



Web Development Comprehensive Worksheet

Completing this Comprehensive Worksheet is the first step in the development of your website. Subsequent decisions and estimates will be based on the information you provide. And the more information you can provide, the more efficiently we can deliver your website. So, please take time to carefully and thoughtfully fill out to the best of your understanding. If there is anything you don't understand, please note it, and we will go over it when we meet.

Completion of this Worksheet is *not* a binding contract.

Please fax the completed Worksheet to 707.937.5421 or mail it to CGC Website Designs PO Box 1845, Mendocino, Ca 95460. Upon its receipt we will schedule a meeting.



Client Information

First Name:

Last Name:

Company:

Address:

City:

State:

Zip:

Phone:

Email:

Do you have an existing website? <http://>:



Purpose

Why do you want a web presence? What is your business and how will your web site advance it? What is the message the site is supposed to convey?



Goals

Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Inform people | <input type="checkbox"/> Generate traffic at a retail location |
| <input type="checkbox"/> Encourage response | <input type="checkbox"/> Launch a new service or product |
| <input type="checkbox"/> Increase name brand recognition | <input type="checkbox"/> Offer support to customers |
| <input type="checkbox"/> Organize your marketing message | <input type="checkbox"/> Solicit feedback |
| <input type="checkbox"/> Make an impression | <input type="checkbox"/> Attract new customers |
| <input type="checkbox"/> Do you want to sell a product or service | <input type="checkbox"/> Communicate with potential customers |
| <input type="checkbox"/> Generate sales /reservations | <input type="checkbox"/> Cut costs on printing |
| <input type="checkbox"/> Generate sales leads | <input type="checkbox"/> Other: |

Web Design Worksheet

What criteria will you use to measure the success of the site?

Who will visit your site? Describe your customer base: i.e. age, income, education level, gender, etc.
Why will they want to visit your site?

What are the secondary goals of the Web site? Is this an informational site or an avenue for Internet-based marketing or revenue?

What type of web site development services are you considering? Check all that apply.

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Design of a new site | <input type="checkbox"/> Database |
| <input type="checkbox"/> Existing site re-design | <input type="checkbox"/> Promotion |
| <input type="checkbox"/> E-Commerce Shopping Cart | <input type="checkbox"/> Maintenance |
| | <input type="checkbox"/> Other: |



Budget & Timeline

What is the desired launch date for your site? We do our best to meet this goal, but it depends on a number of factors, such as current project load, complexity and client turn around.

What is your budget? \$



Your Organization & Audience

How would you categorize your business? (i.e. Law Firm, Winery, Real Estate...)

Is there anything that makes it unique or stand out?

Does your company have a tag line?

"All the News that's Fit to Print" — NY Times

"Experience the Magic of Mendocino Wine Country" — Mendo Wine Tours

Does your company have a formal mission statement?

Who are your top three competitors and what are their web addresses:

Competitor:

http://



Competitor:
http://

Competitor :
http://



Design

What type of statement do you want your website to make? Are you looking for a specific genre, culture, or particular style?

Please list the address of 3 sites that you like and describe what you like about them

What specifically do you like about these sites? Look, function, content?

I like this site because...

URL 1: http://

URL 2: http://

URL 3: http://

In addition to listing the above Web sites it is helpful to provide examples of magazines, publications, or artistic works that you like and why. If applicable, please attach additional materials.

Please list three sites and describe what you *don't* like about them:

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

URL 1: http://

URL 2: http://

URL 3: http://



Is there anything else you would like to tell us about the design of your site? Is there anything else you would like to see on your website?



The Look and Feel of Your Web Site

How would you describe the tone of your web site project?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Corporate |
| <input type="checkbox"/> Sophisticated | <input type="checkbox"/> Formal |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Romantic |
| <input type="checkbox"/> Familiar | <input type="checkbox"/> Clean |
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Casual | <input type="checkbox"/> High-tech |
| <input type="checkbox"/> Subdued | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Flashy | |

Do you have a color scheme in mind?

What kind of color do you think best reflects your vision for the web site?

