



project planner

Thank you for considering Widow's Peak Web Design for you web site project. We've put together some questions to help you get started identifying goals and creating a plan.

While it isn't necessary to respond to all of the questions, it is helpful to go over these topics in our initial consultation meeting to determine the scope of your project.

general information

Contact Name: _____

Company Name: _____

Address: _____

Phone: _____ Mobile: _____

Fax: _____ eMail: _____

Other Team
Members: _____

Website URL: www. _____

site information

domain name:

Your url should strike a balance between being short and easy enough to type without mistakes and descriptive enough to be meaningful and memorable.

- What is your domain name(s)?

- Registrar:
 - User name:
 - Password:
 - Expiration date:

host server:

- Host Company:
 - User name:
 - Password:
 - Server FTP Instructions:

- Email addresses:

project information

- Is this a new site or a redesign?
- What is the timeframe for the project?
- Do you have a target launch date?
- Is this date driven by external factors? (e.g. trade show, product launch, funding meeting)
- Do you have a deadline for selecting a designer?
- What is your deadline for proposal submission?
- What is the budget range for this project?

company information

- Please provide a brief description of your organization.
- How long have you been in business?
- How would you describe the major benefits of your product or service?
- How does your web site fit into your business and marketing strategy?

industry and competition

- Who are your main competitors? (please list urls)
- What do you like and dislike about their web sites?
- Are there other industry related sites that you admire? What do you like about them?

goals

Think about your web site as the answer to your customers' questions.

- What questions are your clients asking?
- What answers do you want them to find?
- How will you determine that your web site is successful?
- How will you measure that success?
- How would you describe the primary purpose of the site? (e.g. support brand, sell product, promote service, provide information, attract members, drive foot traffic to location, reduce call volume to customer service, etc.)

audience

In our opinion, this is the most important topic on the list. Our mission is to design web sites that answer your target customers' questions quickly and easily. From the navigation structure to the color scheme to the title tags, everything is developed with your audience in mind.

- How would you describe a typical customer's profile? An ideal customer?
- Who are the visitors you want your site to attract?
- What do you want their experience to be?
- What will make them return to your site?
- What action step(s) do you want them to take?
- Do they have any specific technical requirements?

marketing & promotion

- How will the site be promoted?
- Do you want an html newsletter sent announcing the launch?
- Will you be collecting user information on your site for a mailing list or other purposes?
- Do you work with a PR firm? SEM provider? Affiliate marketing network? Google AdSense?
- How would you describe your current marketing programs and materials?

content

Effective writing for the web is very different than for print. We can refer you to a professional copywriter if you need help creating (or editing existing) content.

- Will you provide text content or do you need content creation?
- How often will you add new content?
- Do you want to provide content for download?

graphics

We will design custom navigation buttons and backgrounds for your site. We also take your existing images and optimize them for the web. Feel free to ask us for referrals for photographers, graphic artists, logo designers and illustrators if you are interested in other high quality custom graphics for your site.

- Do you have graphics, artwork, logos, fonts to include?
- Are they in digital format or do they need to be scanned?

TIP: Stock imagery is readily available online, but prices vary. Deciding up front the type of graphics you will use will prevent budget surprises later.

look and feel

We pride ourselves in creating sites that are simple and clean to highlight your content while providing a pleasant and unique experience for your visitors. If you have ideas, we will incorporate them whenever possible! Some things to think about:

- Corporate
- Artistic
- Casual
- Soothing
- Energetic
- Whimsical
- Sophisticated
- Edgy
- Professional (we assume this one - no one wants an "unprofessional" looking site)

features

Do not panic if this is all Greek to you! Will you be incorporating any of the following technical features into your site?

- eCommerce/Shopping Cart
- Database integration
- Search functionality
- Interactive Forms
- Flash animation
- BLOG
- Chat Room
- Guest Book
- Other _____

maintenance

Keeping content fresh is key to making your site relevant for visitors and encouraging return visits to your site. Our design and development contracts include 30 days of post-launch "fixes" and text edits. Also available are separate contracts for ongoing, long-term regular updates.

- Do you need ongoing maintenance of the site or do you have someone on staff to handle updates and deal with glitches?
- Will you be incorporating user feedback into your ongoing maintenance schedule?
- If yes, how will you be gathering feedback?
- Do you know of content (e.g. calendars, press releases, new products, etc.) that will be updated regularly?

TIP: Create a 12-24 month maintenance schedule when you launch your site. Planning ahead for regular updates will help schedule resources and keep your site up-to-date and professional.

search engines

Obtaining high natural rankings in search engines is part art, part science and part mystery. Good search engines are designed to display results that are most relevant for the searched on phrases. As a searcher, you want to quickly find a site that fulfills your request, answers your question, solves your problem. As a site owner, you want the search engine to send you relevant traffic – i.e. customers that are interested in what you offer, visitors whose problems you solve.

Our strategy is to develop your site first to be relevant and easy to use for your visitors. Simultaneously, we develop your site pages with certain "best practices" in mind to improve your "organic" (vs. paid for inclusion) rankings and make it easy for the search engines to match you with relevant, qualified traffic.

To be ranked you first need to be "indexed." As part of our design and development contract, we offer free submission to major search engines.

- How are your best customers finding you now?
- Do you analyze traffic statistics?
- Do you plan to incorporate paid search campaigns into your strategy?
- Please provide a list of about 25 keyword phrases (2-3 words) that you think your visitors are searching on AND that you want to be listed under.

TIP: Before you finalize your text content, brainstorm keyword phrases. You'll want to be sure these are incorporated into the copy. Think of the questions your visitors are asking that your site is the answer to.

We hope these questions have helped you to determine what you want your web site to do. We look forward to talking to you about whether Widow's Peak Web Design is the right fit to help you do it. Please feel free to call 415.885.2294 or email info@widowspeak.com to set up an initial consultation.