



Office Support Systems

Web Site Design Worksheet

Sue DuBuc

All web sites produced by Office Support Systems are custom created to be unique and for this reason each will have a different cost. In order for us to prepare an accurate quote for you we need as much detailed information as possible. To help us determine the exact cost of development for your new web site, please take some time and complete our web site design worksheet with as much information as you can. After we receive this information, we will prepare an accurate detailed quote of how much your web site development will cost.

Domain Name

Do you have a domain name? _____

No Yes name:

If you do not have a domain name and you would like one, list five possible domain names for your website.

1.	
2.	
3.	
4.	
5.	

Web Page Host

Do you have a place to host your web site? No yes

If you already have a place where your site is hosted, we will need to access it to add your new pages. We need:

Host Address	
User ID	
Password	

Your Organization/Business

Name	
Address	
Phone	
Fax	
Email	
Hours	

What does your organization/business do?

What is the slogan or catch phrase for your organization/business?

Write a short, 25 word, description of your business that clearly and concisely describe what you offer, to whom you offer it and why they should consider you.

Search Engine Description and Links

To help your site display high in the search engines you need good descriptive words and plenty of links. Please list 15 words or phrases that describe your business as well as 15 possible industries that you can link to that do not compete with your business (example of a possible industry link: a dog groomer might link to a pet store).

List 15 words or phrases that describe your organization/business and 15 possible links.

1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	
6.		6.	
7.		7.	
8.		8.	
9.		9.	
10.		10.	
11.		11.	
12.		12.	
13.		13.	
14.		14.	
15.		15.	

Search Engine Optimization and Link Popularity

Search Engine placement is the most common way to locate a desired website. We offer a free keyword analysis and will research the most popular keywords for your business and will make sure they are placed in your keyword meta tags and in the text of your site for optimal Search Engine Optimization. We also know that the most important way to make your site show up at the top of a Search Engine without paying for costly "Pay Per Click" plans is from your Link Popularity. Link Popularity is a process by which we find other sites that compliment your business and will place links to your site. Search Engine Optimization and Link Popularity is a time consuming process. Your cost will be dependant on how competitive your industry is and your desired placement in the Search Engines. If you are interested in this feature, we will be happy to discuss your options.

Are you interested in having your site Search Engine Optimized with Link Popularity? No yes

Page Design

1. What types of components other than still photos and text do you want to include (e-commerce/shopping cart, affiliate programs, Flash animations, backend database integration, survey forms, feedback forms, referral forms, downloadable video, downloadable music, streaming video, streaming music, content management system, etc.)?

2. Can you supply all of the required images (custom photography, still images) in digital format with a minimum of 72dpi, or will the designer/developer be responsible for creating and acquiring images, graphics, and logos? For any images (and other materials) supplied by the client do you own the copyrights? If

not, do you have the rights to use the materials on the web site (it's your responsibility to check copyrights on all materials you provide to Office Support Systems)? Please check with the copyright owners if you are unsure to avoid any copyright violations.

3. Are there any special needs or components required that are not already covered?

4. If you have an existing web site, what are the problem areas with it (if any) (poor performance, graphics, load time, design, etc.)? Does it need to be moved to a new web host?

Please list and gather any existing materials and information that you might want to include in your site (including but not limited to):

- Photos (prints, digital files)
- Text
- Brochures
- Business cards
- Flyers
- Product shots
- Product samples
- Press releases
- Price and part lists
- Frequently Asked Questions
- Shipping and handling charges and constraints

- Warranty policy
- Privacy policy
- Return policy
- Guarantees
- Testimonials
- Endorsements from known sources
- Credits
- Bios
- History
- Education
- Certifications/Affiliations (BBB, Chamber of Commerce, etc)
- Awards
- Photos of yourself, staff and location
- Industry recognition
- Map and directions from major airports, recommended places to stay nearby (if people visit your location)

Site Layout

List up to 10 major topics for your web site. These topics will help us determine the number of pages your site will need and will be the title for each page of your site. *(Basic Package 1-10 pages or our Professional Package 10+pages, or somewhere in between. We have listed some topic ideas on the next page for you.)*

