

# Guide for Planning An Effective Web Site

## Internet Presence *(What would you like your web site to do?)*

- Provide product information
- Prompt prospective customers to contact you by phone, mail, fax, or e-mail
- Sell products over the internet by obtaining credit card information
- Survey or acquire useful information from those that visit your site
- Present your company's general information as an online brochure

## Domain Name

- I would like my own domain name; i.e. [www.yourname.com](http://www.yourname.com)

### *Domain Name Information*

Your domain name, i.e. [www.yourname.com](http://www.yourname.com), must be registered and set up. Visionality Webs can do a search for you and go through the registration and set-up process. Please provide your name choices below.

#1 \_\_\_\_\_

#2 \_\_\_\_\_

#3 \_\_\_\_\_

#4 \_\_\_\_\_

If you already have your domain name registered and temporarily hosted, please complete the following:

Host Service Name: \_\_\_\_\_

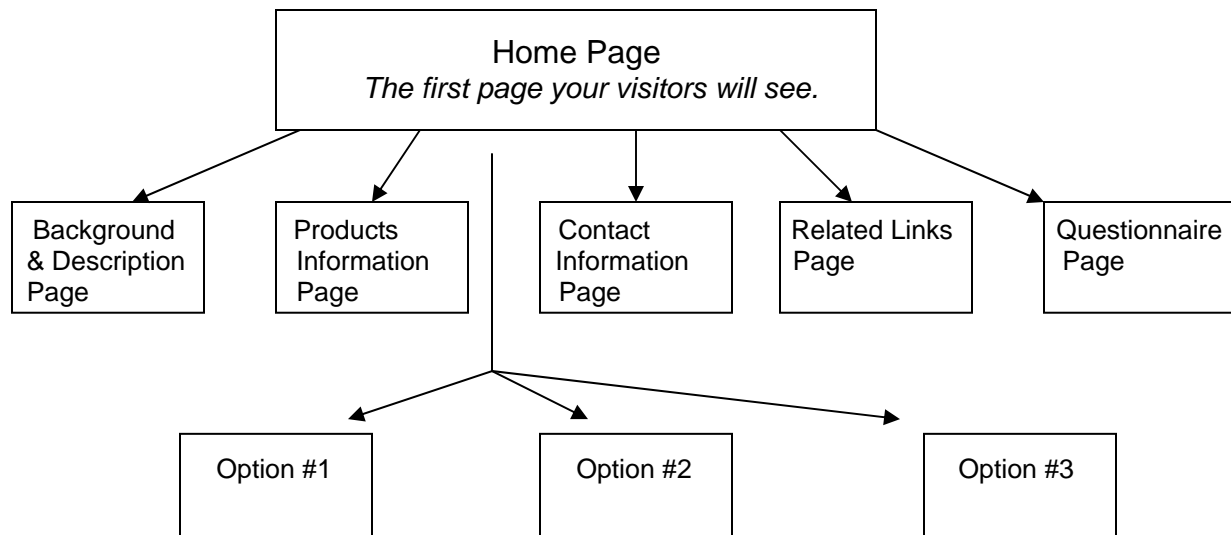
Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

User Name: \_\_\_\_\_ Password: \_\_\_\_\_

- Move my domain name to the Visionality Web's server.

## Web Site Layout

Use the diagram below as a worksheet. The home page is standard for all sites. The five pages below the home page are usually standard. Edit, add, or delete (cross out) any of the blocks representing pages as your needs may require.



Use this area to sketch out your basic layout.

## Web Style Preferences

In determining your needs, it is important to get a good idea of what you like and find useful.

List below three addresses of web sites you admire and what you like about them.

#1 <http://www.>\_\_\_\_\_

#2 <http://www.>\_\_\_\_\_

#3 <http://www.>\_\_\_\_\_

List below three addresses of web sites you dislike and what you don't like about them.

#1 <http://www.>\_\_\_\_\_

#2 <http://www.>\_\_\_\_\_

#3 <http://www.>\_\_\_\_\_

## Constructing the Site

Following is a brief checklist to determine your needs and tastes for the presentation of your site.

Yes   No

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Would you like your logo used in the top section of each page?<br>If yes, please forward a color copy or disk to Visionality Webs.                            |
| <input type="checkbox"/> | <input type="checkbox"/> | Would you like a photo(s) or other graphic(s) to specifically appear<br>in your web site?<br>If yes, please forward a color copy or disk to Visionality Webs. |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you have a particular type face (font) preference (Times New<br>Roman, Courier, Arial, etc.)? Please<br>indicate:_____                                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you have a certain color combination preference that you would<br>like to see in your web site?_____   |

Yes No

Do you have a background image that you would like to use as a watermark for each web page? This watermark shows up as a light shade on a lighter background color. We recommend white as a background color, but if you prefer a color or texture, please note here: \_\_\_\_\_

Additional design elements you would like to see in your site:

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