

DESIGN WORKSHEET

Name: _____ Customer number (if applicable): _____

Company: _____

Email address: _____ delete as applicable

Domain name: _____ new registration / transfer

Telephone: _____ invoice / card

Address: _____

Required Date for Completion: _____

If you are prompt with feedback, it generally takes 7 - 14 days to complete a Web site.

Pricing valid until 31 December 2009. Pricing fixed for the duration of your account.

Complete this form and return it to: Omnium, 113 Lancaster Road, Morecambe, Lancashire, LA4 5QJ

Alternatively, call us on 0844 884 8068, or fax to 0871 714 2087 *

Web design package #1 5 static pages Domain name registration or transfer Hosting 10 POP3 email accounts yourname@yourdomain.co.uk	£250.00	<input type="checkbox"/>
Additional static pages	£20.00 each	<input type="checkbox"/>
Additional scripted pages	quote required	<input type="checkbox"/>
Additional forwarded domain names	£20.00 each per year	<input type="checkbox"/>
Domain name renewal	£20.00 per year	<input type="checkbox"/>
Hosting renewal	£50.00 per year	<input type="checkbox"/>

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We will set up ten pages on your website to get you started. More pages can be added from your control panel

Home Page - This is the first page of your Web site and it is mandatory. It's also known as the index page. It should clearly state what your website is about. It sometimes includes a mission statement and contains links to your "inner" pages. This page is your most valuable page, as it is the front door to your Website and will be the first impression that your visitors will have of you.

Inner Pages - here is a listing of some of the most popular inner pages. Check which pages you want for your Web site. You can add additional pages to meet your needs:

About Us Page - This is a page about you and/or your company. It may include your credentials or your resume. You may also want to include your picture.

Resources Page - This page contains a listing of links and resources that are relevant to your Web site and may be of interest to your visitors. This is a good place to list Web sites that you have affiliate programs with.

Services/Rates Page - This page contains a listing of your services or products and can also list your rates and prices.

Contact Us Page - This is a page that contains information on how to contact you. Often times it contains a form for your visitors to fill out. It may also contain your address, phone number, fax number and email address.

Testimonials - This page may contain letters of recommendation or testimonials that your clients have written for you.

Policy Page - This page provides a clear definition of how you intend to use information collected on your site.

Site Map - This is a page devoted to site navigation and contains a detailed map of your Web site.

Any other pages

don't forget the search engines!

What is the #1 key word or phrase that you think people would use to find your site on the search engines?

Who is going to write the copy (text) for your Web site?

To avoid unnecessary delays, we recommend that the majority of the copywriting is completed before the Web design process begins. You will need to have your copy in electronic format, preferably in MS Word format.

Any other thoughts, comments or ideas:

Take note of any additional thoughts and ideas that you have for your Web site.

Any other special features? Add these below:

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Our Comprehensive Worksheet is recommended for those who are unsure of their Web site needs and design. It will help you define your goals and vision for your site while giving us insight into your individual taste and style.

Please take the time to carefully and thoughtfully answer the questions below

Graphics

If you have any graphics you would like to incorporate into the design, please supply them as high quality JPEGs, as large as possible. Please be aware, we can only use photographs where you own the copyright.

What is the purpose of your Web site?

Things to think about: What do you hope to achieve with it? What are your goals? Is your purpose to attract a larger audience through search engines? Or to provide information to your current customer base?

Who is your target audience?

Who do you want to sell your service or product to?
Things to think about: Who are they? What is their gender? What is their occupation? How old are they? What kind of information are they looking for on your site? What sort of "look" would they be attracted to?

Some words which evoke the feelings you want to convey when someone visits your website?

These can be very abstract words

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Logo

Do you have a logo you would like to use on your Web site?

Yes No No, but I am interested in having one designed

Please provide your logo in PSD vectorised format.

Choose a color scheme.

We recommend choosing one color as your primary color and one or two complimentary colors.

Things to think about: colors represent EMOTIONS and PERCEPTIONS.

Elegant, business-like colors include colors such as navy blue, burgandy and beige.

Fresh, healthy colors include bright colors such as yellow, blue and green.

Loud, high-impact colors include vibrant colors such as red, yellow, blue, orange and purple and black.

Some colour combinations are warm and inviting, others can be cold and uninviting.

If you are unsure about colors, we can help you choose.

Web sites you like....and don't.

List several Web sites that you really like and describe what you like about them

and/or what features they have that you would like to have implemented into your own Web site:

Things to think about: Spend time browsing the Web. Take note of the Web sites that

appeal to you. What is it you like about them? The layout? The colors? The navigation? The fonts?

Tip: Visit your competitor's Web sites. What would YOU do to improve them and how could you implement improvements and enhancements into your own site?

Web site(s) where you like the layout of the page:

The layout of the page refers to the placement of items throughout the page.

http://

http://

http://

Comments:

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Web site(s) where you like the navigation of the page (buttons/links):

http://
http://
http://

Comments:

Do you want your navigation buttons to change when the mouse rolls over them?

Yes No Don't know

Web site(s) where you like the colors/color combination:

http://
http://
http://

Comments:

Web site(s) where you like the fonts used:

We recommend using Web safe fonts such as Arial or Verdana. However, fancy fonts can be used for headings and subheadings. The most important thing is that they are easy to read.

http://
http://
http://

Comments: