



Venom Visuals

PO Box 24
Birch Run, MI 48415

Phone: 810-516-0836 | Fax: 989-624-5000

support@venomvisuals.com

Website Planning Guide

Please use this worksheet to help prepare your company for a website. Completing this document will allow us to accurately quote a cost for your project. As well, this will eventually become our "roadmap" for your website's construction.

This questionnaire is designed to enhance communications between Venom Visuals and our clients. We suggest that you print it on your printer, and have it handy when you discuss your project with a developer.

Business or Organization Name: _____

Domain Names

A domain name is your "dot com" name. For example, venomvisuals.com is Venom Visuals domain name. You can secure more than one domain and have them all forward to the same website if you wish. Please list a few possible domain names you would like to check for availability. If you have connection to the internet, feel free to use www.godaddy.com to check availability status on your domain ideas. If you already own your domain name, please write it below.

Domain name _____

Domain name _____

Domain name _____

Domain name _____

Domain name _____

Web Hosting Service

Venom Visuals offers affordable web hosting plans, however if you choose not to host your site through us, please let us recommend a web host service that will fit your needs. If you already have a web hosting provider, we request the opportunity to check their capabilities before developing your site to ensure proper functionality of your website upon completion. A standard web hosting provider should have at minimum FTP access, MySQL and PHP capabilities.

I want to host with Venom Visuals. Small Business Hosting Package is \$10.00 / month.

I do not need a hosting plan or already have a web hosting provider with the necessary requirements. (See below)

If you already have a web hosting company, please write down the following information. We will need this to check for server compatibility, as well as upload your website when it's finished. You do not need to supply us with your FTP username and password now, but keep in mind; we'll eventually need them to upload your website upon completion.

Web Hosting Service Provider _____

Provider's Phone Number **—or—** Website: _____

FTP Address: _____ Username: _____ (optional) Password: _____ (optional)

Website Purpose

With your project goals in mind, please indicate the most important purpose a "1", next most important a "2", etc. Leave those blank which do not interest you at all.

I need to **display examples of products or services** from my organization or company.

I need to create and establish an **online presence**.

I need to **sell products** directly over the Internet

I need to make **product information and/or prices** available to my site's visitors.

I need to strengthen our **brand identification**.

Other _____

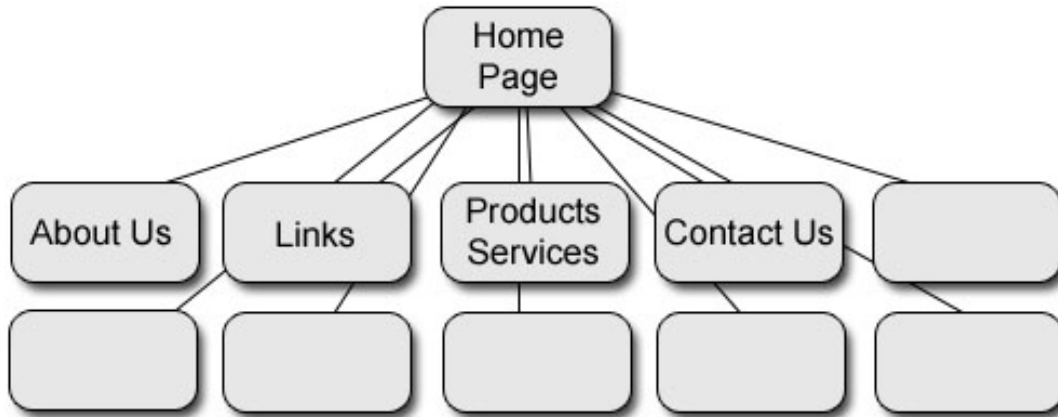
Logo and Marketing Preferences

If your organization already has a logo, please make note to supply this to your developer. Also, if you have copies of material such as letterheads, business cards or flyers, this will help us learn the style of your organizations marketing preferences.

If you do not have a logo yet, please ask us about logo design options. Logos promote brand identity on your website and also give an image to your organization when you print items such as business cards, letterheads, emails, posters, signs, etc.

Site Organization

Please label pages you desire and cross out the default pages you do not need. The information below will be used when we construct your website's navigation menu. As well, write a brief description of each page and what you would like to include on that particular page. Feel free to use an extra sheet of paper if needed.



Specific notes about the above web pages:

Basic Site Elements / Search Engine Visibility

Below are some fundamentals to consider about your website that will help greatly with your search engine visibility. Please fill in the blanks for the fields below which will help Venom Visuals develop your site to meet your needs and expectations. If you have any questions, don't hesitate to contact us. We understand this section may be a bit confusing and we would be happy to help you complete this section.

- **Website Title** This is basically a one sentence "label" for your company or website.
(For best search visibility, limit your title to 70 characters and use words that your visitors may be searching for).