Main Page

	Topic	Short Description
2		
3		
4		

5		
6		
7		
8		
9		
10		

Possible Web Page Topics

Products and/or Services	Information
Menus	Links
Catalogs	About Us
Prices	Reviews
Testimonials	Credits
Product Overview and Specifications	Copyrights
Product Features and Benefits	Our Team
Warranty and Return Policy	Case Studies
Licensing	Awards
Customer Service	News and Events
Training	Newsletter
Contracting and Consulting	Press Releases
Stock List	Media Coverage
Capabilities	Frequently Asked Questions

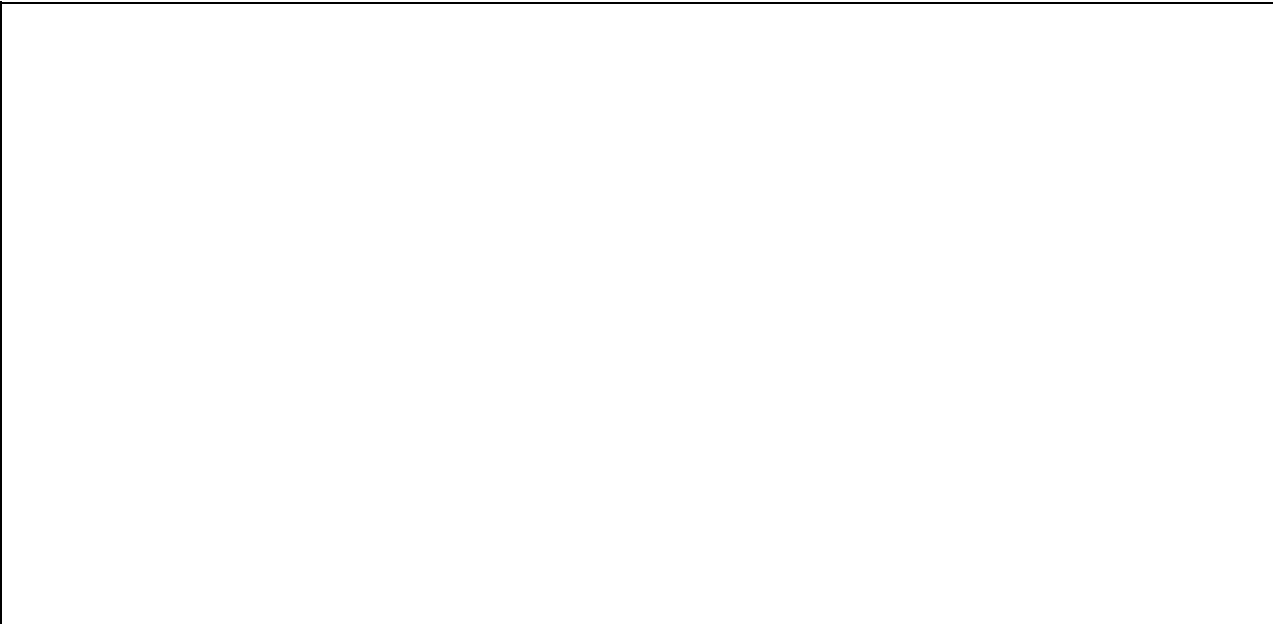
Portfolio	Alliance Partners
Parts List	Legal Notices
Dealer List	About Our Industry
Assembly Instructions	Glossary of Terms
Schematics	Regional Information
Classified Ads	Tech Notes
Credits	Tips and Tricks
Samples or Tear sheets	Interesting Facts
Resume	Articles
Competitive Matrix	Who's Who/Staff
Jobs	Site Map
Overview	Help
Job Postings	Gallery or Portfolio
Recruiting	Contact Us
Resume submissions	Splash pages/Pop Up Pages
Benefits	Home

For each web page, write out exactly what you want to appear on that web page (on the following pages).

Home Page

What do you want on your home page? Please type the actual text, as you want it to appear on the Internet.

