Website Planner Workbook

STEP-BY-STEP PLANNER & GUIDE
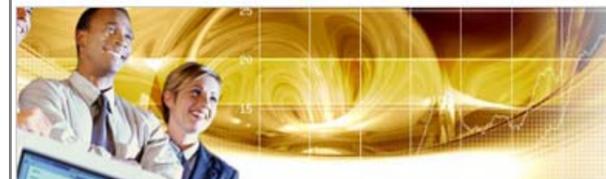
UK based reaching across the world

3Cell Hosting

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After much thought and consideration, you finally took the plunge and decided it was time to have your own website. That's a great accomplishment in itself. However, now it's time to actually plan your website. This can be a very tricky process, but don't worry; we've made it easy with this Website Planner Workbook. We will take you step by step by taking your planning to new levels from the beginning to the end. We wrote this planner for you, our clients, because successful websites are built on strategy and planning. Whether you're building a website for your business or your organisation, you need to start with a plan. An effective plan starts with quality information, and to get quality information you need the right questions. Use this planner to help you identify your website goals and collect the materials necessary for web development. The more time and effort your organisation devotes to this information gathering process, the more likely you are to build an effective, customer-driven, and well-staffed web presence.

Be prepared for a little writing; this is quite a hefty planner. Remember, successful websites are built on strategy and planning.

To find out what to do after you have completed this planner, go to the page titled "What to do next".

Regards,

David Goode
3cellhosting

Need Assistance?

If you need assistance with this Website Planner Workbook, you can take advantage of one of our website specialists. Your web specialist will guide you through your planner and help you work out a plan of action to get your website on-line quickly and easily. To contact one of our web specialists, just go to our website at www.3cellhosting.com and click on the "Contact Us" link.

ALL SUPPLIED INFORMATION IS STRICTLY CONFIDENTIAL.

Now that you're finished, send this planner back to us so that we can review it and give you an accurate website proposal.

If you typed your answers into the document instead of printing it and writing your answers, then you can either email this planner to us as an attachment, or print it and mail it to us.

If you are emailing it to us, please do so as an attachment to david@3cellhosting.com and put in the subject line "Website Planner Attached".

If you are printing this, or you have already printed it and written your answers, please mail this planner to us at:

3cellhosting
43 Belmont Road
Torquay,
Devon
TQ1 1ND

Note: If printing, you can save ink and paper by just printing out and sending us pages 19 – 41.

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We try to make the process of getting your web site finished as quick as possible. But planning and strategy comes first. That's where this website planner comes in handy. Without planning first, your web site can become a disaster, wasting your time and hard earned money. There are several steps we go through before completing your website:

1.) Planning & Strategy

We start the process by having you fill out this Website Planner Workbook. This book gathers information about your company, services, audience, purpose, site goals and more. This planner will also give you a full outlook of how you see your website, and how we find out your objectives and goals for your project. We will give you as much time as you need to review the planner and answer all of the questions asked. We use this information to help us deliver an accurate quote. This will also help us in the future if you decide to accept our proposal.

2.) Website Design Proposal

After you have finished with this Website Planner Workbook, we will gather the information and draw up a proposal for your approval.

3.) Agreements / Deposits

If our proposal for your website development is accepted, we will require half the full amount as a deposit. Along with an invoice, we will send you a contract. The contract will state the project amount, terms and agreement, and other miscellaneous items.

4.) Domain Name Registration

If you have chosen a domain name to register for your website, we will register it at this time.

5.) Collecting Your Materials

Now is the time to start collecting materials for your website. Anything that you can provide to help us design your website will help. This includes, but is not limited to; brochures, business cards, and photos of your business. If you're selling products, we will probably need photos, product weight, and cost. The more information and materials with which you provide us, the quicker your project will be completed and the better the overall results.

6.) Mock-up Sites and Sample Layouts

We will put together some mock websites and designs for your company to critique and discuss. If you have requested a logo design, this usually comes before anything else. At this point we're trying to narrow down exactly what you're looking for in terms of design and layout. Your feedback is essential in the web design process and is welcome at any time.

7.) Working with Materials

Resizing photos, photo optimisation, colour sampling (for those who want to match a corporate colour to their site design), product weight & pictures, and similar tasks are all done during this phase of the web design process.

On behalf of my organisation / business, I approve the above plan which I have developed with 3cellhosting. This plan will be used to construct a proposal for my approval. If approved, I authorise 3cellhosting to use this Website Planning Workbook as the basis of the project. If I do not approve of the constructed proposal and I decide not to do business with 3cellhosting, I acknowledge that 3cellhosting will keep confidential and destroy any and all information that I have provided within this planner.

Printed Name: _____ Position: _____

Authorised Signature: _____ Date: _____

A) Is there anything else you feel we need to know to better serve you in your web development needs?

B) Do you think this planner helped you with planning out your website? If not, what can we add to make it better?

C) Do you think this planner asks all of the necessary items for us to design your website? If not, why?

D) Was there anything that confused you while using this planner? If so, what?

E) Did you learn anything by using this planner? Anything we could have done to expand your knowledge even more?

F) Additional Comments:

8.) Establishing Project Design / Look & Feel
Based on your feedback from the mock-up site(s) and your planner, a design is established and used for your website.

9.) Content
Starting with your home page, we will start building your website. After this is completed and approved we will move on and start placing content into your website.

10.) Scripting & Databases
If you requested any special scripting (contact forms, feedback forms, databases, reservation systems, etc.) then we will integrate the scripting into your website.

11.) Web Site Completion and Debugging
After you have reviewed the website, and everything is in correct order, we will start by reviewing the site ourselves. We will check website load time, browser testing, resolution testing and the overall optimal performance of your site.

12.) Site goes "Live"
Your site is published for the world to see! You can now start advertising your website: tell friends, business acquaintances and publish print material with your website address.

13.) Site Optimisation & Online Marketing
Your site is optimised so that we can correctly market your website. We will use the keywords and descriptions of your site that you have gave us in your planner. We will then start by submitting your website to search engines and do any other website promotion services that you requested.

Gathering information for your website can be confusing. Questions arise such as "Where do I put this information?", "What do I put on this page?", etc. Here are a few ideas of what to use to get you on your way:

- Logos you have gathered (on disk or otherwise)
- Text you have prepared yourself
- Company Information
- Catalogs
- Brochures
- Manuals
- Photographs you have taken or gathered related to your company

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A) Do you need copyright or trademark information in small print at the bottom of every page?
__ Yes   __ No

A2) If you answered yes on answer A, please tell us what you would like it to read.
Example: Copyright 2006 Your Business Name. All Rights Reserved.

B) Do you need custom error pages on your web site?
__ Yes   __ No   __ Not Sure

C) May we include a link at the bottom of your main page which reads "Website Designed by 3cellhosting"? (You are under no obligation to say yes.)

A) Please select the following items that you will need:

__ Download Time Review

__ File Size Review

__ Browser Compatibility Check

__ Link Checks

__ Spell Checks

__ 24-hour monitoring of site

What do you need in an e-commerce website?

- Online Credit Card Acceptance
- Secure Server to Accept Credit Cards
- Merchant Account
- Internet Gateway
- Shopping Cart

E-commerce Facts:

The worldwide internet population is almost 1.5 billion people in 2008. 55% are comfortable with online credit card transactions and over 30 billion pounds will come from annual revenue from e-commerce websites.

The following information is to help give you a brief idea of what is needed in order to start the development of your online store. If we are not building a E-commerce website for you, you may skip this section.

1.) Tell us about your product and/or service

How many products do you have? Do your products have a code associated with them? Do they have attributes such as different sizes and colours? We want to follow your existing business model as closely as possible in order to maintain a brand online that is consistent with your real-life business.

2.) Shipping Costs

How do you calculate your shipping costs? Some people do by range, others by weight. If you have an existing system to calculate your shipping we'll need to know all about it in order to incorporate it into your online shopping cart.

3.) Weight

If the weight of your product determines shipping cost, then we'll need the weight of each product going into your online store.

4.) Pictures

Do you have pictures of your products? If so, do they need to be optimised and/or resized for proper Web viewing? We'll need to know about the pictures and artwork you have about your product/service.

5.) Product Description

For every product we'll need a description. Concise and eye catching copy that is full of adjectives is usually the best for attracting the attention of potential shoppers.

Website hosting is how your website is stored 24 hours 7 days a week so it is always accessible by internet users. If you're not sure on where to host your website, then we can host your website on our servers for you. Below are our fees for such service. You may also access these fees from our website at www.3cellhosting.com.

Package	Price	Disk Space (MB)	Bandwidth
Personal Package	£38 per annum	100 MB	2 Gb
Standard Package	£51 per annum	200 MB	4 Gb
Advanced Package	£100 per annum	300 MB	5 Gb
Ultra Package	£150 per annum	500 MB	8 Gb