- | | |
|---|--|
| <input type="checkbox"/> Earthy | <input type="checkbox"/> Cool sophisticated shades |
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Vital |
| <input type="checkbox"/> Calm | <input type="checkbox"/> Black and white |
| <input type="checkbox"/> Regal | <input type="checkbox"/> Soft pastels and tints |
| <input type="checkbox"/> Subdued | <input type="checkbox"/> Primary colors |
| <input type="checkbox"/> Warm and sunny | <input type="checkbox"/> Rich saturated hues |
| <input type="checkbox"/> Welcoming | <input type="checkbox"/> Other: |

Do you need to adapt existing print materials such as a brochure or catalogue to your website?

- Yes No (if yes please attach)

Do you have an existing logo that you would like to use?

- Yes No

Do you have any registered trademarks or service marks that need to be included?

- Yes No

What types of graphic elements would you like to include in your site?

- Photographs
 Stock Photography
 Advertisements
 Illustrations
 Other:

What format (s) are they in? check all that apply.

- jpg gif eps tiff PSD PDF doc file hardcopy Other:



Do you want the theme of the web site to reflect the theme already established in your print material?

Yes No

Do you have legal permission to use all graphic and print elements?

Yes No

4 Yes No

To minimize costs, all photos, graphics and content should be provided in electronic format whenever possible.

What types of content do you envision for your web site?

- | | |
|---|---|
| <input type="checkbox"/> History/Biographies | <input type="checkbox"/> Image gallery |
| <input type="checkbox"/> Contact info | <input type="checkbox"/> "Live" of-the-day elements |
| <input type="checkbox"/> Contact form | <input type="checkbox"/> Gift certificates |
| <input type="checkbox"/> Online printable PDF file | <input type="checkbox"/> Webcam |
| <input type="checkbox"/> Directions | <input type="checkbox"/> Order form |
| <input type="checkbox"/> Events calendar | <input type="checkbox"/> Site Search Engine box |
| <input type="checkbox"/> Testimonials | <input type="checkbox"/> Registration form |
| <input type="checkbox"/> Product List | <input type="checkbox"/> Online Reservations |
| <input type="checkbox"/> Newsletters | <input type="checkbox"/> Online Availability Chart |
| <input type="checkbox"/> Press releases | <input type="checkbox"/> E-commerce Shopping Cart |
| <input type="checkbox"/> Available services | <input type="checkbox"/> Member areas (login) |
| <input type="checkbox"/> FAQ (Frequently Asked Questions) | <input type="checkbox"/> Email Page to friend form |
| <input type="checkbox"/> Press section (media resources) | <input type="checkbox"/> Book mark this page script (only available for PC) |
| <input type="checkbox"/> Online guest book | <input type="checkbox"/> a statistics gathering system (tracker) |
| <input type="checkbox"/> ecards | <input type="checkbox"/> Database |
| <input type="checkbox"/> mailing list sign up form | <input type="checkbox"/> Other: |
| <input type="checkbox"/> guest book | |

Who will provide the content for your website?



Website Logistics

Do you already have a web host? Yes No What is a web host?

If Yes, who is it?

If No, do you need assistance selecting one?

Yes No

Do you already have a domain name?

Yes No

If Yes, what is it?

If No, will you need assistance registering one?



Yes No

Will you be needing ongoing maintenance once your website has been built?

- I will be needing ongoing maintenance
 I would like to maintain my website in-house
 I would like to be trained on how to maintain my website

What is your Operating System?

- Mac OS
 OS X 10.____

- Windows OS
 XP 7 2000 Other____

Other OS:

What type of Internet Browser do you use?

- Internet Explorer Version____ Firefox Version____ Safari Version____ Other_____

What type of monitor do you have?

- Size:** 17" 19" 21" Don't know Other size:
Resolution: 1024x768 1280x960 1280x1024 Don't know Other:
Type: LCD (flat) CRT (looks like a TV set) Don't know

What type of Internet Connection do you have?

- Modem Cable DSL ISDN T1 Other_____

Please include an outline of the pages you wish to have in your site:

Is there anything else you would like to tell us?

Thank You!

Please fax to 707.937.5421, or mail to:

**CGC Website Designs
PO Box 1845, Mendocino CA 95460**

