

# Web Design Worksheet – Comprehensive

COMPANY NAME

The purpose of this worksheet is to help us get a good idea of your vision for a web site. Nothing is binding. Options can be added or deleted during the design of your web site as the need arises.

Client Name:

Email:

**Have you registered a domain name? We can get your name for less than \$10 per year.**

Current available domain names for your company:

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**Do you have hosting?**

**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?

## Logo

Do you have a logo you would like to use on your Web site?

## Color scheme

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

**Things to think about:** colors represent EMOTIONS and PERCEPTIONS.

- **Elegant, business-like colors** include colors such as 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 and purple and black.

If you are unsure about colors, we can help you choose.

## Web sites you like ... and don't like:

**Tip:** Visit your competitor's Web sites. What would YOU do to improve them and how could you implement improvements and enhancements into your own site?

We recommend using Web safe fonts such as Arial or Verdana. However, fancy fonts can be used for headings and subheadings. The most important thing is that they are easy to read.

**Decide on how many pages you would like to start out with. More pages can be added in the future as your company grows.**

**Note:** we require a minimum of three pages.

- Home Page** - This is the first page of your Web site and it is mandatory. It's also known as the index page. It should clearly state what your Web site 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 Web site and will be the first impression that your visitors will have of you.

**Inner Pages** - here is a listing of some of the most popular inner pages. Check which pages you want for your Web site. You can add additional pages to meet your needs:

- About Us Page** - This is a page about you and/or your company. It may include your credentials or your resume. You may also want to include your picture.

- Resources Page** - This page contains a listing of links and resources that are relevant to your Web site and may be of interest to your visitors. This is a good place to list Web sites that you have affiliate programs with.

- Services/Rates Page** - This page contains a listing of your services or products and can also list your rates and prices.

- Contact Us Page** - This is a page that contains information on how to contact you. Often times it contains a form for your visitors to fill out. It may also contain 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.
- Policy Page** - 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 Web site.
- Other:
- Other:
- Other:
- Other:
- Other:

**Don't forget the search engines!**

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

**Who is going to write the copy (text) for your Web site?**

Will you be using our copywriting services? Note: copywriting services are flexible. You can choose to only have one page written or several. You could even choose to write your own page and have our copywriter fine tune it.

**Estimated Date of Completion:**

It generally takes 30 - 60 days from start to finish to complete a Web site, depending on the size. Less time if your copy is completed before the design begins.

## Web design rates

### Affordable, Complete Web Designs Especially For Small Businesses

<b>Web Design Rates</b>	
The cost for the first page designed is 299.00 US, as the initial design is the most difficult and time consuming task. The more pages you order, the more you save!	
<b>Service</b>	<b>Cost per Web page</b>
1st page	\$299.00 US - includes unlimited royalty-free photos from WebStock™ for use in the design and graphics.
Pages 2 - 10	\$ 99.00 US
Pages 11 - 20	\$ 69.00 US
Pages 21 and above	\$ 39.00 US

<b>Sample Web Design Pricing</b>	
<b>Amount of Pages</b>	<b>Total Cost</b>
1 page Web site or template	\$299.00 US
5 page Web site	\$695.00 US
10 page Web site	\$1190.00 US
15 page Web site	\$1535.00 US
20 page Web site	\$1880.00 US
25 page Web site	\$2270.00 US
30 page Web site	\$2465.00 US

## What defines a Web page?

A Web **site** consists of many different Web **pages**. Every Web site has a home page (often called the index page). The rest of the site is made up of inner pages. Some examples of common inner pages are:

- About Us
- Contact Us
- Testimonials
- Articles
- Products
- Portfolio
- Privacy Policy
- Terms of Use or Disclaimer
- FAQ's
- Order
- Resources
- Rates

Our per page rate is the same regardless of the length of the page, however, pages cannot be combined. For example, you cannot combine the about us page and contact us page into one Web page. If you do so, it will still be charged as two separate pages.