

WEBSITE DESIGN PREPARATION GUIDE

Before we can even begin, we need to know some things about the website that we will design for you. This first page is a quick summary of the essentials. The rest of the document is more advanced. If there is something that you don't understand just leave it blank, but the more you fill out the better we can help you. Before you begin, please read my article on **How to Design a Great Website**.

1. If you don't already have a website

- Prepare your text/information on a word processor.
- Prepare graphics to use on the site.
- As soon as you send us the text for your site, we can get to work on the design. Please put each page of information into separate MS Word documents. (or any compatible word processor.) Include comments regarding fonts and formatting.
- Please recheck the spelling, grammar, and accuracy of the information.

2. Choose a design concept:

- Try to think of ways to express what you are trying to communicate.
- Together we will come up a new design scheme.
- Decide on fonts and symbols for branding.
- Good ideas can be found at:
<http://www.exactseek.com/templates/templates-show.html?category=57>
- (Even though I can work with pre-designed schemes, I do know a very talented award-winning graphics designer who can design cheap/ competitive /beautiful artwork. She is the same person who has created all of the King David advertising.)

3. We will need username/password for the website itself if you already have a web host.

5. Create a priority list. Websites should be constantly improving and updating. In what order would you like to see each component improved. Changes to the site can be emailed to sanborn@writeme.com

Guide to Organizing the Content for Your Website

Some Basic Branding Questions

Before gathering or publishing any information to a Website, it is important to define the image that you want to portray to your customers. To help define this for your organization, Fill out the list of questions below.

AUDIENCE

Who is the main audience for your Website?

Is there a typical age range or gender of your audience?

Why would someone come to visit your Website?

DOMAIN NAME

Do you have an existing domain name(s)?

YES NO

If YES, What is it?

Do you have control of changing the DNS Servers? Please list this.

If NO. Do you want one? List 5 possibilities

APPEARANCE

Do you have an existing logo for your organization?

YES NO

Attach your logo in one of the following formats:

.eps, .psd, .jpg, .gif, .tif

Colors

Do you have an existing or desired color scheme for your organization? Include RGB or Pantone Values if known. If not, attach an existing document with the color scheme.

Color 1 :
Color 2 :
Color 3 :
Color 4 :

Concept

Please explain your design/graphical/color/font concept

List 3-5 websites that have the same "feel" and look to what you want.

PHOTOS OR STOCK PHOTOS

Do you have any internal digital media that you have the rights to use?

YES NO

List each and attach electronic copy.

How many total pages do you guestimate your site need?

How many template designs do you need? If you want a template that must be purchased then this will be added to your cost. (It may save you design time costs.)

Do you want a content management system? YES NO

OVERALL IMAGE

Enter 4 words or phrases that describe the overall image of your organization.

This will help us create page titles.

Write out the most important 20 keywords that you want people to use to find you on search engines.

Using the same keyword more than 4 times can get you blacklisted with some engines.

Write a descriptive paragraph of about 2 lines to describe the whole site.

This will appear on the search results pages.

MISSION/VISION

Do you want to list your mission or vision on your Website?

If YES, Write your vision or mission below.

Promotion

What are your promotional plans for drawing users to your website?

PURPOSE

What is the main purpose of your Website today?

YES NO

What are the future purposes of your Website?

**Will your site eventually be bi-lingual? Multilingual?
List the languages here:**

What Do You Want to Say?

Now that we have some basic questions answered, we need to determine the nuts and bolts of your Website. Below is guide to help you determine what specific information you want to display to the outside world. Keep in mind, you will have access to update this information at any time as well as add sections and pages. Don't worry about the wording because it will have to be tinkered with anyway to make it compelling. Eventually your people will be updating your content on an ongoing basis. *Attach or send us a text or Word document where appropriate.*

CONTACT INFORMATION

Do you want to list your contact information on your Website? YES NO
Keep in mind that website emails start getting spammed eventually.

If YES, Enter the contact information you would like to display on the Website.

Address :

Do you want new email addresses with your new domain? YES NO
List up to 8 email addresses below. ____

Would you like to link to MapQuest for a detailed map and directions? YES NO

If NO, Do you have an existing map of your location that you would like to display? YES NO

What contact numbers do you want displayed?

Phone # :

Fax # :

Email :

If you want to list different departments, Please attach. Include the names, contact information, and/or photos for each.

MAINTENANCE

How often will you be changing content?

Ex: Once a year, Once a month, Once a day

Who is the designated person to update your website.

This person does not need any experience in building or maintaining websites.

STAFF

Do you want to list your staff on your Website?

YES NO

If YES, List or attach each staff member's name, title, email, and/or a brief description or bio. Attach any photos you would like displayed of each.

NEWS/BLOG

A blog section will display a list of content articles in order of when they have been posted, and link to a detailed news story or article. This can be used for announcements, success stories, case studies, or any type of article. This will dramatically increase your visibility on the web.

Do you want to a News/Blog section on your Website?

YES NO

If YES, What would you like the title to be?

Do you already have a Blog that refers to the same concept as this site?

YES NO

If YES, please prove the address.

List or attach the existing news or announcements you would like to include in this section.

PHOTO OR VIDEO GALLERY

Do you want a gallery on the Website?

YES NO

If YES, Give an overall description of your Photo/video Gallery.

LINKING

Do you want to link to anything?

YES NO

Please list sites to link to and for what reason.

Blog

MySpace

FaceBook

YouTube videos

Partner businesses or organizations



MESSAGE BOARDS

A Message Board is a feature of a website where users can post messages for all other users to see. Usually, they take the form of slow motion conversations with users replying back in forth to specific messages over a period of days or months. This is helpful to build a support group or draw the community into your website.

Please keep in mind; this requires some attention from your staff to make sure inappropriate content does not get posted to your Website.

Do you want a message boards on the Website?

YES NO

If YES, Give an overall description and purpose of your Message Board.

SERVICES

Do you want a services section on the Website?

YES NO

If YES, Give an overall description of your Services.

Please provide or attach your detailed list of services.

ONLINE SALES

Do you want to sell products section on the Website?	YES	NO
Do you want to use paypal or a proper shopping cart?	YES	NO
Will you need your payments managed and tracked?	YES	NO
Will you need bilingual receipts?	YES	NO

Please give an overall description of your Products.
Please provide or attach your detailed list of products.
Please send graphics for any merchandise you want to sell.

DONATIONS

Do you want to ask for donations? **YES** **NO**

If you are 501 (c)(3) Certified and wish to receive donations then either

A) set up a paypal account and send me the donation button or

B) I might be willing to help set it up for you (and of course the information would be kept very confidential)

Please provide or attach your detailed list ministries that can be donated to.

DOWNLOADS

A Downloads section would allow users to find and download special documents or forms in other formats such as an Adobe PDF, Microsoft Word DOC, Microsoft Excel XLS, etc.

Do you want a downloads section on the Website?

YES NO

If YES, please attach the documents included in the section.

FORMS

We recommend that downloadable forms are saved as PDF format.

Do you have specific information you would like to collect from your users of your website?

YES NO

If YES, Please list the questions you would like answered by your users.

What email address would you like the forms to refer to?

GOOGLE CALENDAR

Do you have any schedules or important dates to list on the Website? YES NO

If YES, How many events to you estimate you have to display?

Are your events segregated into different categories? YES NO

If YES, Please list the categories.

Will this be updated on a regular basis? YES NO

What format would you like to display this in?

- LIST FORMAT: Lists each event with dates and times, along with a description all on one page in order by date.
- DAY FORMAT: Lists the events on one day at a time. This is useful when you have many events each day. The user can scroll through day by day.
- LARGE MONTH FORMAT: Lists the events on a month calendar. A small icon and the event title represent each event on the calendar. The user can click on each event for more detailed information.
- SMALL MONTH FORMAT: Lists the events on a small month calendar. If there are events on a particular day, the day is highlighted. The user can click on each day for more detailed information. This view takes up much less space on a page.

Give an overall description of the events and calendar you are displaying.

Please list or attach the list of important dates you would like on your Website. Include as much information as you want posted:

- **Event Title**
- **Start Date/Time**
- **End Date/Time**
- **Location**
- **Contact Information**
- **Description**
- **Photo(s)**
- **Related Links to other websites**

SITE MAP

A Site Map displays all the sections and content on your website in an outline format.

Do you want a site map on the Website?

YES NO

LOCAL SITE SEARCH

A Site search will search only the content on your website.

Do you want a Google site search on the Website?

YES NO

ADDITIONAL CONTENT

Please provide or attach the text and any photos you want to display on your website.