



Website Design Worksheet

This questionnaire is designed to enhance communications between Charles Witt Communications and our clients. After you have filled in the blanks, please make a photocopy for your records and mail a signed copy to me. It provides a written memorandum of our mutually agreed plan.

Contact Information

Business Name: _____

Contact Person: _____ Telephone: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

1. Purpose (Check all that apply)

- To establish, or better establish, our **identity**
- To provide **information** to our clients
- To provide **products** to our clients (Online Catalog)
- To **sell products** to our clients (E-Commerce)
- To **receive** orders from our clients
- To **expand** our service area
- Other: _____

2. Site Name and Domain Name

Site Name: _____

Domain Name: www. _____

<input type="checkbox"/> .com	<input type="checkbox"/> .biz
<input type="checkbox"/> .net	<input type="checkbox"/> .info
<input type="checkbox"/> .org	<input type="checkbox"/> .us

3. Website Hosting Service

- Select Own Hosting Service

Hosting Service: _____

Telephone: _____

E-mail for Support/Help: _____

User Name: _____ Password: _____

- Have Charles Witt Communications set up hosting service

4. Site Navigation (You will need to provide the information to be contained on the webpages)

- | | |
|---|---|
| <input type="checkbox"/> Home | Return to main page |
| <input type="checkbox"/> Contact Us | Mailing addresses, e-mail addresses, telephone, hours, maps, and directions |
| <input type="checkbox"/> FAQs | Frequently Asked Questions |
| <input type="checkbox"/> Services | Services offered |
| <input type="checkbox"/> Products/Catalog | Products offered |
| <input type="checkbox"/> Staff | Directory of primary individuals within the organization |
| <input type="checkbox"/> Information Request | E-mail to request information |
| <input type="checkbox"/> About Us | Mission statement, Director's/President's statement, company history, etc. |
| <input type="checkbox"/> Helpful Links | Websites that may be helpful to your website (i.e. professional affiliations) |
| <input type="checkbox"/> Employment | Job Opportunities |
| <input type="checkbox"/> Calendar | Events and information calendar |
| <input type="checkbox"/> Surveys/Questionnaires | Online/Downloadable forms to fill out |

5. Color Scheme

- Select Own Colors

Primary Color: _____

Secondary Color: _____

Complementary Color: _____

Highlight Color: _____

- Leave it up to the designer

6. Graphics and Animations

- Logo Company Logo for top of webpages
- ClipArt Images Fast loading (make sure they work with the look you want for your company)
- Photographs You supply photos for scanning or on CD* (photos will be returned)
- Stock Photographs Purchased photographs from online services** (not included in website cost)
- Animated Photo (GIF) Purchased, animated photographs from PhotoDisc
- Animated Graphic (GIF) Animated self-promoting banners on website, titles, etc.
- Flash Animation High quality animated graphics/images (may not be included in website quote)

7. Keywords (Carefully chosen words without repeating a word in multiple keywords)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

8. Descriptive Statement (A carefully constructed 25-30 word descriptive sentence using important keywords)

Authorization

By checking this box, I understand that by signing below, I acknowledge that I am and assume all responsibilities associated with being a person authorized by the above stated business to represent them. I also understand that by signing below I am NOT authorizing any billable work to be done without a contract.

Signature: _____ **Date:** _____

Printed Name: _____

* Any photographs provided by you that show people, whether they work for your company or not, will need to have a signed and dated Model Release form from each person in the photograph whether or not they are easily identifiable. Any photographs provided by you that show products or equipment that are not property of, copyrighted by, or registered to your company will need to have a Permission of Use form or letter provided by the proper owner of the product or equipment. These forms and/or letters need to be provided at the time the photographs are provided for use on the website or any design created by Charles Witt Communications.

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