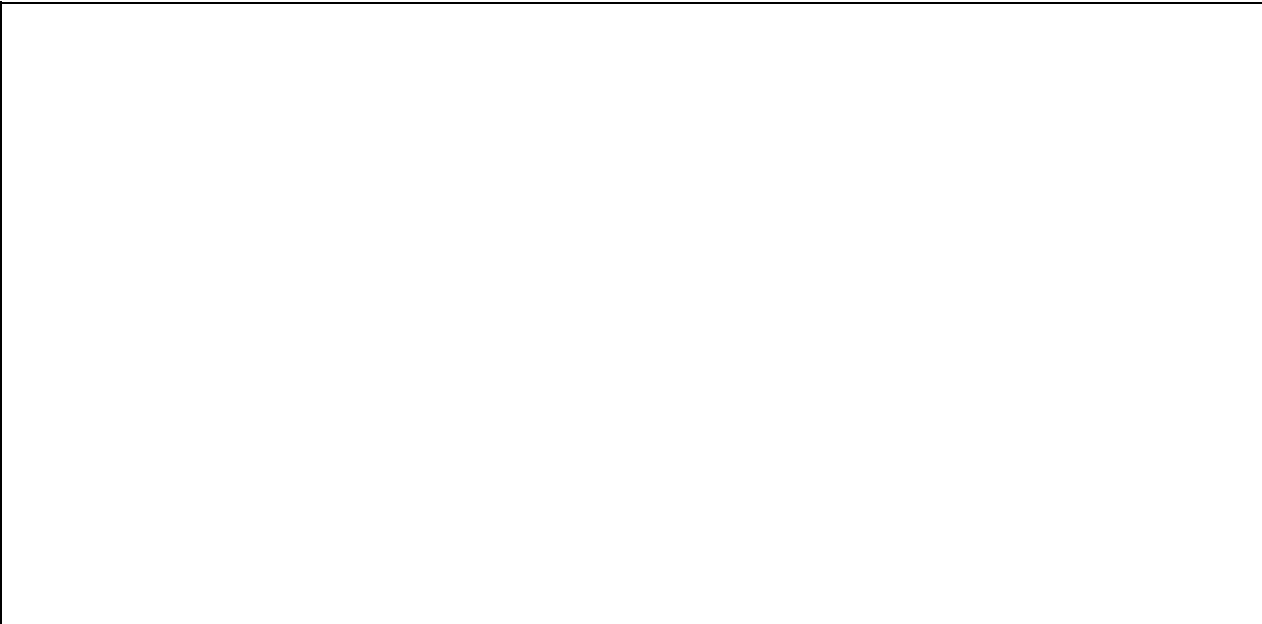
Page 2: Title



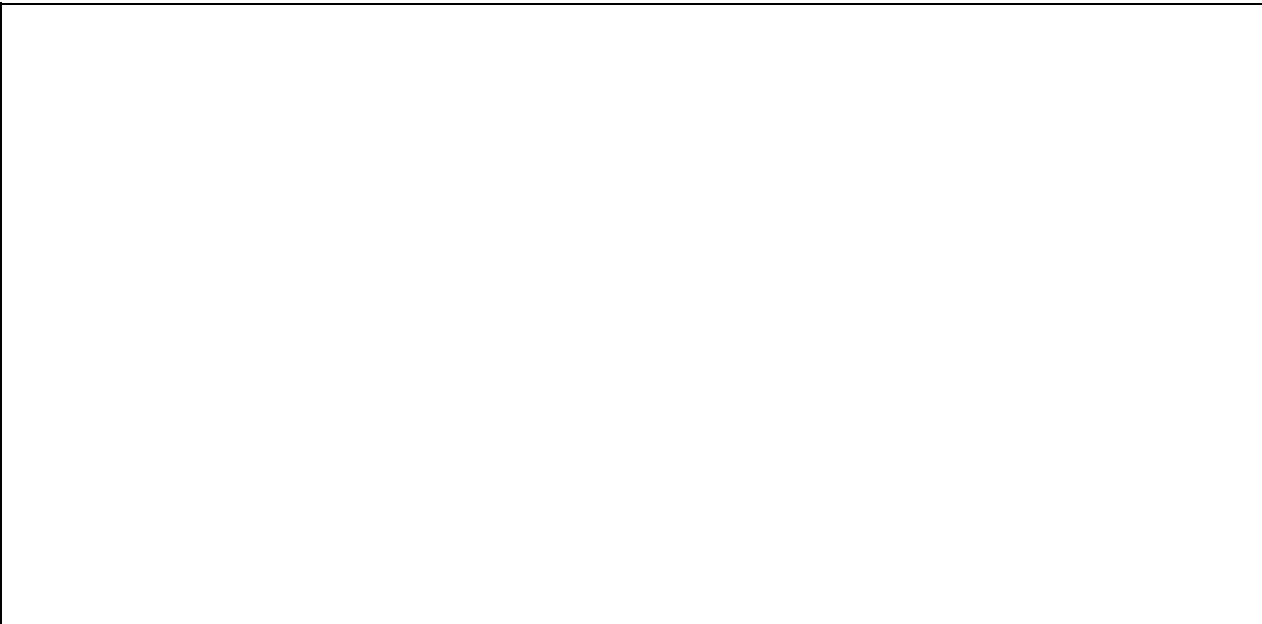