Dedicated Server Prices on request

Customer Support	
Free Technical Support 99.9% Uptime Guarantee	30 Day Money Back Guarantee Free setup of all email features
Email Features	
100, 500, or Unlimited POP3 Accounts* SMTP Outgoing Mail Server Unlimited Auto Responders Unlimited Forwarders & Catch-All E-Mail	10, 50, 100 or Unlimited Mailing Lists* Webmail access Spam Assassin (block SPAM) Unlimited Customisable Mail Blockers
Access Features	
Unlimited Subdomains Unlimited FTP Accounts Unlimited Parked Domain 2, 10, or Unlimited MySQL Databases* Customisable Error Pages Access to Raw Access Logs	Web Based File Manager Cron Jobs Graphical Web Statistics (AWStats & Webalizer) FrontPage Extensions (2000 & 2002) Available Secure Server Access Error Logs
Development Features	
Linux 2.6.28 OS PHP 5.2.8 Apache 2.2.11 (Unix) MySQL 5.0.67-community PhpMyAdmin access Modify Mail Exchanger (MX Entry)	osCommerce Shopping Cart Online Database Management Web Based File Manager Password Protect Directories Perl Version: 5.8.8 CGI

You must own the copyright to, or have permission from, the copyright owner to use any photos, sound, or media you send us. If you have photos of your own that you would like to place on your website, you may send them to us by mailing the photos so that we may scan and return them, or by sending the digitised images on a diskette, CD , or via email.

Stock photos can also be obtained from multiple websites (Some free, some for which you must pay).

Some of these websites include:

Getty Images (http://www.gettyimages.com)

iStockPhoto (http://www.istockphoto.com)

Inmagine (http://www.inmagine.com)

Stock.xchang (http://www.sxc.hu)

PictureQuest (http://www.picturequest.com)

Animated GIF images: High quality images are available from Photo Disc (http://www.photodisc.com) and other sources. We can also make customized animations for an extra charge. We can help you select the photos for your website, but extra charges will apply.

A) The following is a list of possible items that you will need for your website. Check the items on the list that apply to your needs:

__ I have graphics, photos and/or artwork that need to be scanned.

__ I need assistance in choosing graphics and artwork

__ I need a new custom graphics and/or artwork design

__ I currently have videos that need transferred onto my website

__ I would like sound played on my website.

__ I need a staff member at 3cellhosting to take photography of our business (Local Only)

A) Specify as many websites as you like that show colour combinations you like.

Http://

Http://

Http://

B) List as many websites as you like with a "look and feel" that you want for your site.

Http://

Http://

Http://

C) List as many websites as you like which have a similar structure and layout to the one you want to develop.

Http://

Http://

Http://

D) List as many websites as you like that come closest in functionality to the one you want to develop.

Http://

Http://

Http://

E) List as many websites as you like that you do not like, explain why.

Http://

Reason:

Http://

Reason:

Http://

Reason:

A domain name is simply a system for providing a human-memorable name for a particular computer on the Internet. Properly speaking, computers have numerical addresses similar to phone numbers. The domain name system provides a translation from a name to the appropriate number (similar to a directory assistance for the Internet). For example, www.super8.com is much easier to remember than 498.178.89.226.

Why you need a domain name

There are several advantages to a domain name:

- Your web service and e-mail addresses can be consistent (e.g., www.yourcompany.com and info@yourcompany.com).
- A domain name is shorter and more memorable than a URL under your ISP's domain name (e.g., www.yourcompany.com vs. www.verizon.net/yourcompanyname).
- Most importantly: You have the freedom to move your web hosting and e-mail at will from one Internet Service Provider to another without having to change your URL and email addresses. If your URL is www.verizon.net/yourcompanyname, you have to be a customer of Verizon. If you become unhappy with the service you are getting and want to switch, you'll have to change your URL and email, throwing away all the work you did to publicise the first website. If you have your own domain name, you're not stuck.

The 3 top level domain names are .com, .net, & .org. There are also several domain extensions such as .us, .edu, .gov, .info, and more. Dot Com domains are usually the best choice, if available. Organisations should use .org, while commercial businesses should use .com, .net or .us, depending on the availability of .com's.

Here are some things to think about when planning your website:

Planning:

- What advantages would you like to gain from your website?
- What disadvantages do you think you may encounter?
- How do you plan to overcome those disadvantages?

Target Market:

- Who is your primary target market?
- Who are the main customers you wish to reach?
- Who is your secondary target market? (If any)
- To whom do you sell or want to reach primarily? Other businesses or to the general public?
- How will your website compare to the way your business / organisation currently operates?
- Are you planning an online brochure to enhance your marketing or showcase your product / service?
- Would you like to receive orders and sell merchandise over the internet?

Setup:

- Have you selected a domain name for your website? Is it currently registered?
- Will your site need a security certificate?
- Will you be processing credit card transactions?

Advertising and Promotion:

- How will you generate demand for your product or service?
- Will you offer banner ad space?
- Will you offer referrer bonuses?
- Will you offer contest-based promotions?
- Will you offer coupons for using the website?
- Will you be participating in email marketing?
- On what other media will you be advertising your business?
- Will you be adding your website information to that media?

Customer Service:

- Who will be answering email generated by the website?
- Will your customers have a phone number at which you can be reached on the website?

