



## Web Design Worksheet – Comprehensive

Our Comprehensive Worksheet is recommended for those who are unsure of their website needs and design. It will help you define your goals and vision for your site while giving us insight into your individual taste and style. Feel free to edit this document with your comments and answers to the questions below and email the completed document to [eric@heimerman.org](mailto:eric@heimerman.org). Alternatively, you can print it out, fill it out by hand and mail to:

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Northern Designs  
1248 Langlade Ave.  
Green Bay, WI 54304

### ***We provide a comprehensive questionnaire for several reasons:***

- To be sure you are aware of the many options available when building your website.
- To help us get a good idea of your vision for the site
- To ensure we design your website to meet or exceed your needs
- To enable us to provide an accurate quote

### ***Keep in mind that the completion of this form is not a contract***

Nothing is binding. Options can be added or deleted during the design of your website as the need arises

### ***Please take the time to carefully and thoughtfully answer the questions below:***

<b>→ Your name</b>	
<b>→ Your email</b>	
<b>→ Have you registered a domain name?</b>	
	<p>___ Yes (please specify): _____</p> <p>___ No</p> <p>If you do not already have a domain name, we recommend registering your domain name with GoDaddy.com. We only refer you – our clients – to reputable firms and organizations that we trust enough to use ourselves.</p>



→ Do you have web hosting?

\_\_\_ Yes (please specify): \_\_\_\_\_

\_\_\_ No

If you decide to contract the services of Northern Designs for your project, you may need to provide us with a login name and password to access your hosting account. If you do not already have hosting, we recommend GoDaddy.com. We would be happy to recommend a plan customized to your specific needs. We only refer you – our clients – to reputable firms and organizations that we trust enough to use ourselves.

→ What is the purpose of your Web site?

Things to think about:

- ✓ What do you hope to achieve with it?
- ✓ What are your goals?
- ✓ Is your purpose to attract a larger audience through search engines?
- ✓ Or to provide information to your current customer base?

→ Who is your target audience?

Who do you want to sell your service or product to?

Things to think about:

- ✓ Who are they?
- ✓ What is their gender?
- ✓ What is their occupation?
- ✓ How old are they?
- ✓ What kind of information are they looking for on your site?
- ✓ What sort of “look” would they be attracted to?

→ Do you have a logo you would like to use on your website?

\_\_\_ Yes

\_\_\_ No

\_\_\_ No, but I am interested in having one designed



→ Choose a color scheme

We recommend choosing one color as your primary color and one or two complementary colors.

Colors represent EMOTIONS and PERCEPTIONS:

- ✓ Elegant, business-like colors include navy blue, burgundy, and beige.
- ✓ Fresh, healthy colors include bright colors such as yellow, blue, and green.
- ✓ Loud, high-impact colors include vibrant colors such as red, yellow, blue, orange, purple and black.

If you are unsure about colors, the next two sections may help you formulate some ideas. If you are still unsure about colors, we would be happy to recommend a color scheme.

→ Websites you like

List several websites that you really like and describe what you like about them and what features they have that you would like to have implemented into your own website. Take a look at sites for businesses and organizations that are in your same or related field.

Things to think about:

- ✓ What is it you like about them?
- ✓ The layout?
- ✓ The colors?
- ✓ The navigation?
- ✓ The fonts?

Tip: Visit your competitor's websites, businesses and organizations that are in your same or related field. What would YOU do to improve them, and how could you implement improvements and enhancements into your own site?

→ Websites you don't like

List some websites that you have come across that you really dislike and describe what you don't like about them and/or what features they have that you would NOT want implemented into your own website.



→ How many pages would you like to start out with?

Approximate # of pages (more pages can be added in the future): \_\_\_\_\_

**Select some specific pages you would like to include:**

\_\_\_\_\_ Home page – This is the first page of your website and it is mandatory. It's also known as the index page. It should clearly state what your website is about. It sometimes includes a mission statement and contains links to your “inner” pages. This page is your most valuable page, as it is the front door to your website and will be the first impression that your visitors will have of you.

**Inner pages:**

\_\_\_\_\_ About Us – This is a page about your business or organization. It can contain your organization's mission statement, history, or other relevant and interesting details. If you are an individual, it may include your credentials or resume and a photo.

\_\_\_\_\_ Resources – This page contains a listing of links and resources that are relevant to your website and may be of interest to your visitors. This is a good place to list websites that you have affiliate programs with

\_\_\_\_\_ Services/Rates – This page contains a listing of your services or products, and can include rates and prices.

\_\_\_\_\_ Contact Us – This is a page that contains information on how to contact you. Often it contains a form for your visitors to fill out. It may also include your address, phone number, fax number and email address.

\_\_\_\_\_ Testimonials – This page may contain letters of recommendation or testimonials that your clients have written for you.

\_\_\_\_\_ Privacy Policy – This page provides a clear definition of how you intend to use information collected on your site.

\_\_\_\_\_ Site Map – This is a page devoted to site navigation and contains a detailed map of your website.

\_\_\_\_\_ Other -

\_\_\_\_\_ Other -

\_\_\_\_\_ Other -

\_\_\_\_\_ Other -

→ Copy writing

For each of the pages listed above that you checked, we request you provide a Microsoft Word document formatted as you desire it to appear on your website, including any in-line pictures.

→ Search engines

What is the #1 keyword or phrase that you think people would use to find your site on the search engines?

List additional key words and phrases:



→ Do you want a copyright statement at the bottom of your pages (recommended)?

- Yes
- No
- Don't know

→ Do you want a Flash Movie added to your website?

- Yes (extra cost – depending on project specifications)
- No
- Don't know

→ Do you need a shopping cart?

- Yes (extra cost – depending on project specifications)
- No
- Don't know

→ Any other special features?

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→ Other

List any additional thoughts, comments or ideas that this form may not have covered.

→ Estimated Date of Completion

It generally takes 30-60 days from start to finish to complete a website, depending on the size and scope of the project.