Page 3: Title



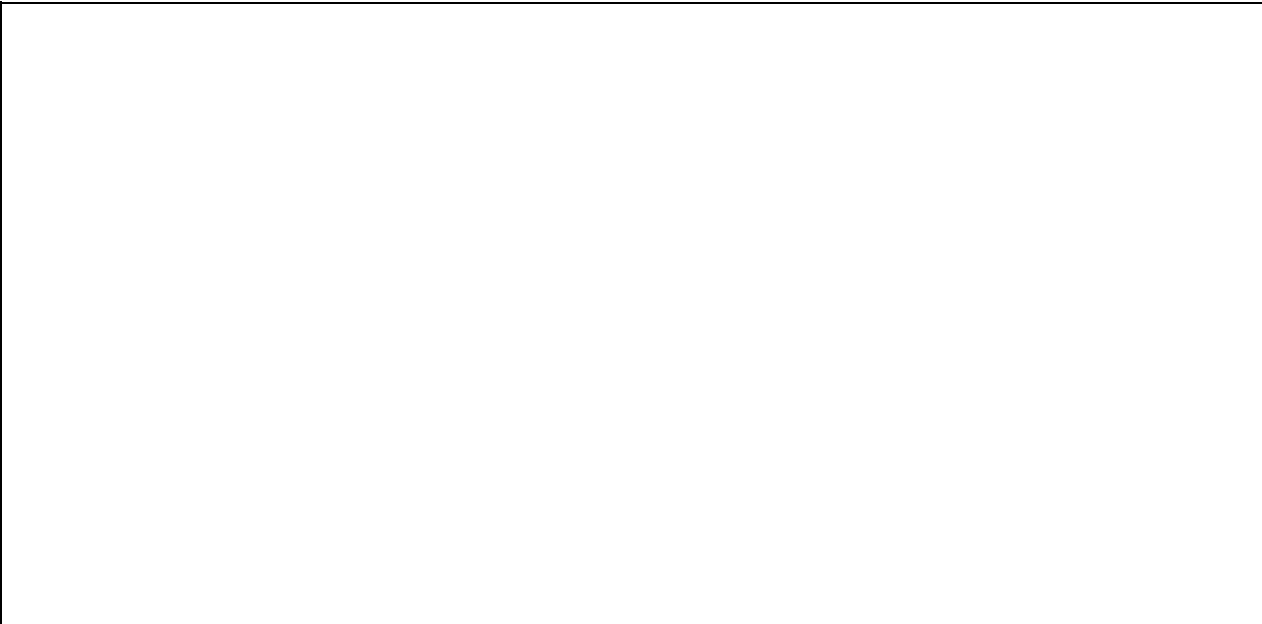
Page 4: Title