A) What Type of Image Would You Like to Project? (You may select more than one)

__ Content driven

__ Conservative

__ Corporate

__ Artistic

__ Feminine

__ Friendly

__ Children

__ High technology

__ Family

__ Academic

__ Fun

__ International

__ Rustic

__ Nature

__ Other

A1) If other, describe below.

A) Who is your target audience? Teenagers? Women 18- 25? If there is more then one, list them:

B) What types of visitors do you wish to attract?

Examples: Men? Women? Locals? National? International?

C) If you were your own customer or target audience, why would you visit your website? What would you be looking for?

This is a really important question. Think about your target audience - when they use the Internet to find information about your product or service, what do they want to know? What are they looking for? What do you want them to do? For example, an estate agent might answer, "My visitors will want to find local listings." A tax practitioner might answer, "My visitors will want to know when the next estimated tax payment comes due or what to do if the Inland Revenue sends them a notice that they are being audited." This list will be your guideline for the kind of content you will place on your website, which will make or break your site. Look at this question from various angles, such as what makes my product or service attractive, why should they buy from me? What's unique or special about what I have to offer?

Functionality:

Which functional features should your website offer? Consider:

- e-commerce/shopping cart
- site search
- customer service/support
- tech support
- discussion forums
- newsletter
- catalog/information
- order forms
- feedback form
- member logon
- password protected areas
- SSL-encrypted areas

Information:

Which informational elements should your site contain? Consider:

- about us page
- contact us page
- copyright notice
- privacy statement
- disclaimer
- sitemap

Here is an example of a site navigation tree. Review it, as you'll be making one of these for your own site later in this planner. Each box shows a single page from your website. There are 13 boxes all together, therefore there will be 13 separate pages within your website.
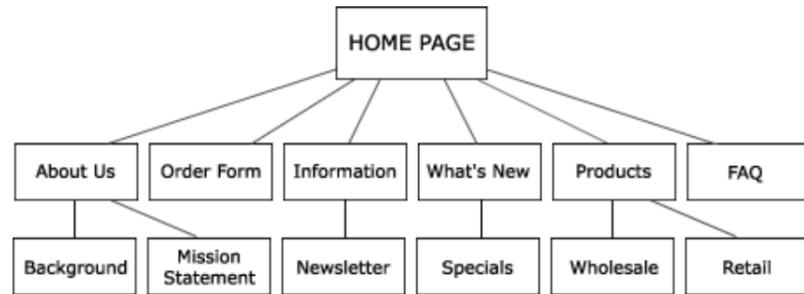
True or False

A) ___ Being in directories & search engines is important for my business / website.

B) Would you like us to undertake promotion of your site to promote and optimise for search engines?
___ Yes   ___ No   ___ Not Sure

C) Keywords
If you were your own customer, what words would you use to find you in a search engine?
For example, a training company might answer "teamwork training, management training, executive coaching, communications training, train the trainer, conflict resolution, managing change, training, strategic planning, facilitation skills, meetings, risk and empowerment"

Pinpointing these accurately is VERY important to the success of your site, as they are used in your web pages as key words. People looking for what you have to offer will search for key words on the Internet. If you have good keywords that reflect what you offer, you improve your chances of being found by people who are using search engines. Keywords can also include your location such as city, state, country, etc. If you had a dentist office in London, W1 some of your keywords would be "London Dentist " London W1 Dentist", etc.

In priority order, list the 15 most important keywords from your answer above. If you would rather us find the best keywords for your website, check here: ___.

1.)	5.)	9.)
2.)	6.)	10.)
3.)	7.)	11.)
4.)	8.)	12.)

D) Site Description:
Please write a carefully constructed 25-word sentence containing the most important keywords describing your business / website.

A) What are your colour preferences? Should they blend in with the company/organisation logo?

For the most part, we recommend a white background for best readability and contrast. We can also provide sample designs available for inspiration, if needed.

B) If you'd like, feel free to give a URL to a website, where you like the colouring and explain why.

The possibilities of items that you can include in your website are endless. Here are some examples:

- Testimonials from satisfied customers. If you have letters or emails with praise, be sure to get your customer's permission before placing them on your website.
- A Privacy Policy if you are collecting information or addresses for an opt in email list.
- Copies of any logos, business cards and letterhead so the web site can be designed consistent with your other marketing tools.
- A brief history of the company and the key employees and owners. Include pictures of the owners or founders if you would like those on the website.
- Any other published brochures and other typed material that you feel would be helpful and informative for people visiting your web site.
- Pictures of products you are selling. Before and after pictures are also helpful when working with home improvement type products and services.
- A return policy if you are selling a product.
- For attorneys and medical practitioners: a disclaimer advising the visitor that there is no client relationship and any advice given or construed in the web site is not meant to take the place of seeking actual counsel by a professional in the field.

