

Mandala Arts LLC



## “Planning Your Website” Worksheet

Name:

Company Name:

Email Address:

Current web address, if any:

### Goals

What is the mission or purpose of your business or organization?

Do you have a tagline? If so, what is it?

What is the purpose of your web site? What do you intend to accomplish with it?

Do you want people to: (check as many as apply)

Learn more about your business or organization?

Hire you to perform a service?

Buy products from you?

Join your organization?

Communicate with you?

Become part of an online community?

Other:

## Target Audience / Community

Who is your target audience or community? (Age, gender, interests, locality)

Who is your competition?

When people visit your site, what do they want? (check as many as apply)

Information about a topic

Information about your products, services or organization

To be entertained

To comparison shop or to buy a product

To connect with others of similar interests

Other:

## Image & Style

The visual metaphors, graphic design and color scheme of your web site will communicate volumes to the visitor about you and your business.

**What IMAGE do you want to project?** (check as many as apply)

Traditional? Contemporary? Conservative? Cutting edge?

Formal? Casual? Serious? Friendly?

Corporate? Personal? Expensive? Affordable?

**What STYLE do you want to communicate?** (check as many as apply)

Serene Spiritual Powerful Professional

Hip Classic Elegant Funky

Ethnic Natural/Organic High tech Frivolous

Fun Flashy Muted Soft

Playful Down to earth Mellow Comforting, caring

Romantic Sensual Authoritative Delicate

Energetic Historical Festive Fanciful

Other:

Do have any existing graphic or promotional materials? Yes No

Do you have a logo? Yes No

Do you have photos that you wish to use on the web site? Yes No

## **Content**

Do you have an outline of the content for your site? Yes No

Is the content written? Yes No It's in process

Do you need help in developing, writing and/or editing the content for your web site? Yes No

If your site outline is done, how many sections do you have, and about how many pages in each section? (One web page equals approximately one 8 1/2 by 11 sheet of paper with double spaced type.)

If you are selling products? Yes No how many will be on your site?

Do you have a merchant account? If so.

What keywords would someone type into a search engine to find you?

What Description would you use to describe your business?

## **Functionality**

What special functions will you need for your web site? (check as many as apply)

Mailing list for email newsletters

Mailing list discussion group

Message board or forum

Blog

Contact, subscription, survey or feedback forms

Shopping cart Merchant account

Password protection for certain pages

Site search engine E-cards

Music clips Video clips

Other:

## Promotion

Do you have a **marketing/promotion plan** for your web site? Yes No In process

We can help you develop one, or give you lots of ideas on doing it yourself.

Do you have **plans for updating the content** of your site or for an email newsletter? Yes No

(Regularly updating the content of your site gives visitors a reason to return.)

## Timeline / Domain Name & Hosting / Maintenance & Updating

When would you like your web site to be **launched**?

Have you registered a **domain name**? Yes No

If you have, what is it?

If not, we can register a name for you.

Have you decided on a **hosting company**? Yes No

If not, we can recommend some

Do you plan to **maintain and update** your own site? Yes No Maybe

Would you like us to do that for you? Yes No Maybe

## Other Web Sites

Please list a few web sites that appeal to the same target audience or community, or that communicate an image or style that is similar to what you want.

Please list some of your competitor's web sites, if you know of any. Let us know what you like and don't like about some of these sites.