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Web Development Worksheet

1. Client Information

Today's Date: ___/___/___

Services Requested:

Graphic Design Programming Web Site Design SEO SEM BOTH

eMail Marketing Other _____

Referred by: _____ (Online, Person, DN Show, Referral, Marketing)

Name: _____

Org. Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____

E-mail: _____

2. Site & Domain Names

Re-Design Current Site No Site

What is the name of your Web Site? _____

Domain Name(s)? _____

Registered? Yes No

Hosting Company: _____

3. Project Goals:

- To gain a favorable impression of the company or organization.
- To develop a qualified list of prospects.
- To sell products directly taking credit card information over the internet.
- To encourage potential customers to contact you by phone or mail to consummate a sale.
- To make available product information and price lists to distributors.
- To make available product information and price lists to customers.
- To strengthen brand identification.

What is your Target Audience?

(Age Range) (Male Female) (Occupation) _____

What is your target demographic?

(Local City) (Statewide) (USA) (International) _____

4. Site map:

Home	About Us	Services	Products	News	FAQ	Contact
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List other pages:

Navigation Style: Check one.

Standard Horizontal and/or Vertical Navigation or Dynamically generated menu with sub-categories.

Computers Freeware Internet Research Softwares Tools Download RSS Twitter MediaCubs Facebook FriendFeed	<p style="margin: 0;">Main Menu</p> <p style="margin: 0;">Contact Us</p> <p style="margin: 0;">About County</p> <p style="margin: 0;">News</p> <p style="margin: 0;">More Information</p> <p style="margin: 0;">Publications</p> <p style="margin: 0;">Calendar</p>
<p><input type="checkbox"/> Horizontal Navigation</p>	<p><input type="checkbox"/> Vertical Navigation</p>

Dynamically generated horizontal and/or vertical menu with sub-categories

HOME	PRODUCTS	SERVICES	OUR PORTFOLIO	OUR COMPANY	FAQ	DOWNLOADS	CONTACT
	PRODUCTS OUR HISTORY						
	HERITAGE						
	LOCATION						

5. Colors and Accents

Three web site that you like:

www. _____
www. _____
www. _____

If you have a web site, please tell us what you like and don't like about it:

Preferred site colors:

6. Masthead Graphic:

It would be very helpful if you would include your company's letterhead, brochures, catalog or any other Brand Identification so we can see how you present your company image.

Is the company logo incorporated in the website header Yes ___ No ___

Typeface(font) preference: _____

Color Preferences: _____

Other Comments/Requests or Ideas for Designer:

7. Photos, Graphics, Animations, Sound & Video

In our agreement it states that the client owns the copyright to, or has permission from the copyright owner to use any photos or graphics that are sent to us. Photos can be emailed, sent by FTP, saved to thumb drive or CD. We can also supply you with images from online image banks.

Optional Enhancements: Select and describe:

Sound Flash Video Clips (YouTube, MPEG, AVI, FLV)

8. Basic Page Elements

These are the important items which appear on nearly every webpage on your site (except the "home" page)

- Page titles which show at the top of web browser only
- Top of Page graphic based on the design of the master header graphic.
- Standard company ID near the bottom of the page
- Copyright and trademark information in small print at the bottom of every page

Do you have any trademarks or service marks, license numbers, disclaimers that need to be added to every page?

Desired heading font style: _____

Desired body font style: _____

9. Forms

List any forms (Contact form, registration forms, information needed form, guest book, surveys etc...) For ministries (praise reports, testimonials, prayer requests etc...)

10. Web Hosting Services

We offer affordable and secure hosting. We recommend to our clients web hosting services tailored to their specific needs.

I want TaylorWorks to host my site I have my own hosting plan

FTP Info.:

Email for Support: _____

Domain Name: _____

User Name: _____ Password: _____

11. Registering & Advertising your Website

- Advertising your website to web search engines that index the web.
- Giving customers a good reason to come by offering them something.
- Finding industry-wide linking pages and negotiating reciprocal links to and from their web pages.
- Purchasing web advertising
- Becoming active in several thousands of Internet news groups and mailing lists
- Developing a signature mini-Ad attached to all your email messages
- Making your website part of one or more of the online business directories
- Including your e-mail and web address on all your company's print literature, stationary, and display advertising
- E-Mail newsletters
- Information about number of visitors to your website can usually be obtained from your hosting provider
- We submit your information to web search engines to register your website and publish it after final payment is received. Before doing this we work with you to get 50 to 100 keywords and a carefully constructed 25-word sentence containing the most important keywords.

12. Maintenance

Package prices include 5 hours for minor updating over a two year period once the website has been published. This is for minor content edits all other changes will be billed at an hourly rate.

13. Permission

On behalf of my company, I approve the above plan to develop a website. I authorize TaylorWorks to use this website planning worksheet as a basis for this project.

Target Date: ___/___/___

Additional Notes:

Signature: _____ Date: ___/___/___

___ Sent Proposal on ___/___/___

Follow up Information & Meeting Notes: