



Website Planner

This planner will help you to organise and define the content, objectives and target audience of your proposed website. Remember that all successful sites begin with a well defined plan so try to enter as much detail as possible. If you require assistance please contact us.
We are sure that you will find this planner of use even if you decide not to use our services!


TO RECEIVE A WEBSITE PROPOSAL INCLUDING QUOTATION WITHOUT OBLIGATION PLEASE COMPLETE AND RETURN THIS DOCUMENT TO US BY POST OR EMAIL.

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Name of organisation	
Contact name	
Position	
Address	
Post code	
Telephone number	
Fax number	
Email address	
Nominate a website editor to have overall responsibility for the site	
Give brief details about your organisations activities	
Write a mission statement defining the main purpose of the website	
Define your target audience by listing all groups to whom the site is specifically aimed	
What budget has been assigned to this project?	

Preferred domain name	www.
Approximately how many web pages will be required?	
Approximately how many documents will be available for download?	
How often will the website need updating ?	
Which of the following components will be required?	<p><i>(Tick)</i></p> <p><input type="checkbox"/> Fill in the blanks form(s) i.e. Feedback, prescription, application <i>give details...</i></p> <p><input type="checkbox"/> Homepage hit counter</p> <p><input type="checkbox"/> Website statistics analysis</p> <p><input type="checkbox"/> Password protected area(s) <i>give details...</i></p> <p><input type="checkbox"/> Frequently asked questions page</p> <p><input type="checkbox"/> Site search facility</p> <p><input type="checkbox"/> Interactive area map</p> <p><input type="checkbox"/> Document / Form downloads <i>state intended format (Word, pdf, rtf, etc)</i></p>
<p>Give details of any advanced interactive features or components required</p> <p>Example: Database CGI-script address book with search by field function, admin panel to add, delete or amend records, customised to suit.</p>	

<p>Is there an existing company logo that can be used?</p>	
<p>Are there any preferences for the colour scheme and font type to be used?</p>	
<p>Will the website need to be specifically formatted for the visually impaired?</p>	
<p>Do you want to include the NHS logo?</p>	
<p>List details of photographs diagrams or maps to be included</p>	
<p>Will you need to include any sound, video or Flash animations? Please give details</p>	
<p>Give examples of existing websites. Much can be learned from previous successes and failures!</p>	<p>www. www. www.</p>

<p>Define no more than 6 or 7 main categories into which all your proposed content can be placed.</p> <p>Define the main categories using the mindset and expectations of your target audience.</p> <p><i>Note:</i> Each main category can reveal unlimited sub-headings</p>	<p>Heading #1</p> <p>Heading #2</p> <p>Heading #3</p> <p>Heading #4</p> <p>Heading #5</p> <p>Heading #6</p> <p>Heading #7</p>
<p>List all key content to be included on the site</p> <p><i>Note:</i> Content may be placed in any of the main categories listed above</p>	
<p>What outcome will make this project successful?</p>	
<p>What is the proposed launch date?</p>	
<p>Additional comments</p>	