



1868 Thornbird Road  
Airdrie, AB T4A 2C8  
403.912.4342  
info@creativeexpressions.biz  
www.creativeexpressions.biz

## WEB START WORKSHEET

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web site: \_\_\_\_\_

Date: \_\_\_\_\_

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Establishing a presence on the internet is an exciting step toward business growth. Our goal is not just to put you there, but to make your web site an effective tool that will help contribute to your company or organization's success.

Getting started can sometimes feel overwhelming. We are here to help you walk through this process and make it as simple as possible.

Please take a few minutes to go through the following steps. Once you have completed this worksheet, please e-mail it to us. If you have questions or would like help going through this worksheet, please call and we can arrange up to a 1 hour free consultation in order to complete the worksheet.

## 1. WHY? – Your reasons for going online

Clearly knowing your online goals is essential to helping you succeed. Please tell us as much information as possible as to your primary reasons for establishing a web site.

What do you want your web site to accomplish?

Who is your target market?

What are your primary services and/or products?

What set you apart?

List at least 3 reasons why a prospective customer and customer would visit your web site?

1.

2.

3.

What do you want visitors to do on your web site? (e.g. Find info about you? Contact you? Buy/Order something?)

## 2. WHAT? – The information you would like to provide online

What pages would you like on your web site? Think of this like a simple table of contents in a book. This will help determine how many pages you need and what the site map will look like. Indicate which pages you would like on your web site, adding a brief explanation of each. Continue on the back if necessary.

Here are a few ideas to get you started:

- Introduction (home page)
- Services
- Products
- Calendar of Events
- What's New
- About Us
- Request information
- Testimonials, Awards, Media Coverage
- Portfolio
- FAQ
- Useful Links
- Contact Us

Record your outline of information below, continuing on the back if necessary. Indicate how frequently each page needs to be updated (i.e. daily/weekly/monthly/quarterly/annually).

### Pages:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

### 3. HOW? – Your Visitors will need to Respond to Your Web Site, but How?

Indicate which features you would like on your web site adding a brief explanation beside each to further clarify.

#### Features Required:

(Place a check mark beside each feature required)

- Order products or services online \_\_\_\_\_
  - Simple e-mail order?
  - Fully programmed database order system?
  
- Sell products or services online \_\_\_\_\_
  - Online credit card payment?
  - Inventory Management (ability to add categories and items displayed for sale)?
  - Shopping cart (ability to select more than one product for sale)?
  
- Ability to perform a search for content in web site \_\_\_\_\_
  
- Member services (registration, login) \_\_\_\_\_
  - Access to “members only” sections of web site
  
- Calendar of events \_\_\_\_\_
  
- Multimedia (audio, visual, animations) \_\_\_\_\_
  
- Online contact/feedback form \_\_\_\_\_
  
- Other \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### 4. WHAT? – Your style

Determine the design style of web site that you like. First, view web sites in your industry or related fields. It is always good to see what the competition is doing. Identify what you like and dislike about the various sites.

Record your findings here. Try and be as specific as possible:

Web sites I like:

www.

www.

www.

What features I like:

Web sites I do NOT like:

www.

www.

www.

Features I do NOT like:

Provide details of the appearance/layout you would like on your site. If you have already branded your company (i.e. colors, logo, and other printed marketing materials) and wish to coordinate the design with your existing branding we would request samples of such material upon your approval of our proposal.

Design style (i.e. corporate, friendly, trendy, futuristic, retro, fluid, mechanical, soft, harsh, stark, fluid, warm, cold, etc.):

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Preferred Colors are: \_\_\_\_\_

Other design preferences: \_\_\_\_\_

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Layout ideas (optional):

If you have an idea of web site layout, you may sketch it in the box(es) below:

If you do not have any ideas, do not worry – this is our job. We will provide you with a choice of mockup designs for your consideration.

## 5. WHO? – Updating your Web Site

Web site maintenance is part of owning a web site. From time to time you may need to update content (i.e. text, photos, and products).

How often will you require updates? (Daily? Weekly? Monthly? Annually?): \_\_\_\_\_

How extensive will the updates be? (Simple text updates? Photos? Etc.): \_\_\_\_\_

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Would you like to be able to update the site yourself? Or would you like us to maintain the site for you?

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There are a couple options for you to update the site yourself. The following are for you information and can be discussed further and decided in the proposal process.

- 1) Purchase and learn to use web authorizing software (Dreamweaver)
- 2) Or build a content control management system right into the web site. The maintenance person will have a user name and password whereby he/she is able to login to a private administration section of the site and make web updates to specified pages. No software knowledge is required and updates will be made through web browser (i.e. FireFox, Internet Explorer, Safari, etc.) from any computer or location that has internet access. Please keep in mind this option requires a higher budget.

If web site updates are required instantly and on a regular basis (daily/weekly) option 2 would be a good consideration.

## 6. HOW? – Finding your web site?

There are many ways for people to find your web site (business cards, company literature, advertising). How do you plan on bringing people to your web site once it is complete?

In order to find your web site on the Internet, your site has to be “optimized” for the search engines. Techniques used and associated costs vary depending on the results you wish to receive and are therefore quoted on a project-by-project basis.

## 7. WHEN? – Completion date

Ideal completion date: \_\_\_\_\_

Acceptable completion date: \_\_\_\_\_

Are the above deadlines flexible?

Please note that we are often booking projects 2-4 weeks in advance from time proposal is accepted. On average it takes 4 to 8 weeks to create a web site and longer if the site is large or requires special programming).

## OTHER QUESTIONS:

1. What is your budget range for this project? \$ \_\_\_\_\_  
(keep in mind that most of our small business web sites range from \$1500 – \$2500.)
2. Do you have a domain name and hosting set up? Do you need assistance with this?
3. How did you hear about Creative Expressions?

## LET'S GO!

Please e-mail (info@creativeexpressions.biz) this worksheet to us. If you have questions or would like help going through this worksheet, please call and we can arrange up to a 1 hour free consultation in order to complete the worksheet.

Thank you for considering Creative Expressions in the creation of your new web site. We look forward to working with you!