



Website Planner

Please help us get to know your company better and understand your requirements by filling out this form. Remember, successful websites are built on strategy and planning.

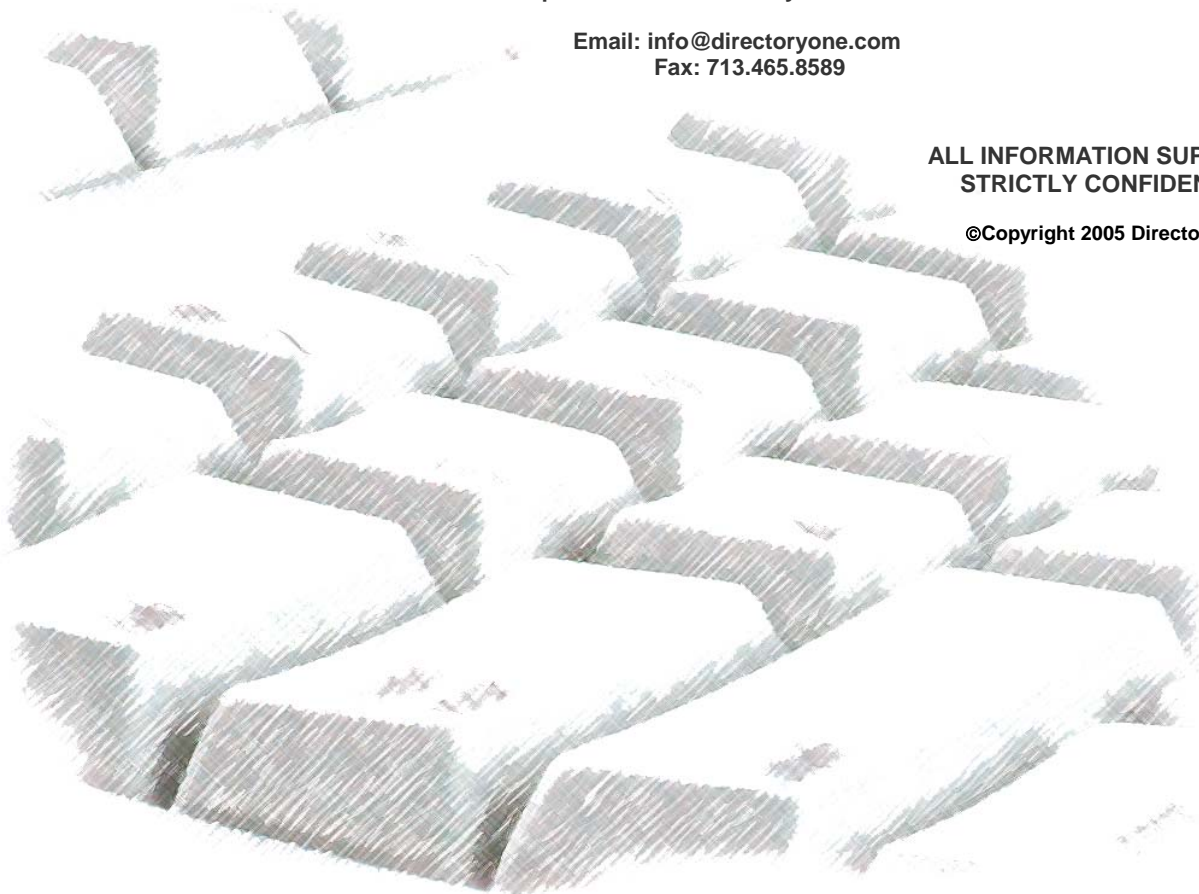
Complete as much information as possible. This will be the basis for building your website. Once you complete the form, please send us an email with this document attached.

If you also have some website or company documentation, please send it to use by email at:

Email: info@directoryone.com
Fax: 713.465.8589

**ALL INFORMATION SUPPLIED IS
STRICTLY CONFIDENTIAL**

©Copyright 2005 Directory One, Inc.



Your Details

Company/Business Name:	
Company/Business Representative:	
Title:	
Address:	
Phone:	
Fax:	
Cell. Phone :	
Email:	
Website:	www.
Project Brief: (Describe your requirements in a couple of sentences.)	

Project Specifics

Please tell us about your business, products/services, consumers and market.

Your Business	
General description of business: (What you do)	
Corporate identity details:	
Colors:	
Fonts:	
Do you have your logo in Illustrator, Photoshop, EPS or other vector format? Do you need a new logo? Do you have any specific design styles, colors or fonts in mind for your Website?	