Other ideas include *Links* page (links to outside websites), *Contact Us* page, *About* page, *What's New* page, *Partners* page, *Affiliates* page, *Tips, Hints, or Useful Information* page, *Resources* page, etc.

This is a big question with a multitude of answers; here are the main key point advantages of having a website:

Development & distribution costs are extremely low

When you compare the cost of establishing a website to what it costs to promote your business in print or on the air, you'll see that a website is the cheapest form of marketing. A radio campaign featuring several 30-second spots per week for three months could run you £3,000 - £10,000. That gets you five minutes per week of exposure for three months in the local area only. Newspaper and magazine ads are similarly highly priced, and they only last for the life span of that particular publication. A website has virtually limitless space.

You could put up a website with dozens of photographs and several thousand words for under £2,000 for the first year, and keep it up and running for a few hundred pounds per year after that. What would it cost to run a newspaper ad of this size for a year? Imagine how much it would cost to produce a catalogue for 200 different products, and keep it in consumers' hands for an entire year. You can accomplish this with a website very easily, with low development cost and almost no distribution cost. Websites are in full colour - a palette of 16.7 million colours for your photographs alone.

A website is accessible worldwide.

There are no physical limitations to broadcast areas as in radio and no circulation region restrictions as in newspapers or magazines. You can keep your website more current more affordably than any other media; you can update a website immediately, and as often as you like. Imagine you sell products whose prices fluctuate. With a website, you can change these prices every time they go up or down, so your marketing materials are always accurate.

A) From where will the content for your website come? Will you be providing it? Will we need to provide it?

B) Will the content be new, re-use existing, or both? Explain:

Below is a flowchart diagram. Your main page to your website is where "Home Page" is written on the top box. In the boxes below write the pages that your website will contain. If this is a redesign of a website, place the pages you currently have on your existing website, then cross out the pages that you would like removed and add any additional pages. (If you have more pages than spaces available, write them below, or write them on a separate sheet of paper). If you're artistic, you can always make your flowchart diagram on a separate piece of paper and attach it with this website planner workbook. If you need ideas on pages for your website, we suggest that you review pages 10-12 and read the articles "Things to Think About When Planning Your Website", "Planning the Navigation of Your Website" and most of all "Things You Can Include in Your Website" in this planner.

Home Page
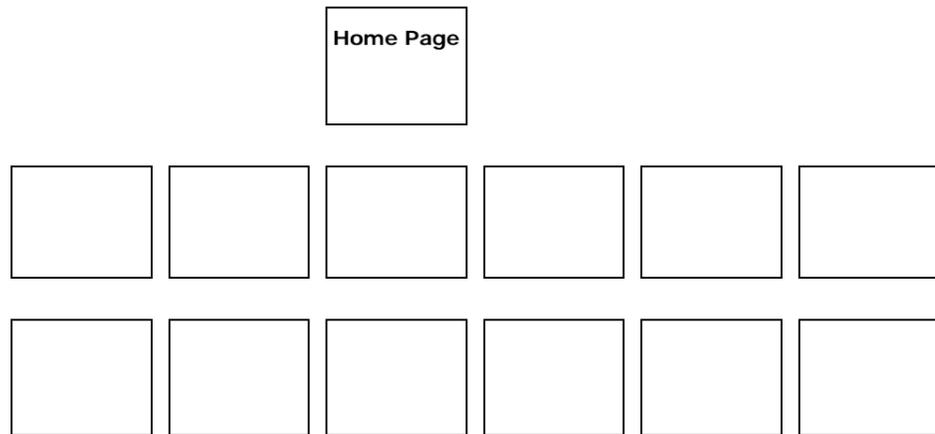
B) Total number of pages decided upon ____

Websites are economical and not limited by size.

This means a small business can present as large or creative of an image on the Internet as a bigger company - with the right design team. A website also allows easy and safe communication between the consumer and you so that anyone who visits your site can contact you at any time by sending an email. Unlike communications that originate from other forms of advertising, consumers who send emails don't have to deal with many problems of everyday business: pushy salesmen, remembering to call during business hours, having to battle crowds to get to your stores, spending time waiting on voice mail or getting the wrong information. It's convenient, easy, and safe for the consumer. Email is also convenient for you.

