Taking a quiz or survey
- Searching a database for information
- Purchasing a product or service
- Posting comments or using a forum for online discussion
- Downloading documents or files

Other _____

4. Please describe your typical customer (age range or life stage, gender, position [e.g., CEO, CTO, operations, marketing manager, sales mgr.] etc.)

5. What do you want people to think when they see your site? List 4-6 adjectives in the order of their importance to you.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

CONTENT PROFILE

1. What features or content areas do you have in mind?

2. Do you have printed marketing and promotional materials (brochures, catalogs, etc.) which can be used as a basis for website copy)? If yes, please describe:

3. What degree of text and graphics do you envision?

- _____ Primarily text with decorative or industry-related photos
- _____ Graphics-intensive, with custom-created artwork and icons
- _____ Flash or multimedia

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SITE MAINTENANCE NEEDS

1. Have you registered a domain name and purchased a hosting account?

_____ YES -- http://www. _____

Hosting company: _____

_____ NO. We need a domain name and hosting.

2. How often will you need to make changes to the site? (Daily? Weekly? Monthly? Periodically as needed? Different update schedules for different areas?)

DATABASE PROFILE

1. Please briefly describe the content of your database (product info? Images? Documents? Downloads?)

2. How would you like your visitors to search the database?

_____ Simple Search – by one element at a time (i.e., by category or keyword or name).

_____ Combined or Advanced Search – by multiple elements at the same time (i.e., by category and keyword and price, for example).

MARKETING PROFILE

1. How wide a market are you seeking? Local? Regional? National? Global?

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2. How do you currently market yourself, both online and offline?

3. How long is your sales cycle? _____

SEARCH ENGINE OPTIMIZATION

1. List 6 keywords or phrases you'd like to rank high for on the search engines.

1. _____	4. _____
2. _____	5. _____
3. _____	6. _____

2. What website traffic analysis program do you use?

E-COMMERCE PROFILE

(complete this section if you plan to sell products online)

1. What are you selling online (products, service, subscription, downloads?), and approximately how many?

2. How many product categories? _____ Subcategories? _____

3. Does your online store need to be integrated into an existing website? YES ____ NO ____

If YES, URL of existing site: http://www._____

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4. Do you currently have the items in a database? YES ____ NO ____

If YES, what database software are you using? _____

5. You will need an online merchant account in order to process payments. Would you like us to provide you with an application? YES ____ NO ____

6. How do you want customers to shop your store? (Check all that apply)

- Browse by category
- Search by life stage or interest
- Search by holiday or occasion
- Search by keyword, name, price range, age group, brand, or other descriptor

7. What kind of information do you need displayed for each item? (Check all that apply)

- Item name
- Item description
- Item image thumbnail
- Variations (color, size, etc.)
- Other (please describe): _____
- Item SKU number
- Item weight
- Item image large
- Manufacturer

8. Do you want to be able to indicate special offers, cross-sells, discounts, or out-of-stock to your customers? ____ YES ____ NO

9. Do images already exist for each product in your catalog? If yes, in what format?

If NO, do you require photography services? ____ YES ____ NO, we'll take the pictures ourselves

Please tell us anything else you'd like us to know about your business and your website goals:

Thank you! We hope you've found this Handy Website Planner useful!

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