

# Kingston-WebsiteDesign.com

Design. Print. Promotion Items.

T: 613-877-4259, E: help@kingston-websitedesign.com

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## Website Planning Worksheet

This questionnaire is designed to enhance communications between Kingston Website Design and our clients. Please have it handy when you discuss your project on the phone with a Kingston Website design representative. After you've filled in the blanks and we talk on the phone, please make a photocopy for your records, and mail a signed copy to me as it provides a written memorandum of our mutually agreed design.

**Organization Name:** \_\_\_\_\_

### 1. Purpose

"1" is most important, next most important a "2" and so on. Leave those blank which do not interest you at all.

- To gain a **favorable impression** of the company or organization.
  - To develop a qualified **list of prospects**
  - To **sell products directly** taking credit card information over the Internet
  - To encourage potential customers to **contact us by phone or mail** to consummate a sale.
  - To make available **product information and price lists** to distributors.
  - To make available **product information and price lists** to customers.
  - To strengthen **brand identification**.
  - Other \_\_\_\_\_
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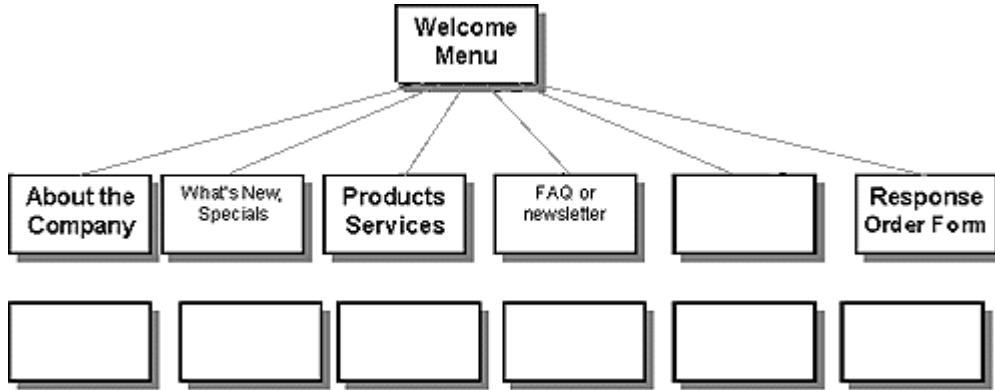
### 2. Site Organization

Please label pages you desire and cross out the rest.

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Total number of pages decided upon \_\_\_\_\_

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### 3. Site and Domain Names

Site Name on Masthead: \_\_\_\_\_

**Domain Name** It must be registered through your web hosting service and approved by a domain registration service before you can use it. We provide domain and hosting service as well.

Domain name \_\_\_\_\_  Desired  Already Registered

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### 4. Masthead Graphic

It is very helpful if you can include a copy of your company's letterhead, brochures, catalog, etc. so we can see how you presently present your company image. (We provide graphic design as well.)

**Company Logo** incorporated in the masthead graphic? If so, please enclose a color copy.

**Photo or drawing** of product?

**Typeface** preference \_\_\_\_\_

Preferred **colors** in palette \_\_\_\_\_

Other ideas \_\_\_\_\_

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