

## Elegant Image Studios Web Design Worksheet

### Phase 1

- Meet with Elegant Image Studios Web Design to discuss your site's design
- Complete this worksheet
- Gather all additional material
- Send to Elegant Image Studios Web Design
- Additional meeting(s) as necessary

### Phase 2

- Elegant Image Studios Web Design creates your web page
- Website posted for online viewing

### Phase 3

- Review the web site



### Domain Name

Do you have a domain name? no  yes  name: \_\_\_\_\_

If you do not have a domain name and you would like one, list five possible domain names for your website.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Web Page Host

Do you have a place to host your web site? no  yes

If you already have a place where your site is hosted, we will need to access it to add your new pages. We need:

Host Address \_\_\_\_\_

User ID \_\_\_\_\_

Password \_\_\_\_\_

### Your Organization

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Hours \_\_\_\_\_

What does your organization do?

What is the slogan or catch phrase for your business?

## Search Engine Submission

If you wish to have your site submitted to the major search engines, we will need the following information:

List 30 words or phrases that describe your organization.

- |           |           |
|-----------|-----------|
| 1. _____  | 16. _____ |
| 2. _____  | 17. _____ |
| 3. _____  | 18. _____ |
| 4. _____  | 19. _____ |
| 5. _____  | 20. _____ |
| 6. _____  | 21. _____ |
| 7. _____  | 22. _____ |
| 8. _____  | 23. _____ |
| 9. _____  | 24. _____ |
| 10. _____ | 25. _____ |
| 11. _____ | 26. _____ |
| 12. _____ | 27. _____ |
| 13. _____ | 28. _____ |
| 14. _____ | 29. _____ |
| 15. _____ | 30. _____ |

Write a 25 word description of your organization that you want displayed as the main description and used in search engine submissions. Clearly and concisely describe what you offer, to whom you offer it and why they should consider you.

## Page Design

What types of components other than still photos and text do you want to include (e-commerce, affiliate programs, virtual reality images, java applets, backend database integration, survey forms, feedback forms, opt-in newsletter management, referral forms, etc.)?

Do you have any custom photography needs (still photography, product shots, stock photography,)? If not, can you supply all of the images required or will the developer be responsible for creating and acquiring images, graphics, logos, etc. For any images (and other materials) supplied by the client do you own the copyrights? If not, do you have the rights to use the materials on the web site? Please check with the copyright owners if unsure to avoid any copyright violations.

Are there any special needs or components required that are not already covered?

If you have an existing web site, what are the problem areas with it (if any) (poor performance, graphics, load time, design, etc.)? Does it need to be moved to a new web host?

List any existing web sites you want links to in your site. These should be sites that are related to yours and not direct competitors, sites whose services you use or that provide services or information useful to your target audience. By cross-linking with other sites, you increase traffic to both sites.

Please list and gather any existing materials and information (including but not limited to):

1. Photos (prints, slides, negatives)
2. Text
3. Brochures
4. Business cards
5. Flyers
6. Product shots
7. Product samples
8. Press releases
9. Price and part lists
10. Frequently Asked Questions
11. Shipping and handling charges and constraints
12. Warranty policy
13. Privacy policy
14. Return policy
15. Guarantees
16. Believable and true testimonials (clients, industry figures, pros) ask for them with quantifiable results ("I made \$10,000" instead of "I loved how great it worked")
17. Endorsements from known sources
18. Credits
19. Bios
20. History
21. Education
22. Certifications
23. Awards
24. Photos of yourself, staff and location
25. Industry recognition
26. Map and directions from major airports, recommended places to stay nearby (if people visit your location)

How do you and your products benefit your target audience? Please specify a clear list of bullet items of benefits. Tell your audience what you or your offerings can do for them, what's in it for them, how can you help them. You potential customers and users care about themselves, their needs and problems. They probably don't care about you or what they can do for you. Help people by solving their problems first.

What are the features of your products and/or services? Please specify a clear list of bullet items of features.

## Site Layout

List up to 8 major topics for your web page. These topics will be the title of each web page on your web site. (We have listed some topic ideas for you on the next page.)

Main Page
-----------

	Topic	Short Description
1		
2		
3		
4		
5		
6		
7		
8		

## Possible Web Page Topics

### Products and/or Services

- Menus
- Catalogs
- Prices
- Testimonials
- Product Overview and Specifications
- Product Features and Benefits
- Warranty and Return Policy
- Licensing
- Customer Service
- Training
- Contracting and Consulting
- Stock List
- Capabilities
- Portfolio
- Parts List
- Dealer List
- Assembly Instructions
- Schematics
- Classified Ads
- Credits
- Samples or Tear sheets
- Resume
- Competitive Matrix

### Jobs

- Overview
- Job Postings
- Recruiting
- Resume submissions
- Benefits

### Information

- Links
- About Us
- Reviews
- Credits
- Copyrights
- Our Team
- Case Studies
- Awards
- News and Events
- Newsletter
- Press Releases
- Media Coverage
- Frequently Asked Questions
- Alliance Partners
- Legal Notices
- About Our Industry
- Glossary of Terms
- Regional Information
- Tech Notes
- Tips and Tricks
- Interesting Facts
- Articles
- Who's Who
- Site Map
- Help
- Galleries
- Contact Us
- Splash pages
- Home

For each of the following pages, write out exactly what you want to appear on that web page.

## Home Page

What do you want on your home page? Please type the actual text as you want it to appear on the internet.

Sub Page 1

Title: \_\_\_\_\_

Sub Page 2

Title: \_\_\_\_\_

Sub Page 3

Title: \_\_\_\_\_

Sub Page 4

Title: \_\_\_\_\_



Sub Page 5

Title: \_\_\_\_\_

Sub Page 6

Title: \_\_\_\_\_

Sub Page 7

Title: \_\_\_\_\_

Sub Page 8

Title: \_\_\_\_\_