- **Website Description** This is text that appears underneath the above "Title" in search engine results. This should be a supporting sentence to your title.
(For best search visibility, limit your description to 150 characters and use words that your visitors may be searching for).

- **Website Keywords** These are single words or phrases that describe your business or organization. These are less important than your title & description, however some search engines still use keywords to determine ranking. Please list the most relevant keywords for your company or organization below. The more unique your keywords, the better results you will get. As well, new websites and / or small businesses usually benefit from localizing keywords, meaning put your city, county, etc. in the keywords.

- **Target Audience Bandwidth?** With an educated guess, please indicate the percentage of people you think will be using high speed connections versus dial-up connections. Referring to your customer demographic data may help if available. (This helps Venom Visuals determine how much animation and/or "bells and whistles" your site can have).

_____ Broadband (Cable, DSL, etc) _____ Dial-Up Service

Analytics & Website Statistics

Website analytical software allows you to collect information about the people that visit your website. With analytical software you can view information such as how many visitors you've had, where they came from, what page they're exiting your site, and much more. This data helps you see trends in your visitor's actions, allowing you to make the necessary changes to your site to improve your visitor's experience.

(Currently Venom Visuals uses and recommends Google Analytics).

_____ I would like Analytical Software installed.

_____ I do not need Analytical Software at this time.

Content Management System

A Content Management System (CMS) allows you to update your website without requiring special software and extensive knowledge of computer languages. A CMS is a good idea for those who want to update their content by themselves, or plan on updating their website content frequently. A CMS-enabled site has a slightly higher up-front cost to develop because of the added functionality, but saves money if you update frequently.

_____ I prefer to have a CMS installed.

_____ I do not need a CMS at this time.

Multimedia Content (Photos, Graphics, Animations, Sound, Video, etc.)

Please use the following space to make notes of material you need to gather to supply to your developer. Remember, you must own the copyright to, or have permission from the copyright owner to use any media you send us.

Email Services

If you decide to host through Venom Visuals, we will setup your email services. We setup at no additional charge up to 5 email accounts for your business (for example: your_name@yourdomain.com). In addition to regular mailboxes, there are a couple other options for email services as well.

Catch All – A catch all email account is a mailbox that receives mail for any non-designated email address on your domain. For example, if you have joe@yourdomain.com set as a catch all email account and someone sends an email to joseph@yourdomain.com you will still get the email (given "joseph" is not already a configured valid email). Keep in mind, catch all accounts serve as a great tool, but can increase the amount of spam you receive as well.

Mail Forwards – A mail forward account will send any email delivered to the forward address to another address. This proves very helpful for those clients who don't expect a lot of email traffic and don't want to be bothered checking multiple mailboxes frequently.

Please list email addresses you would like to be configured (skip this step if you're not hosting with Venom Visuals).

_____@your-domain.com Special options? Catch all Mail-forward (to what email?)_____

_____@your-domain.com Special options? Catch all Mail-forward (to what email?)_____

_____@your-domain.com Special options? Catch all Mail-forward (to what email?)_____

_____@your-domain.com Special options? Catch all Mail-forward (to what email?)_____

_____@your-domain.com Special options? Catch all Mail-forward (to what email?)_____

Mailing List Services

We can also setup **mailing lists** (helpful for frequent news / changes with your company or organization). Our mailing list software allows users to subscribe and unsubscribe automatically requiring no manual work from you. Almost all tasks are automated except the actual sending of the mailing list message.

_____ Yes, my website needs Mailing List software. _____ No, my website does not need Mailing List software.

Target Launch Date

We would like our website to be 100% live by _____ (MM / DD / YY)

Allowing This Document to Serve as a Development Tool

On behalf of my organization I signify the above information is accurate to the best of my ability. If my organization chooses to contract **Venom Visuals** for work, I authorize Venom Visuals to use this document as a guide to the development of our project. I understand that this document may be made available to all Venom Visuals employees and/or subcontractors that may contribute to this project.

Signature _____ **Date** _____

Non-Local and International Clients Only:

These are the items that will make up the package you'll be sending to us:

- **Website Planning Guide** (this document)
- **Proposal with Attached Development Agreement** – The Proposal and Development Agreement that was sent to you via mail or electronically must be returned with a signature to be valid.
- **Website Content** requested from the Proposal including:
 - **Written content for your web pages** should be sent via email or a text attachment.
 - **Photos or graphics** to be included on your site. You may send printed media and photos, which we can scan into electronic form, but if possible, please send electronic forms of your media (on CD, flash drive, email, etc.).
 - **Your company logo** (if any).
- **Samples of your printed materials** -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image (if available).
- **Check** for at least 50% of the total unless other payment options have been agreed upon.