



KNIGHT MEDIA

PRINTING

412 W. McNeese St. • Lake Charles, LA 70605
337.478.8350 • www.kmimedia.com

WEBSITE WORKSHEET

Customer/Business Name: _____

Address: _____

Phone: _____ Email: _____

Hosting Plan Chosen: _____

Requested Website Date of Completion: _____

Website Type (Check One):

- _____ Personal
- _____ Professional
- _____ Small Business
- _____ Corporate
- _____ E-Commerce

Website Purpose (Check all that apply):

- _____ Provide Internet Presence
- _____ Display Photo Gallery
- _____ Provide Product Information
- _____ Advertise Services
- _____ Other (If Other, please provide us with a short description)

Do you currently have a registered domain name? Yes No

If so, please provide it here. If not, list three (3) different domain names that you would like us to check for availability. Don't worry, if none of these are available, we'll work together to find another one that will clearly describe the purpose of your site.

1. _____
2. _____
3. _____

Please make a list of five (5) websites that you have visited and that you would like us to use as a model for your website. We can take certain elements from each site and combine them to create the look and feel that you want for your site. We will look at these sites together at the planning meeting.

1. _____
2. _____
3. _____
4. _____
5. _____

Pages to be included in the website: (Check all that apply)

- _____ Home
- _____ Contact
- _____ Content (indicate how many)
- _____ Mission Statement
- _____ News
- _____ FAQ
- _____ About Us
- _____ History
- _____ Products/Service (indicate how many)
- _____ Newsletter
- _____ Other (If Other, please specify)
- _____
- _____
- _____

Form Pages: (check all that apply)

- _____ None
- _____ Contact
- _____ Registration
- _____ Other (If Other, please specify)
- _____
- _____

Special Options: (check all that apply)

- _____ Search
- _____ Slide show
- _____ Animations
- _____ Other (If Other, please specify)
- _____
- _____
- _____

Website Theme and Influence:

_____ Warm and Friendly

_____ Bold and Corporate (business)

_____ Clean and Crisp (professional)

_____ Other (If Other, please specify)

Graphics

Think about what kind of graphics you would like on your web site. Do you have your own graphics in digital format? If you know what type of graphics that you want but do not have access to them, you can give us a description of what you are looking for and we can search for them. List all of the graphics that you want to include in your web site.

Do you currently have a company logo? Yes No
would you like us to create one for you? Yes No

Colors

Describing the colors you like can be a bit problematic. For this reason, we ask you to list 3 sites that use colors you like. We will discuss color selection and usage during our planning meeting.

1. _____
2. _____
3. _____

Masthead

This is the “top of the page” graphic. It is normally placed on the home page and contains things such as a company logo, the name of the Web site, ownership details, slogan and other “branding” content. List all the items (logo, Web site name, etc.) that you want in your masthead.

1. _____
2. _____
3. _____

Page Footer

The page footer is displayed at the bottom of each page within the website. It can also contain a navigation bar and other information such as a copyright, revision dates and credits. List all the items (navigation bar, copyright, etc.) that you want in your page footer.

1. _____
2. _____
3. _____

Background Graphics

background graphics are graphics that appear in the background of the main page content and add a decorative touch to the design of the website. Would you like a background image or background color? if so do you have an image in mind?

Example of background image use



Audio

Sounds and music can be added to websites in a variety of ways. For example, they may be appropriate for a site that features music. Describe what type of sounds you would like added to your site (if any), and to what pages you want them associated.

Links

You may have links to other websites on your web site. Are there any sites that you would like to link to from your site?

Content

How do you plan to provide us with the text for each page on your Website? (select all that apply)

