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|--------------|--|----------------------|--|
| Client | | Date | |
| Contact Name | | Proposed Launch date | |

This Web Planner is intended to get you thinking about what you want your web site to do for your business and the content to be included.

Before Sibername.com can provide you with a quote, it is essential that we have a firm grasp of your requirements, expectations and objectives about the project and are able to outline a critical path with details on exactly how to complete the project.

Please consider all of the questions carefully and don't hesitate to contact us with questions.

- Purpose:** Why do you want to have a web site? Most businesses are looking for a "presence", by what else are you hoping to accomplish? (Select most relevant answers.)
 - Web presence
 - Sell products/services online
 - Provide trade information
 - Provide customer information
 - Expand market
 - Receive feedback
 - Create customer database
 - Other (please specify) _____
- Audience:** Whom are you looking to attract to your site?
 - Existing customers
 - Potential customers
 - Your Salespeople
 - Your Administrative staff (for contact tracking)
 - Other (please specify) _____
- Site Content:** With the above purpose and audience in mind, please specify what information you would like to include in your site. Here are some examples, include others if you like:
 - About Your Company
 - Photo Tour of Company and/or production process (gallery)
 - Product Information (features and benefits)
 - General Overview of all
 - Specific Information of each
 - Online Catalogue
 - Shopping cart (E-commerce)
 - Services Offered

- What's New
 - FAQ
 - Contact Information
 - Address/Phone
 - Email link
 - Response Survey
 - Request more information
 - Questionnaire about customer's needs
 - Feedback about Site
 - General Comments (feedback)
 - Details about customer for database
 - Your ideas (please specify) _____
 - Links to related sites
 - E-newsletters and subscription management
4. **Themes/Colours:** Do you have company colours or do you have an idea of what you want your site to look like?
- No
 - Yes (please specify or attach a sample) _____
5. **Logo:** Your logo should not conflict with the purpose and should be consistent with the theme of your site.
- You will provide logo
 - You will provide logo, but needs work
 - Sibername.com will create a logo for you
6. **Graphic Design & Digital Imaging:** Graphics that compliment your text greatly increase the chance that your information will get read. You might include product shots, photos of your building, staff/management, and service activities, and sketches for your catalogue.
- Sibername.com will take all photos and create art
 - You will supply photos & art
 - You will supply photos & art on disk (see mechanical requirements sheet)
7. **Text:** Each page on your web, including all of the site content you indicated above, will require some general description or explanation.
- Sibername.com will research and write all text
 - From supplied brochures and promotional material you will supply
 - From scratch
 - You will provide all text
 - On disk (see mechanical requirements sheet)
 - On paper
8. **Links:** Links to parent companies and related associations in your industry can build confidence and show depth of investment in your industry.
- You want to link to the following sites (please specify) _____
 - You want to link to some related sites, Sibername.com will research
 - You do not want to link to other sites
9. **Competitive Research:** Look to your competition for ideas. Who are your main competitors?
- You will supply some information (e.g. brochures) of your competition

- Sibername.com will research your competition
- Create the site without researching competition

10. **Domain Name:** Do you have a Domain name registered already?

- Yes (please specify)
- No. Sibername.com to register the following name, if available

- No. I will register the following name, if available _____

11. **Search Engines:** In order for your site to come up when someone does a keyword search on the Internet, we need to register these keywords with various Search Engines.

- What keywords best describe your line of work? (please specify)

- Please briefly describe your site _____

12. **Maintenance & Updates:** Many sections require updating, for example: Your home page (refresh seasonally), sections with expiry dates, product information, FAQ, Tips, News, personal sections, contact information (if your move or change phone #), Hours of operation, etc.

- You will maintain your site
- Sibername.com will maintain your site
 - You will decide what requires updating
 - Sibername.com will contact you to provide updated information

13. **Are you considering other promotional tie-ins to advertise your site?**

Sibername.com can provide you with a catalogue, trade show flyers, product release information, etc.

- Sibername.com to provide tie-ins (please specify)

- You will advertise your site through other means
 - Periodical Newsletters
 - Business cards
 - Flyers
 - Other promotional products

Thank you!