



Planning a new web site or revamping an existing web site is an important and multi-faceted project. The purpose of this worksheet is to provide you and c4.net Internet Services with information required in order to get started working on your project. Please review this worksheet carefully and fill out as much information as possible prior to your meeting with c4.net Internet Services.

YOUR CONTACT INFORMATION

Name:

Phone:

Address:

Email:

Company Name:

--- WEB SITE GOALS & FUNCTIONALITY ---

1. Does your project entail building a new web site or redesigning an existing one?
2. If you have an existing web site:
 - a. What is the URL address? (e.g., www.c4.net)
 - b. What do you like most about your web site?
 - c. What do you like least about your web site?
3. If you do not have an existing web site:
 - a. Do you have a registered domain name? (e.g., www.c4.net)
 - b. If yes, what is the domain name?
 - c. If you do not yet have a domain name, please list your top 3 choices:
4. Please provide a brief description of your company and industry:
5. What is the major function or purpose of your web site (e.g., provide general information, e-commerce, educational, etc.)?
6. What are your main goals for your web site?

7. Who is the target audience for your web site?

8. How often do you anticipate needing to update your web site?
 - a. Do you want the ability to update the site yourself?
 - b. Do you want c4.net to take care of web site updates on your behalf?

9. What is your desired time frame for completing this project?

10. Do you have a budget for this project?

--- WEB SITE DESIGN ---

In this section we are gathering information on some of your likes, dislikes, competitors, and thoughts about your new web site design. The purpose of collecting this information is to help guide us in the direction of your project.

1. Please list 3-4 web sites that you like, and provide a brief description of what you like about them (e.g., clean design, easy navigation, generous use of photos, etc.). These web sites do not need to be in the same industry as your business.
 - a.
 - b.
 - c.

2. Please list 3-4 web sites that you do not like and provide a brief description of what you don't like (e.g., too industry cliché, too confusing, etc.).
 - a.
 - b.
 - c.

3. Please list 3-4 of your competitor web sites.
 - a.
 - b.
 - c.

4. Do you have any existing brochures or marketing materials that should be reflected in the web site? If yes, please bring copies of these to your c4.net meeting.
5. Do you have an existing logo that should be used for the web site?
 - a. If yes, please bring a copy of this to the c4.net meeting
 - b. If no, are you planning to have a professional service design one?
6. Are there specific colors that you would like us to use on your web site?
 - a. If yes, please list:
 - b. If there are specific colors you want us to avoid, please list:
7. Are there any particular font types that you prefer?
 - a. If yes, please list:
 - b. If there are any fonts you want us to avoid, please list:
8. The web site navigation menu is the collection of links (text or images) which allow your visitors to move around the web site and locate information. An example web site navigation menu may consist of the following values: Home, About Us, Services, Locations, Contact Us. Do you have a preference for where you want the web site navigation menu to appear on your web site (left side, top of page, right side)?

--- WEBSITE CONTENT & DEVELOPMENT ---

In this section, we are looking to gather information on what specific content will be included in your web site.

1. If the project is a web site redesign, please list any new content sections to be added:
2. If the project is a web site redesign, please list sections of the existing web site that will be eliminated (if any):
3. Will your web site include photo images?
 - a. If yes, approximately how many images do you anticipate having?



4. If you are interested in any of the following elements being incorporated into your web site, please place an “X” to the left of the item listed:

<input type="checkbox"/>	Flash picture slideshow	<input type="checkbox"/>	Dynamic content (e.g., News articles)
<input type="checkbox"/>	Photo gallery(ies)	<input type="checkbox"/>	Search
<input type="checkbox"/>	Ecommerce Shopping Cart	<input type="checkbox"/>	Cape Events
<input type="checkbox"/>	Order Form	<input type="checkbox"/>	Cape Cod Weather
<input type="checkbox"/>	Email List Collection	<input type="checkbox"/>	Cape Cod Tides
<input type="checkbox"/>	Information collection form	<input type="checkbox"/>	Cape Cod Movies
<input type="checkbox"/>	Blog	<input type="checkbox"/>	Other?

5. Does your company have a Mission Statement or tagline you wish to appear on the web site?
 If yes, please list:

6. Do you know what search terms you want your web site to target in the search engines?

a. If yes, please list:

b. If no, are you interested in c4.net providing Keyword Research service?

7. Have you developed an outline for the content structure of your web site? This is what drives the web site navigation menu, how people move around your web site, how people find information on your web site, and how we price your web project. We encourage you to spend a good amount of time on this task, and give a lot of thought to how you want your web site structure to appear. Here are two example web site content structures:

<u>STORE WEB SITE EXAMPLE</u>
<ul style="list-style-type: none"> • Home • About Us • Our Store <ul style="list-style-type: none"> ○ Movies <ul style="list-style-type: none"> ▪ Action ▪ Comedy ○ Music <ul style="list-style-type: none"> ▪ Rock ▪ Jazz • Contact Us

<u>INFORMATIONAL WEB SITE EXAMPLE</u>
<ul style="list-style-type: none"> • Home • About Us • Our Services • Support • Contact Us

Please consider bringing a proposed content structure with you to your meeting with c4.net.