



Website Design Guide

We have developed this website design guide to begin the creation of a professional website.

Complete the worksheet and bring it to our first meeting, along with any other marketing materials. This includes a logo, business card, letterhead, brochure, etc. so we can see how your organization presents its image.

We will review the information and together produce a mutually-agreed plan.

Organization: _____ Target Completion Date: _____

1. Purpose of Website

Rank the list below from most important (1), to least important (6):

___ To give a **favorable impression** of your organization or strengthen brand identity.

___ To **sell products** by taking credit card information over the Internet

___ To encourage potential customers to **contact by phone or e-mail**.

___ To share **product information and/or price lists** to customers or distributors.

___ Other _____

2. Domain Names

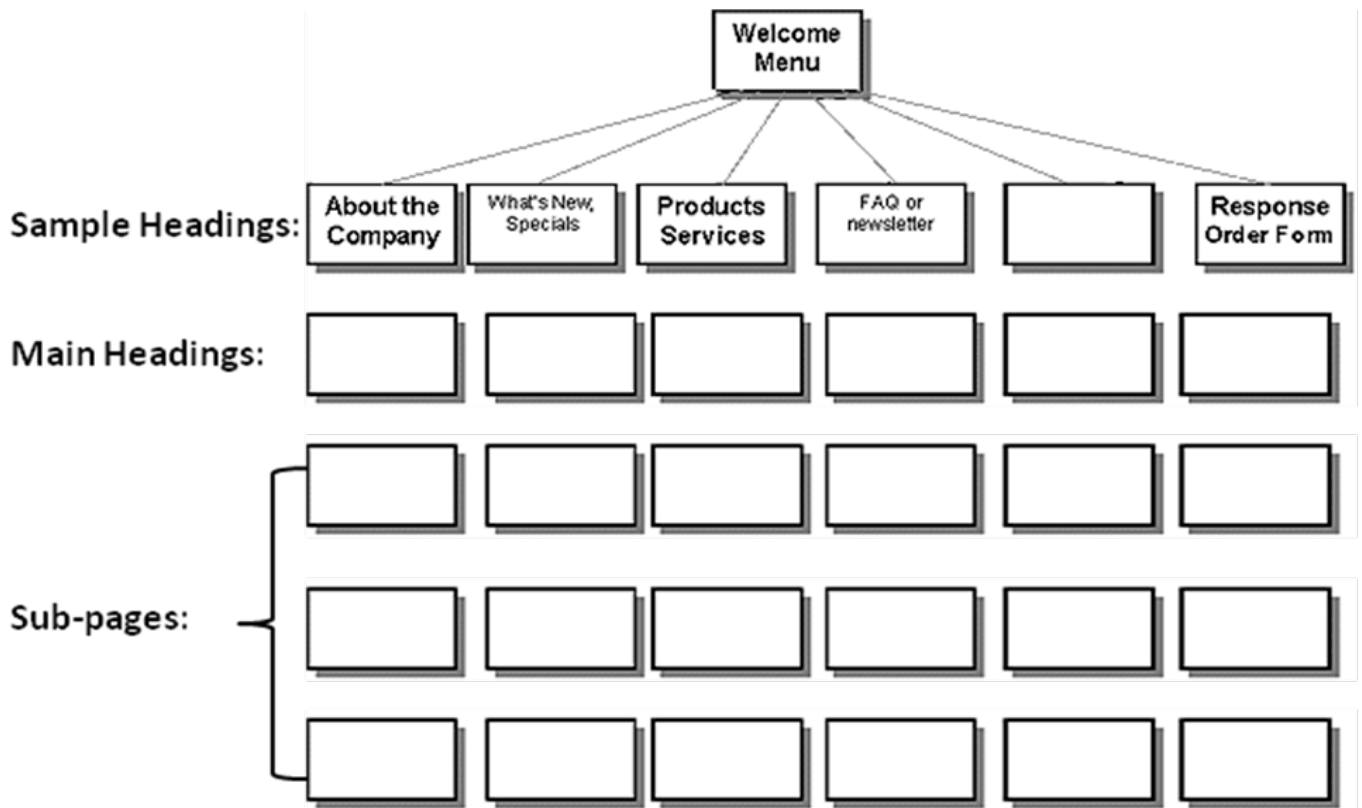
Domain name _____ Desired _____ Already Registered

3. Web Hosting

Web Hosting Service _____ Desired _____ Already Have

4. Site Organization

Please fill in the blanks with the pages and sub-pages you desire.



Total number of pages: _____

5. Site Navigation

Check all that apply:

Image Map

Top Navigation Bar

Left / Right Navigation Bar

6. Graphics

Please provide graphics in electronic form:

Logo

Photos or drawings

Sound/Video Clips

Other _____

7. Basic Page Elements

These are important items which will appear on nearly every page of your website. Indicate your ideas for each of these elements.

Heading Font Style: _____

Body Font Style: _____

Preferred **colors** in palette: _____

Trademarks or Service Marks: _____

8. Contact Form (if applicable)

What is the purpose of your contact form?

___ Request for visitors' **information**

___ **Survey** of customer preferences

___ **Guestbook** for visitors to record comments

On behalf of my organization, I approve the above plan I have created with Kembean Designs to construct a website, and authorize Kembean Designs to use this Website Design Guide as the basis of the project.

Signature _____ **Date** _____