

OMNIQUEST INFORMATION ARTS, Inc.

Web Site Planning Form

Organization Name: _____

Address: _____

Voice Phone : _____ Cell Phone : _____

Fax : _____

Contact Names: _____

Email Address(es) _____

Purpose

Indicate most important purpose with a "1", next most important with a "2". Do not mark those of no interest.

- _____ Presence (to present a favorable impression of the company or organization)
- _____ To provide information or service to clientele
- _____ To enable potential customers to find and contact the company (phone, mail, fax, email) for future potential sales.
- _____ To develop a qualified list of prospects, possible mailing list.
- _____ To sell products directly over the internet – printable order form, email, secure credit card transactions (circle one or add comments)
- _____ To provide product information and price lists to customers
- _____ To provide information and price lists to distributors
- _____ To reinforce identity/branding
- _____ Other _____

Site Organization

Check possible pages, and add notes

_____ Splash (Entry): _____

_____ Home Page Index : _____

_____ About Company : _____

_____ Map of location: _____

_____ Products/Services (note to determine how many top level pages may be needed) :

_____ Events Schedule/Specials : _____

_____ News/Newsletter : _____

_____ Email Response/Order Form(s) : _____

_____ Printable Order Form : _____

_____ Online product sales or transactions : _____

_____ Other : _____

Content

1. Splash Page

- _____ Photos- Provided by (check one) Client OO to coordinate
- _____ Company logos (can they provide on disk or scannable?)
- _____ Customized Design Needed

Notes: _____

2. Page Head Graphic

- _____ Company logo (can they provide on disk or scannable?)
- _____ Photo of Product(s) (check one) : Provided by Client OO
- _____ Customized Design Needed

Notes: _____

3. Overall Site - Page Elements

- Background/Textures

- Designed/Provided by Client Customized Design

Notes: _____

- Photos/ClipArt/Graphics

- Provided by Client To be coordinated by OmniQuest

Notes : _____

- Copy

Body Text:

- Provided by client Copywriting needed

Headlines/Taglines (part of the page head design)

- Provided by Client Created/Designed by OmniQuest

Notes: _____

- Email Response Link Yes No

Sent to the following email address (If registering a domain, note the desired address)

Current _____

Desired new: _____

- Site Navigation (check all that are appropriate)

_____ Buttons/Button Bars

_____ Text links at page: (___) bottom or (___) top

_____ Site Index: (___) Sidebar or (___) in page

_____ Image-Based Site Map

- Forms

_____ Guestbook

_____ Giveaway

_____ Request for Information

_____ Survey of Customer Preferences

_____ Order Form (___) email (___) printable form

_____ Online order forms : Secure Transaction on SSL Secure Server

Will forms content be: (___) provided by client; (___) designed by OO

Notes : _____

- Finishing Touches/Services

_____ Animated graphics

_____ Banner Ad design

_____ Link exchanges

_____ Video

_____ Sound

_____ Pages Updatable by client

_____ Monthly Updates provided by OmniQuest

_____ Statistical Reports _____

_____ Other _____

- Company ID/copyright

Submission to Search Engines

(Use or Provide Search Engine Submission Form)

Keywords: (___) by client (___) generated by OmniQuest

Descriptive paragraph: (___) by client (___) by OmniQuest

Internet Service Provider/ Site / Domain Name

1. Does the client have an Internet Service Provider ? () Yes () No

If Yes, who is the ISP? _____

(Note contact information - see Domain Registration Form)

2. Does the client have a domain name ? () Yes () No

If Yes, record domain name, provide Domain Name Registration Info. Form and note any needed changes; host, contact info, etc. (see Domain Registration Form)

If No, what names would be desirable, if available?

_____	_____
_____	_____
_____	_____

(Use Domain Name Registration Form)

Uploading and Testing Pages. This info will be needed by whomever will post the site to the Internet.

FTP address: _____

Telnet address: _____

Username : _____

Password : _____

Timeline

Target Date for Posting : _____

Go back to Planning