You can respond to all your customer inquiries at the same time, and do it when you have a free moment - not in the middle of rush hour when someone calls up to ask for product information or directions to your location. You can save money on tech support and answering questions. If your employees spend a lot of time answering the same questions and sending out the same material, you can reduce that labour cost significantly by providing the information on the website. For instance, a client can avoid having to mail or fax information for over 1,000 phone call solicitations in a one-year period simply by providing the information on their site. That improves on labour costs and provides a real cost savings in reduced long distance phone bills (for faxes) and postage. Your website can also take orders while you sleep as people can place orders on a website at any time, day or night. But most importantly, no salesmen manning the store, no utilities, no insurance, no payroll...computers don't need a benefit package or overtime. For every second of every day, your website is working for you! As to your choice for website design, if a designer can't tell you why a website is a unique marketing tool as we have here, how successful will their website be? Are they helping you to develop a marketing mechanism or are they selling special effects? Is it an intelligent tool for driving business or an overpriced, turbo-charged business card? Make sure you choose a designer with marketing expertise, experience and skills.

Everyone always asks how they can make their website more effective. Here are some key points that you should focus on in order to ?be more successful on the Internet and with your website.

1. Find A Role For Your Website

The single most important tip is to decide on what role of your website should play in your marketing program before you order it. Do you want to educate the market about your products? Provide a 24-hour information resource for current customers? Showcase your products? Generate requests for literature and leads? If you set objectives and stick to them, your website will be a success.

2. Offer The Reader A Compelling Reason To Contact You

Turning a website visitor into a customer is the most-overlooked aspect of web-based marketing, even on the biggest commercial sites. You want those who visit your website to buy. The easiest way to accomplish this is to engage them in a two way dialog, so you can market to them on your own terms. Get them to volunteer their name so that you can inform them of specials, product upgrades, events, and new products via e-mail or regular mail. How do you get them to volunteer their name? Offer them something! A free catalogue, a free quote, a free analysis, a free reprint of an editorial article -- anything your buyers might find of value. Other methods might include weekly drawings for free gifts (T-shirts, free product, etc.), or other promotional giveaways.

3. Get Right To The Point

People are not patient. Studies have proven that people will read long ads and marketing materials, but only if it's clear there's "something in it" for them. Be concise. Be quick. Be interesting. Don't beat around the bush with long introductions or unrelated information. Tell your customer what they want to know and they'll stick around for more!

4. Focus On Your Audience

Remember, your website should appeal to the interests of your audience, no one else matters! Focus on your target audience and put yourself in their shoes. If they're interested in your product because it saves them time, then focus on convenience, don't start your pitch with a laundry list of less-important features. Focus on the key benefits of your product and leave the details for later.

5. Market Your Website

Would you open a sales office in a distant city and then not tell your clients in the area that it had opened? Of course not. Think of your website as an automated sales or service office on the Internet and let your "universe" of potential buyers know that it's available to them. Put your web address on your stationery, business cards, ads, brochures, and other sales materials, use a rubber stamp if necessary. Be creative! For example, send out an "birth" announcement on a postcard. You should also remember to keep your domain name easy to remember. There shouldn't be any dashes or numbers if it isn't necessary. The general rule of thumb is the name should either be the company name or something that will be so easy to remember that if you gave your business card to someone and they lost it, they should still be able to find the website.

6. Make Your Website Useful

Please check all that will apply to your site, if you're not sure about something, leave it blank and explain at the bottom of this page with your questions. Place an "x" next to the elements that you will be needing, and place a "?" next to the elements about which you are unsure.

___ Email Access

___ e-book or PDF downloads

___ FAQ (Frequently Asked Questions)

___ Site Map (Must on large websites)

___ Articles, Reports, Writings, Manuals

___ Contest or Giveaways

___ Banner ads (Sites sponsoring on your site)

___ Special or Limited Time Offers

___ Shopping Cart (e-commerce)

___ Accept Credit Cards

___ Secure Server

___ Custom Scripting

___ Site Search

___ Surveys or questionnaires

___ Specialized Calculators

___ Live Online Support

___ Guest Book

___ Streaming Media

___ Membership Area

___ Chat

___ Press Releases

___ Games

___ Forms (Ex: Contact Forms)

___ Media Kit

___ Newsletter/ Mailing List

___ Audio / Sound

___ Discussion Board / Forum

___ Classified Ad Directory

___ Art, Photo, or Graphics Gallery

___ Customer Feedback

___ Online Product Catalogues

___ Automatic news or article feeds

___ Flash

___ Animations

___ Directory / Database

___ Newsletter Archives

___ Other (Please explain below)

The main reason for using a Domain Name (i.e. yahoo.com or disney.com), beside the appearance of having your own network system, is because they are easy for your visitors or customers to remember. If you visit a dentist's website and his domain was www.dentist.com, odds are you will remember how to find it again more easily than if it was at http://www.verizonwebhosting.com/~drdentist. Another advantage of having a domain name is that you will most likely never lose it, and that it will also give you lifetime email (accessyou@yourdomain.com). You may check the availability of your domain name through www.3cellhosting.com. If you do not have a domain, we can give you a list of currently available domain names so you may choose which one you like. Domain Name Registering is currently £8.00 each year through 3cellhosting, although some TLDs are more expensive e.g. .TV .BIZ etc.

