



## Global Marketing Plus, LLC

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# Website Planning Worksheet

This questionnaire is designed to enhance communications between Global Marketing Plus, LLC and our clients. Why don't you print it on your printer, and have it handy when you discuss your project on the phone with a Global Marketing Plus representative. After we've you've filled in the blanks as we talk on the phone, please make a photocopy for your records, and mail a signed copy to me. It provides a written memorandum of our mutually-agreed plan.

All graphics furnished by you will have to be furnished in a web compatible format via CD or email.

**Organization Name:** \_\_\_\_\_

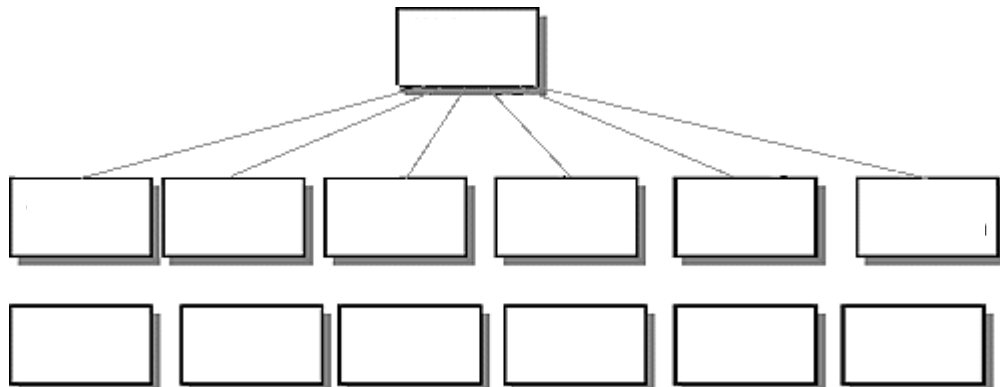
## 1. Purpose

Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

- To gain a **favorable impression** of the company or organization.
- To develop a qualified **list of prospects**
- To **sell products directly** taking credit card information over the Internet
- To encourage potential customers to **contact us by phone or mail** to consummate a sale.
- To make available **product information and price lists** to distributors.
- To make available **product information and price lists** to customers.
- To strengthen **brand identification**.
- Other \_\_\_\_\_

## 2. Site Organization

Please label pages you desire and cross out the rest.



Total number of pages decided upon \_\_\_\_\_

### 3. Site and Domain Names

**Site Name on Masthead:** \_\_\_\_\_

**Domain Name** It must be registered through your web hosting service and approved by a domain registration service before you can use it. You may check the availability of your domain name at Global Marketing Plus (<http://www.globalmarketingplus.com/namesearch/>)

Domain name \_\_\_\_\_ Desired \_\_\_ Already Registered

\_\_\_\_\_ Please have Global Marketing Plus, LLC register my domain name.

### 4. Design and look

To allow us to know what design you want your website, pick one of the following:

1. Pick a Global Marketing Design on our design page.  
(<http://templates.globalmarketingplus.com/>) Design number: \_\_\_\_\_
2. Choose a design you have seen on the Internet. We can take most designs already being used as a website and change different aspects of it so it looks unique. The website I want to use as a basis is: \_\_\_\_\_
3. Combine two or more designs you have seen on the Internet and make one unique website. The websites are:

Web address

What I like about it and want to use on my website

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Start with a drawing I want and either furnish graphics and information or have Global Marketing Plus create new graphics.

### 5. Masthead Graphic

It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image.

\_\_\_ **Company Logo** incorporated in the masthead graphic? If so, please enclose a color copy.

\_\_\_ **Photo or drawing** of product?

\_\_\_ **Typeface** preference \_\_\_\_\_

\_\_\_ Preferred **colors** in palette (PMS colors?) \_\_\_\_\_

\_\_\_ Other ideas \_\_\_\_\_

## 6. Color and Accents

For the most part, we recommend a white background for best readability and contrast, with a band of color or a pattern running down the left margin of the webpage.

