

# Laren Net Works

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## Website Design Worksheet

Thank you for choosing Laren Net Works for your website! In order for me to begin the process of turning your vision into reality, I ask that you complete this form in its entirety. The questions within were specifically designed to help facilitate the creative process - comprehensive answers are crucial to the ultimate success of our design collaboration. Please take care in ensuring that this document is complete before returning it to Laren Net Works.

### CONTACT INFORMATION:

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Preferred Contact: EMAIL PHONE BOTH (highlight one)

Referred? YES NO By: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Package: \_\_\_\_\_

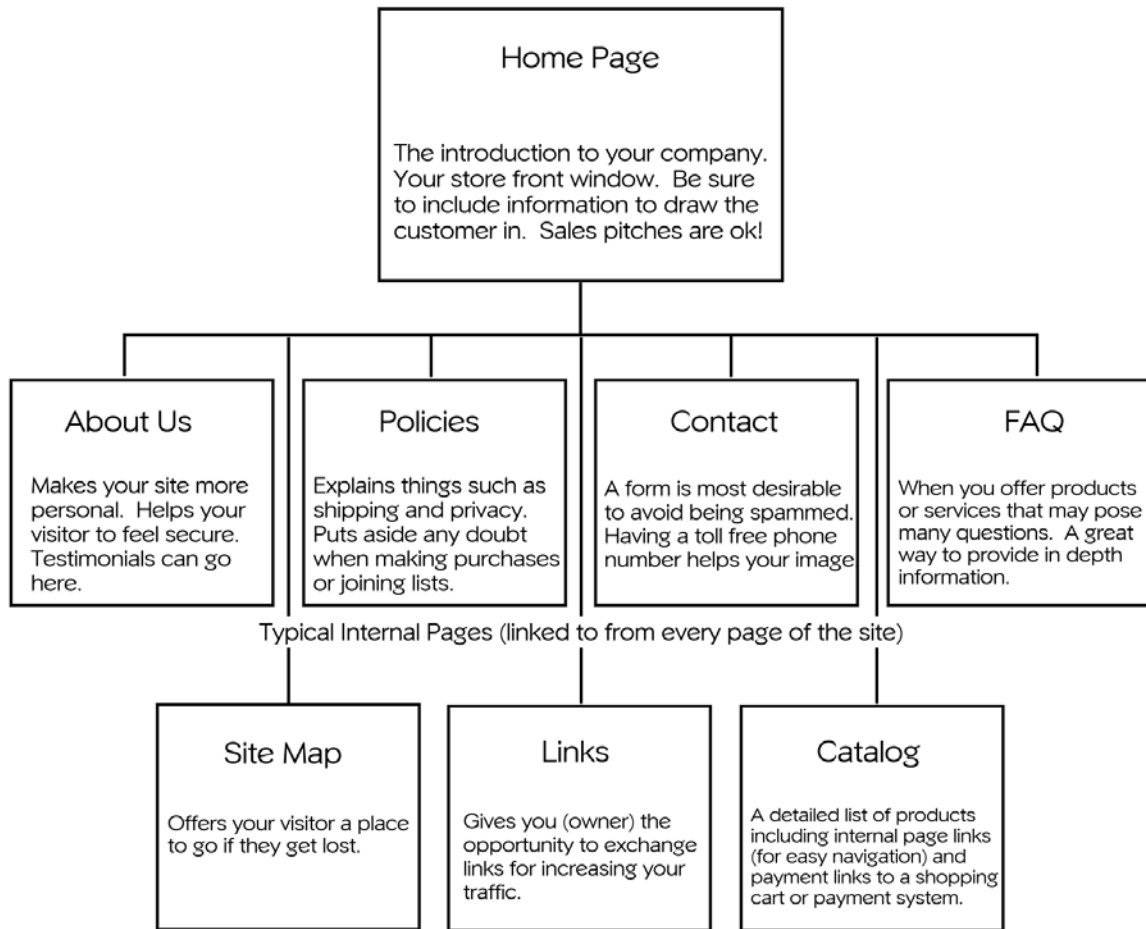
Will there be any other persons involved in the decision making process? If so, their name (s)?

Describe the nature of your business (products, services):

Who are you hoping to reach with your site (your target market)?

Do you have a project timeline/deadline? If so, what is it?

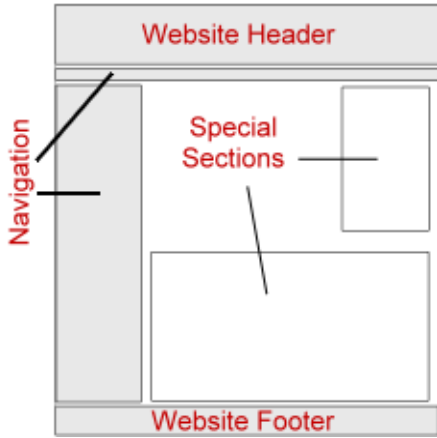
To help you in organizing your web site content, I've created a **flow chart**, explaining the contents of a typical web site:



Additional pages you may want to include: Articles, Message Boards, Newsletter sign up, and Terms of Use.

**WEBSITE INFORMATION:**

**Current Domain Name (URL):** \_\_\_\_\_



**Color Scheme:**

(enter the color code preferences for each section)

Website Header: \_\_\_\_\_

Navigation: \_\_\_\_\_

Website Footer: \_\_\_\_\_

Special Sections: \_\_\_\_\_

Background Area: \_\_\_\_\_

(area all around the outside margins of the website)

Do you already have hosting?

If not, do you wish to include hosting for the above Domain in your contract?

Do you have a company logo on file?      If not, do you need one designed for this project?

What type of look are you trying to achieve? (for example: clean & simple, high-tech, fanciful, or elegant)

List any **main** Navigation Links (sections) for your Web Site (for example-Home, About Us, Contact):


Typical sites may include:

A Home page or Opening page, a Company Profile or About Us Page, a Contact Us Page with phone numbers, email addresses, etc., a Privacy Policy (recommended for any site that collects visitor information), Articles and Helpful tips, a Related Links Page, a Site Map (recommended for larger or complicated sites), a Site Terms of Use (recommended for sites with Message Boards)

**Special Coding Requests:** (i.e., Special Functions, including: PHP Scripts, Shopping Cart, Dynamic Content, Syndicated Content, Site Search, Mailing List, Message Board, Guest Book, Vendor Affiliate Programs, etc.)

## WEBSITE LAYOUT:

What would you like the site to achieve for you (please list as much detail as possible)?

List your targeted keywords:

Site Description (for Meta Tags):

Visualization is key to achieving your perfect look--Please list 2 or 3 URLs (web addresses) of web sites that you like the look of (these do not have to be sites who's business is similar to yours. It aids us in determining what your desired design style is.) Consider the layout, colors, navigation, graphics, and font.

Please provide the URLs (web addresses) of 2 sites that you DO NOT like (if possible):

Are there any colors you absolutely **DO NOT** like?

**WEBSITE HEADER INFORMATION** (will be on every page of the site):

Other than your logo, what would you like included in the header? If your tagline/slogan is keyword rich, it is a good idea to use it in the header as text, instead of an image. Some other common items in a header would be phone number, credit card logos, or photos.

**PAGE LAYOUT :**

**PHOTOS AND IMAGES**

**OTHER INFO** (please let us know of any concerns or special requests you may have):

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When you have completed this form, please return it to me:

- 1) Mail it to me at: Sue Laren, 3588 Thompson Ct., Fairfield, CA 94534
- 2) Email it to me at: [sue@larennetworks.com](mailto:sue@larennetworks.com)