____ I have an existing domain name

____ I intend to buy a domain name from 3cellhosting

____ I intend to buy a domain from another company

____ I don't want a domain name

If you would like to purchase a domain through 3cellhosting, what are your preferences? Again, you can check at www.3cellhosting.comfor domain name availability. If you don't have access to the internet at the moment, just think of some domains that you may be interested in.

1st Choice: _____   Available?   __ Yes   __ Not Sure

2nd Choice: _____   Available?   __ Yes   __ Not Sure

3rd Choice: _____   Available?   __ Yes   __ Not Sure

Make sure the information your prospects or customers want is available. For example, websites are ideal ways to disseminate the latest information about your product. You can include specifications, case studies, success stories, white papers, or testimonials. And don't forget to include important contact information like your free ordering line, customer service number, or how to get technical support. Make people want to come back to your website, make it "sticky". It should be updated continuously, with events and news. Your site should also give them the incentive of coming back (e-mailed newsletter, product specials, contests, etc.).

7. Make It Easy For Viewers To Respond

You'd think this was obvious, but it's overlooked far too often. You absolutely must make it easy for a reader to express their interest in your website. Plaster your freefone number across it, make sure there's a link to your e-mail system, and treat visitors with the care you show any other prospective buyer. I have seen sales-oriented websites that never once listed a phone number or a "click to send e-mail" button.

You should not always rely on search engines for heavy traffic. It is much harder to get your website included into a search engine than it was years ago. Actually, many more people are visiting websites for which they have seen the web address in writing. Why do you think so many television commercials these days always include the web address of the product they are promoting? The key thing to remember is: Anywhere you post your company name, post your website address along with it.

Some other ideas to advertise your website offline:

- Letterhead AND envelopes
- Personal brochures about you and your company
- Your CV
- Newsletters sent to your clients (either email or in print)
- Signature tag of all email messages (no matter to whom they are sent… friends, family, colleagues, etc.)
- At the end of your voice mail/answering machine message (i.e., …. "and be sure to visit my website at www.yourbusiness.com".
- Fax cover sheets (many people forget this one!)
- Flyer on free local bulletin boards (grocery stores, discount chain stores, shopping malls, dry cleaners, etc.) – print a flyer on bright yellow paper detailing your web address and your company. BE SURE to include your email address as well as your telephone number! Tack the flyer to bulletin boards all over your town. Keep a supply in your car for handy access.
- Magnetic car signs (many office supply companies will make these for you at a very reasonable rate)
- Neighbourhood directories
- Bus stop benches
- Printed on mouse pads (give one to your clients at Christmas or on their birthday instead of sending flowers)
- T-shirts (white T-shirts can be imprinted with a one-colour design for a nominal price). Think about how great it will make you feel to see YOUR web address "walking around town".
- Business card (As simple as this sounds, it is often overlooked)
- Your business sign

Web hosting is how your website is stored 24 hours 7 days a week so it is always accessible by internet users. 3cellhosting has unbeatable hosting prices. We can discuss with you our prices, and the difference in hosting packages, and help you decide which package is best for you. Additional fees may be required if 3cellhosting must upload content to another web host. Hosting with us includes free email at you@yourdomain.com, web stats, support, free setup and more. For current website hosting prices, go to www.3cellhosting.com.

__ Yes, I need 3cellhosting to host my site

__ No, I already have a web host who will host my website

A) On average, how often will new content be added and/or updated to your website?

B) Who will be maintaining your site after it goes live?

__ 3cellhosting __ Employee __ Full Staff __ Other

If 3cellhosting will not be maintaining your website, please answer questions B2-B7.

B2) If other, please explain:

B3) How proficient or experienced is the person(s) that will be maintaining your website in web development?

B5) Will the person(s) need training from 3cellhosting?

__ Yes __ No __ Not Sure

B6) How will the website be updated by the person(s)?

__ Own Software __ Software provided by 3cellhosting __ Other

B7) If other, please explain:

C1) Who will monitor and respond to e-mails?

Name:	
Title:	
Address:	
City, County, Postcode:	
Phone:	
Fax:	
Email:	

A) Do you have access to the internet at your home?

__ Yes __ No

B) Are you in charge of every aspect of the website, including content gathering?

__Yes __ No

C) Have you planned a website before?

__ Yes __ No

Business Name:

Address:

City, County, Postcode:

Phone:

Fax:

Email:

A) Do you have access to the internet at your office?

___ Yes ___ No

B) Please briefly describe your company or organisation so we can learn more about it.

C) What is your mission statement?

D) What is the type of industry of your business?