Your preference: \_\_\_\_\_

May we include a link at the bottom of the welcome page which reads "**Website Designed with Care by Global Marketing Plus**"? (You are under no obligation to say yes.)

\_\_\_Yes \_\_\_No

## 7. Navigation System

The navigation system should be consistent on every page and should include:

- **Links** on every page to the main pages and/or sections of your website.
- **All pages linked within the first 3 layers** to enable Web search engines to "spider" and index content on every page.

**Optional Systems.** Circle those you wish incorporated in your site.

- **Left-Side Menus** with text links are especially useful on larger sites of 6 pages or more. They can allow more detail than an 8-item bottom image map, and can enable visitors to see from any page how to get to any other. These may be white or light-colored over a dark left-side color or pattern, or black or dark over a light left-side color or pattern.
- **Left-Side "Buttons"** can be used, but we do not recommend them, since they are more expensive and time consuming to maintain when a change or addition is made to the system. Also, it takes significantly longer to load many buttons than an image map of the same area (Extra charge)
- **Colored bar "Image Map"** with a brief word or two indicating each page -- or, in larger sites -- each section of the website. This appears at the bottom of every page. In some sites we put this both top and bottom. You are limited to a maximum of about eight (8) selections on this image map. We use server side image maps to make it easy to expand the site at a later time without having to change the coding on each page of the site. For this reason, and to keep costs down, we do not include separate "buttons" on our standard sites. Included in sites of 6 pages or more.
- **Search Engine** is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for. (Extra charge)
- **Site Map** helps the search engine find every page on your website and also helps visitors find pages

## 8. Photos, Graphics, Animations, Sound, and Video

You must own the copyright to, or have permission from the copyright owner to use any photos or graphics you send us. The quality appearance of your Web site has a lot to do based on the photos or graphics you choose for your Web pages.

- **Clipart** can be used, but tends to make the pages look amateurish. Photos are probably best.

- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette.
- You may **send graphics to us in either digitized form or hard copy photos** which we will scan.
- Prepare **captions** for each photo. You may **affix a PostIt Note** to the photo to indicate its caption and which Web page it goes on.
- If you need us to prepare **specialized graphic elements** in addition to our custom site graphics package, please explain clearly, and perhaps include a sketch. We charge for such items on an hourly basis.
- You may select **stock photos** from your pages from Photodisc (<http://www.photodisc.com>), Corel (<http://commerce.corel.com>), or PictureQuest (<http://www.picturequest.com/>), and give us the photograph number. We will purchase and download the appropriate photo, place it on the Web page indicated, and bill you for the photo cost. If you want us to find and select photos, we charge our hourly rate.

For an extra charge, we can equip your webpages with:

- **Sound**, either MIDI musical background or streaming Real Audio for music or voice.
- **Animated GIF images**. High quality photo images are available from PhotoDisc (<http://www.photodisc.com>) and other sources. We can also make animations for an extra charge.
- **Shockwave Animations**
- **Video clips**
- **Flash**

## 9. Text

- **We prefer Microsoft Word**, though we can convert a wide variety of file types.
- Please do not send us a draft of your text. **Send us your final version**. While we expect to make minor changes here and there after the Web pages are prepared, we charge extra to format and insert brand new text. Most word processors allow you to count the approximate number of words. Web pages which contain more than 1,200 words may be subject to additional charges, especially if they require a good deal of formatting.

## 10. Response Forms

What is the purpose of your response form?

- Guestbook** for visitors to record comments
- Request for information**
- Survey** of customer preferences

## 11. Web Hosting Service

Global Marketing Plus, LLC maintains our own servers and we can set up your web hosting for a small fee.

## 12. Registering and Advertising Your Website

Consider:

- Advertising your Website to Web search engines that index the Web
- Giving customers a good reason to come by offering them something
- Finding industry-wide linking pages and negotiating reciprocal links to and from their webpages.
- Purchasing Web advertising
- Becoming active in several of the thousands of Internet news groups and mailing lists
- Developing a "signature" mini-ad attached to all your e-mail messages
- Making your website part of one or more of the many "malls."
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- E-mail newsletters