_____ Digitally (CD, Thumb Drive, Email)

_____ Paper (Company Literature, Hand written)

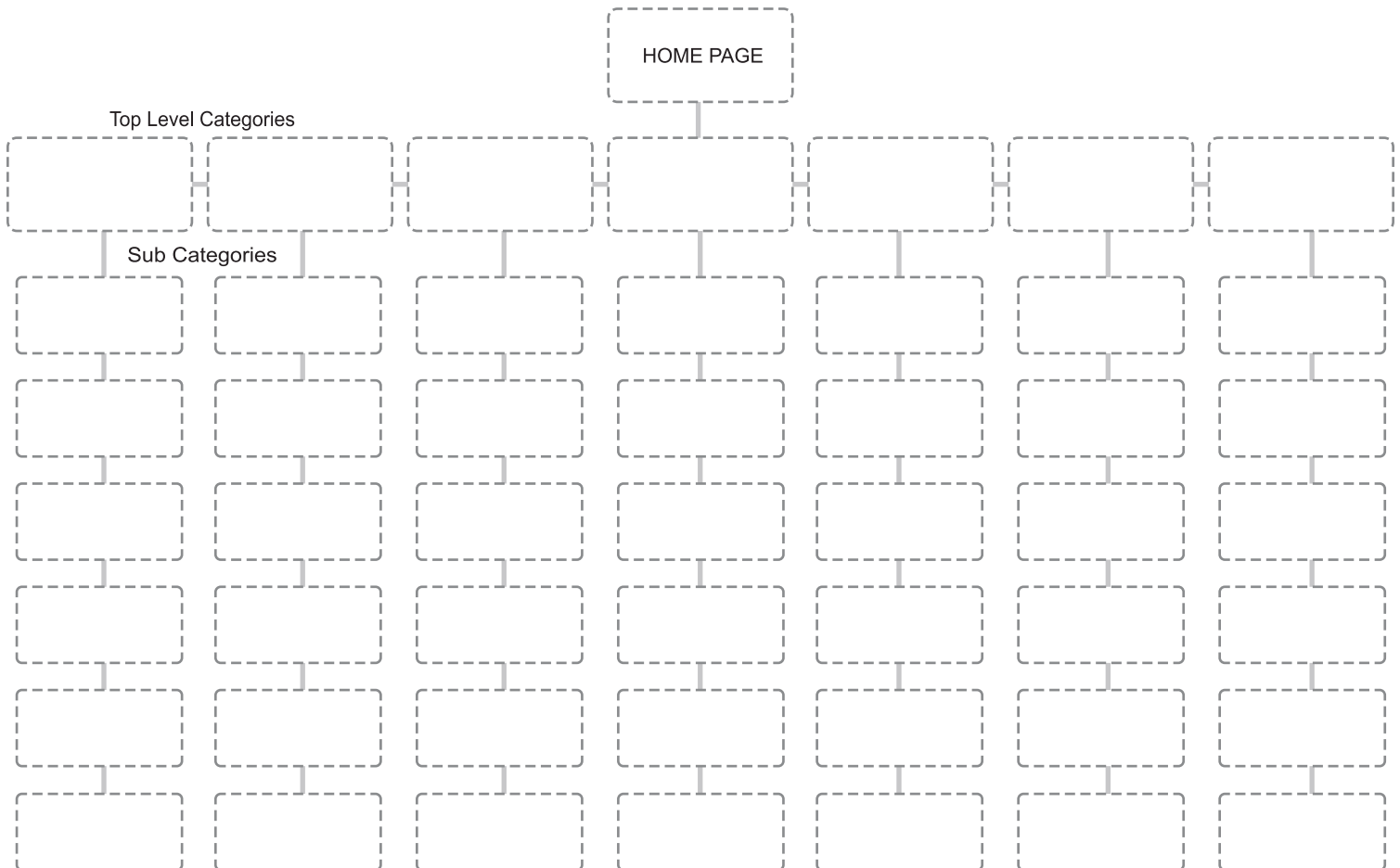
Marketing Your Site

How are you going to promote your site? We can discuss the ways in which we can help you to market your Website at the initial planning meeting. Examples include site engine submissions.

ORGANIZE YOUR CONTENT BY BUILDING A HIERARCHY:

It is important that your content is organized in a clear and concise manner. This will not only help with the initial designing of the site, but also aid the user in easily finding information within a minimum number of clicks. Once you've decided on the content to be placed on your site, Xymmetrix recommends that you organize it by creating a simple hierarchy or outline. This will become the "blueprint" that we will follow when developing the site's structure and navigation.

You can use the blank hierarchy below to help structure the main sections and pages of your site. Feel free to add additional boxes if necessary or use a more traditional outline form. For more complex sites that have secondary sub-categories or more top level categories, please use a separate sheet of paper. Xymmetrix can assist you with this or make suggestions as necessary.



See Reverse for a sample flow chart filled out

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