<p>How long have you been in business?</p>	
<p>Known competitors and their Websites (at least 3). We can learn much from your competitors' successes and failures. If possible, include a brief critique:</p>	
<p>What makes your company different and better than your competitors?</p>	

Reasons for Your Website

Item	Tick for Yes
Sell a product or service	<input type="checkbox"/>
Build interactive branding	<input type="checkbox"/>
Provide e-commerce	<input type="checkbox"/>
To network	<input type="checkbox"/>
To make business information available	<input type="checkbox"/>
To serve your customers	<input type="checkbox"/>
To heighten public interest	<input type="checkbox"/>
To release time sensitive materials	<input type="checkbox"/>
To sell	<input type="checkbox"/>
To make pictures, sound and film files available	<input type="checkbox"/>
To reach a highly desirable demographic market	<input type="checkbox"/>
To answer frequently asked questions	<input type="checkbox"/>
To stay in contact with salespeople	<input type="checkbox"/>
To open international markets	<input type="checkbox"/>
To create a 24 hour service	<input type="checkbox"/>
To make changing information available quickly	<input type="checkbox"/>
To allow feedback from customers	<input type="checkbox"/>
Provide direct marketing opportunities	<input type="checkbox"/>
To test market new services and products	<input type="checkbox"/>
To reach the media	<input type="checkbox"/>
To reach new markets	<input type="checkbox"/>
To reach the specialized markets	<input type="checkbox"/>
To serve your local market	<input type="checkbox"/>
Improve access to information	<input type="checkbox"/>
Corporate communication	<input type="checkbox"/>

CONFIDENTIAL

Your Audience

Target Market(s)	
Demographics of target market. What types of visitors do you wish to attract?	
What will happen when someone visits the site?	
What information will a visitor want?	
Will visitors be able to purchase goods and/or services? If yes, what consumables and how will they be delivered.	

Project Details

<p>What is the mission statement or summary of this project?</p>	
<p>What is the project budget? Is this appropriate considering the comprehensiveness of services to be provided? Please explain:</p>	
<p>What are the basic goals of this project?</p>	
<p>What outcome will make this project successful?</p>	
<p>Who will have overall responsibility for your Website?</p>	

<p>How should the site support the objectives of the organization?</p>	
<p>What constitutes the best return on investment and how is this to be measured?</p>	
<p>Where will most of the site traffic originate?</p>	
<p>Do you want us to design your Website in its entirety, or will you provide us with drawings and other materials to work from?</p>	
<p>Describe any work that has been done toward designing/ redesigning a new Website:</p>	
<p>What is the approximate timescale of your requirements?</p>	

Site Organization

Content and Navigation

How many web pages in your site?	
<p>What are the major sections of your Website? Have you created a navigation scheme? If yes, please send it to us with this document. If no, please list the major content sections:</p> <p>WEBSITE ARCHITECTURE</p>	



Please label pages you desire and draw lines showing the navigational structure. Or, you may attach an outline of the sites navigational structure.

Home Page

About Us	Contact Us	Services	What's New / Specials	F.A.Q. / Newsletter

Where will the content come from?	
Will the content be new, repurposed, or both? Explain:	
How often will new content be added and/or updated?	
Who will update the content?	
How will the content be updated?	

Technical Issues

Do you require Flash animation? If yes, for what purpose?	
Do you require sound or video on your website? If yes, for what purpose?	
Does your site require e-commerce? If yes, for what purpose?	
Do you have a merchant account with a financial institution?	
Is your current website hosted and if so, where is it hosted?	
Do you require a new website host?	
Do you want to use a Template?	
Which screen resolution you want your design to be designed for (800x600, 1024x768)?	

Training, Launch and Maintenance

Who will be maintaining your site after it goes live?	
Do you require any general training regarding Internet-related matters such as Website content management, e-commerce and maintenance?	
Where will any such training take place, and using what computer equipment?	
Do you require us to undertake promotion of your site to any Internet search engines?	
Do you require us to undertake promotion of your site in any other ways?	

About Directory One, Inc.

Directory One, Inc. has been online since 1997, creating successful Websites, doing Search Engine Optimization services and Search Engine Advertising. We're also working under the development of CheckHouston.com as the main tool to create and advertise our client products on a regional market.

What's next

Once you read this document, you should be able to add and edit products and categories to your online store. You probably want to change some rates, taxes, shipping and handling options, etc. So using this quick guide will give you the chance to do it yourself without using our consulting services. However, if you think it will be time consuming for you or you need to use more effectively your time, you can always choose to use our consulting services and we can populate your online store for you and do some changes to the way you want to handle all the options on your online store configuration files. So let us know.

Director One, Inc.

9125 Katy Freeway Suite 204
Houston, Texas 77024
Phone: 713.465.1324
Toll Free: 1.800.477.1324
Fax: 713.465.8589

Email:

Information

info@directoryone.com

Creative Team

dlg@directoryone.com

Advertising Team

seanodom@directoryone.com

Sales Team

pso@directoryone.com

Web: www.directoryone.com