230 Pheasant Dr
Greybull, WY 82426
p. 307-765-9319
bilbrey@bilbrey.net

Web Planning Document

Organization Name: _____

Webpage contact person:_____

Phone:_____

E-mail address:_____

Target date to get final webpage published_____

The following information will help us to develop your web site. Please complete this form and return via fax, mail, or email attachment together with any additional files containing your desired text, graphics (brand or logo), photos, etc.

---

1. Brief **Description** of Company including history of company, services/products provided.

2. Names and **contact (phone, email, address, fax) information** for company officials and staff members (if desired)

3. Do you have a **company logo/color scheme/favorite font** that you would like to incorporate into your web page design?

4. What types of **outcomes** would you like your web page to produce for you? What are the goals of your web page?

___ To gain a favorable impression of the company or organization.
___ To develop a qualified list of prospects.
___ To inspire a purchase/encourage potential customers to contact us by phone or mail to consummate a sale.
___ To build awareness
___ To inform an audience
___ To make available product information and price lists to distributors.
___ To make available product information and price lists to customers.
___ Other _____

5. Do you currently have **written materials** that you would like to have incorporated into your web page? (Brochures, Business Cards, Forms, etc.?) Can they be forwarded electronically? We can convert these documents into .pdf format so that they load cleanly and quickly if needed.

6. Site Organization--Your home page will link to all of the other pages in your web. The amount of information that you want to share will determine the number of pages we create.

Please provide an outline/flowchart of your desired content pages.

7. Navigation System--The navigation system of a web page includes links from the home page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.

Would you like your navigation bar to appear…
_____on the top of each page
_____on the bottom of each page
_____on the side of each page

(Basic navigation systems and an internal Site Map, providing pages allow, are included in the cost of the site. Drop down menus or other types of navigation systems can be created but you will be charged at the standard hourly rate for the creation time.)

8. Basic Page Elements--These are the important items which appear on nearly every webpage on your site.

- Page titles which show at top of Web browser only

- Top-of-page/header graphic

- Page Title in larger type

- Text

- Standard company ID near bottom of page

- E-mail response link to the following e-mail address: _____

- Copyright and trademark information in small print at the bottom of every page. What registered trademarks, trademarks, and service marks do you want indicated here?

9. Photos, Graphics-- Photos generally look better on a website than clipart. However, if you own clipart that you would like to have included in your web page, please provide those files.

- Photos can be emailed to us as attachments, mailed to us for scanning (of course we will return the originals), or they can be saved to a portable media such as a data stick or compact disc and mailed.

- If you need assistance obtaining stock photos from online or alternative resources, we can help with that search and will charge our standard hourly rate. You will be responsible for any license or usage fees as established by these individual photo services.

10. Additional features-- Are you interested in incorporating any of the features below into your design project? If so, please indicate the number of each.

Blog ____	Marquee/Banner Ad ____	Search Engine Optimization ____
Custom contact form ____	Mobile site ____	Slideshow ____
Facebook page ____	Music/Audio ____	Social Media (Facebook, Twitter, etc.) ____
Facebook 'Like' box ____	Password-protected page ____	Twitter widget ____
Favicon (displays logo on address bar) ____	PayPal buttons ____	Virtual tour ____
Flash Intro ____	Photo/image gallery ____	YouTube video ____
Forum ____	Quick Response (QR) Code ____	Other _____
Guest book ____	RSS Feed ____	Other _____
Hit counter ____	Search box ____	Other _____

10. Domain Name
Does your company have a **domain name**? (i.e. yourcompanyname.com.) If no, please list your desired names below in order of preference.
_____
_____

If yes, please list the domain name and contact info below.
Domain Registrar:_____
Domain name:_____
Administrative Contact's Email:_____

If you would like us to research the costs associated with transferring your domain from your current provider to Bilbrey Web Services we are happy to do that at no charge.

_____Yes, please conduct the necessary research and let me know the cost-savings!

11. Web Hosting Service
Does your company currently have a hosting account with a particular internet provider?

If yes, please list the company name and hosting information below.
Internet provider:_____
Present URL: http://www._____
Hosting Username _____ Password _____

If you would like us to research the costs associated with switching hosting services from your current provider to Bilbrey Web Services we are happy to do that at no charge.

_____Yes, please conduct the necessary research and let me know the cost-savings!

11. Description/Keywords
Please provide a descriptive sentence and any keywords (words which you envision a potential customer typing into a search box) that would ideally result in the search results displaying your site.