E) How does your company currently market?

F) How is business generated?

G) How many employees does your business have?

H) How long has your company been in business?

I) Who are your customers?

J) What is your current corporate identity?

H) Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks.

Seeing what your competitors have done is a great way to improve your image over theirs. Let us study what they've done, and together we can improve your image over theirs. Please name the companies that you are in competition with, if they have a web page, please list it within, and tell us what you think of their web page. If you would like to list more then 3 of your competitors, you can use a separate sheet of paper or photo copy this one.   __ I have no competitors

A) Competitor #1

Name of Competitor:

Competitor's Website: Http://

Review their website, what do you like about it? What do you dislike about it? How can we make a better site?

B) Competitor #2

Name of Competitor:

Competitor's Website: Http://

Review their website, what do you like about it? What do you dislike about it? How can we make a better site?

C) Competitor #3

Name of Competitor:

Competitor's Website: Http://

Review their website, what do you like about it? What do you dislike about it? How can we make a better site?

D) What can you offer that your competitors don't?

For example, a legal firm might answer, "Ability to provide in depth answers to legal questions for £20 in 24 hours via online charge form." Or a biscuit company might answer, "Ability to get biscuits delivered anywhere in a personalised ornamental box in 48 hours." Make a list of the important reasons for potential customers to choose your business.

Rate the importance of each of the following reasons for having a website. Be sure to rate every item.

Rating System:

1 = No or Irrelevant   **2** = Nice but Not Necessary   **3** = Average   **4** = Important   **5** = Very Important

Customer Service:

____ To improve overall customer service

____ To provide support info online for customers

____ To provide additional info online for customers

____ To answer frequently asked questions

Reduce Costs:

____ To reduce printing costs by putting info online

____ To reduce printing costs by putting forms online

____ To save on postage costs by using email

____ To lower support costs

Other Income Sources:

____ To sell advertising space on my website

____ To sell newsletter subscriptions

____ To sell ad space to others in my newsletters

____ To resell additional product lines

Communications:

____ To put up a calendar of events

____ To provide a forum for customers

____ To improve internal communications

____ To help form relationships with other companies

Community Resources:

____ Provide a community service

____ Build a resource site to attract visitors

____ Provide a portal or a gateway to the Internet

Ongoing Promotion:

____ Promote special offers to customers

____ Promote items on sale to customers

____ Send follow-up email to customers

____ Send email newsletters to customers

Overall Objectives:

____ To create a good impression of my company

____ Establish a web presence and credibility

____ To provide contact info and directions

Advertising and Marketing:

____ To supplement my traditional advertising methods

____ Get free advertising from link exchanges

____ So my info is available online all of the time

____ To test for potential new market niches

____ Experiment and look for market demand

____ To promote my business location

Prospect or Lead Generation:

____ To encourage prospects to request info

____ To promote to possible prospects

____ To develop qualified prospects

____ To develop an opt-in email list

Product or Services Sales:

____ To sell products directly on the Internet

____ To sell services directly on the Internet

____ To increase my customer base

____ Sell a product or service without a middleman

Product or Service Information:

____ To provide an online catalogue for customers

____ To provide detailed product or service info

____ To inform customers of product updates

____ To list product and service price lists for employees

A) Will this project be a redesign or a new website?

___New ___Redesign

If you selected redesign, please answer questions A1 – A9. If new, just skip these questions.

A1) If you selected redesign, what is your current URL?

http://

A2) If your website is currently up, who is your current web host?

A3) If you gave an answer for A2, how much are you currently paying per month for your hosting?

A4) What are your reasons for a redesign of your current site?

A5) What features of the current site would you like to keep?

A6) What features of the current site don't you like?

A7) What feedback have you had about the current site?

B) Do you already have a domain name registered?

__ Yes __ No

B1) If you selected that you do have a domain name registered, what is the domain?

B2) If you already have a domain registered, how much are you paying per year for the domain?

B3) Do you plan on registering another domain?

__ Yes __ No

We ask you your budget because it helps us determine what we can and can't do by looking at your budget for a web page. (The following two questions are optional)

A) How much do you have budgeted for your website now?

B) How much do you have budgeted for your website six months from now?

Be honest. If you want your website to make money or get leads, say so. You may have to start out small and build up to what you really want, but you still need to keep in mind where you want to eventually get.

A) What is the intended purpose of your website?

__ Online store

__ Online brochure for your company / services

__ Online community

__ Educational

__ Other

A2) If other, please explain.

B) What is your main objective for your website?

C) What are your immediate (short term) goals for the site?

D) What are your long term goals for the site?

E) How will you measure the success of the site?

Examples: Number of visitors to the site? Number of sales? Number of people who sign up for your newsletter? Number of people who contact you to work for them? Other?