



Website Planner



DIRECTORY ONE
Website Marketing & Design

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. ALL INFORMATION SUPPLIED IS STRICTLY CONFIDENTIAL. © Copyright Directory One 2012

Your Details

Company/Business Name: _____

Company/Business Representative: _____

Title: _____

Address: _____

Phone: _____

Fax: _____

Cell Phone: _____

Email: _____

Website Address: _____

Project Brief: (Describe your requirements in a couple of sentences.)

Project Specifics

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

General description of business: (What you do)

Corporate identity details such as 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?

Known competitors and their website addresses (at least 3). *We can learn much from your competitors' successes and failures. If possible, include a brief critique:*

1. _____
2. _____
3. _____

Your Audience

Demographics of target market: What types of visitors do you wish to attract?

What is the purpose of someone visiting the site?

Project Details

Do you want us to design your Website in its entirety, or will you provide us with drawings and other materials to work from?

Describe any work that has been done toward designing/ redesigning a new website:

Site Organization

WEBSITE ARCHITECTURE

Content and Navigation

How many web pages in your site? _____

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:

Would you like to use a Template? Yes • No •

Which screen resolution do you want (800x600, 1024x768)? _____

Technical Issues

Do you require Flash animation? Yes • No •

If yes, for what purpose? _____

Do you require sound or video on your website? Yes • No •
If yes, for what purpose? _____

Does your site require e-commerce? Yes • No •
If yes, for what purpose? _____

Do you have a merchant account with a financial institution? Yes • No •
Do you have SSL? Yes • No •
Do you handle Social Security information with your site? Yes • No •
Do you handle any credit cards with your site? Yes • No •
Do you need a security certificate? Yes • No •
Do you need any forms on your site? Yes • No •
What is the purpose of the forms? _____

What will the content and structure of the forms be?

Please note that forms can be very time consuming, and will be billed at an hourly rate.

Hosting Information

Is your current website hosted? Yes • No •
If so, who currently hosts your website? _____

Host Telephone Number: _____

Host Email Address: _____

Where is your domain name registered? _____

What is the name of the person or company & person who designed your website?

What is his/her Telephone Number? _____

What is his/her Email Address? _____

Do you require a new website host? Yes • No •

What is your URL (Web Address)?

What is your FTP Login Information:

FTP IP: _____

FTP Login: _____

FTP Password: _____