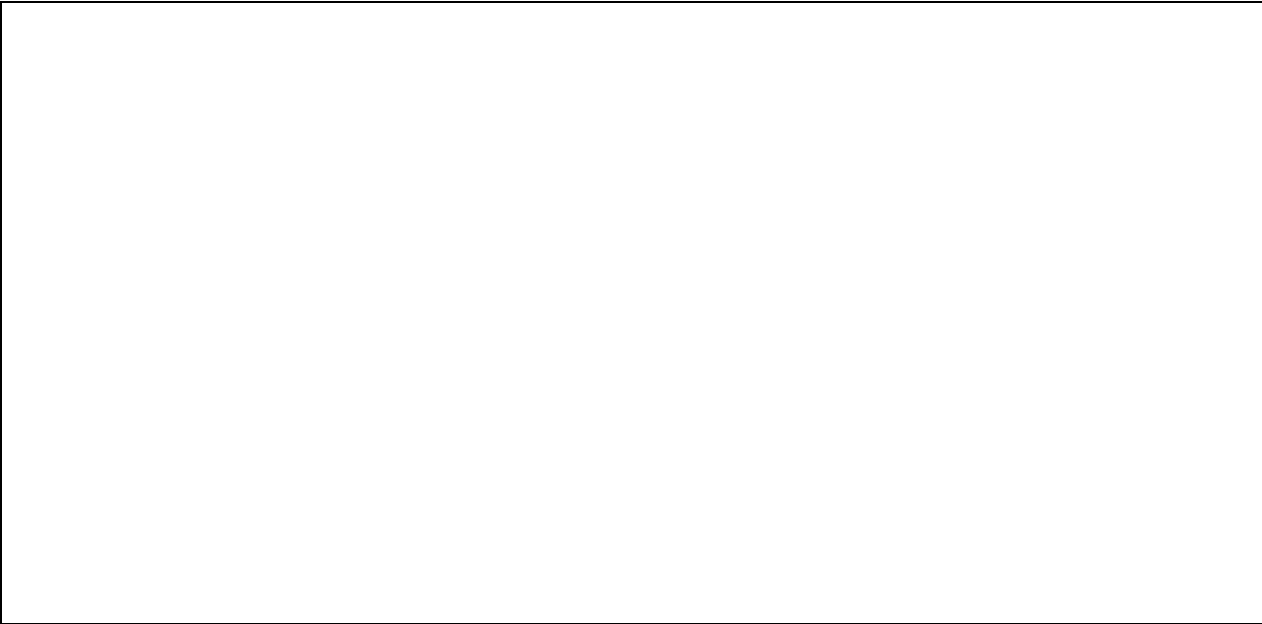
Page 5: Title



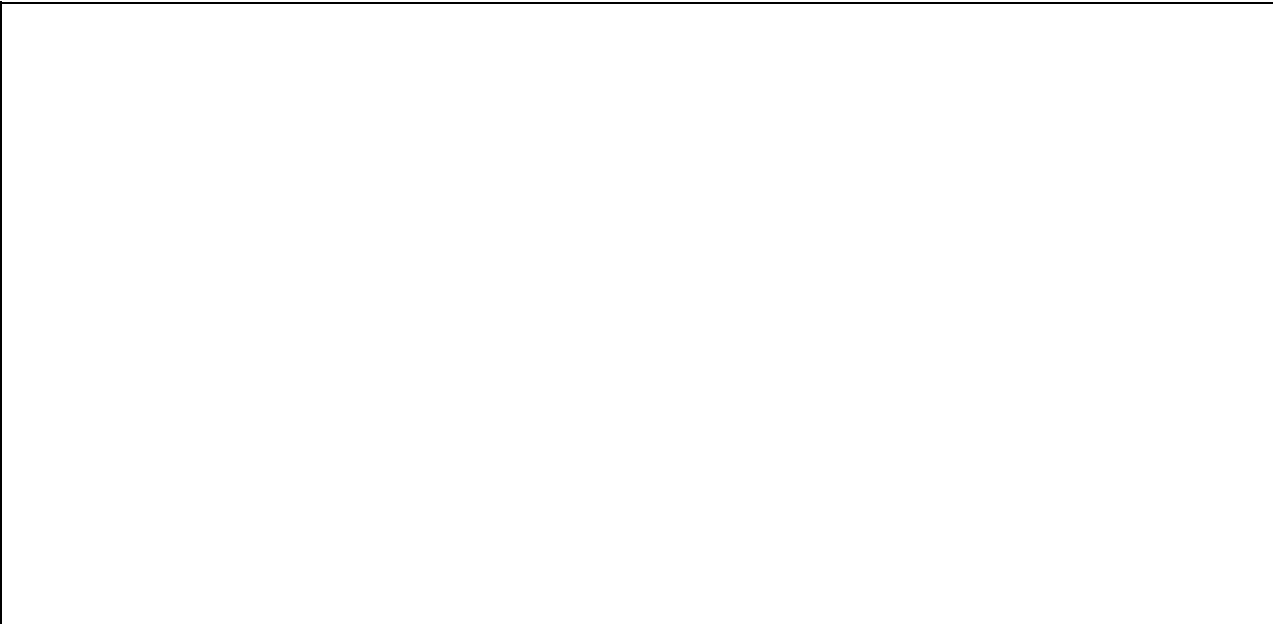
Page 6: Title



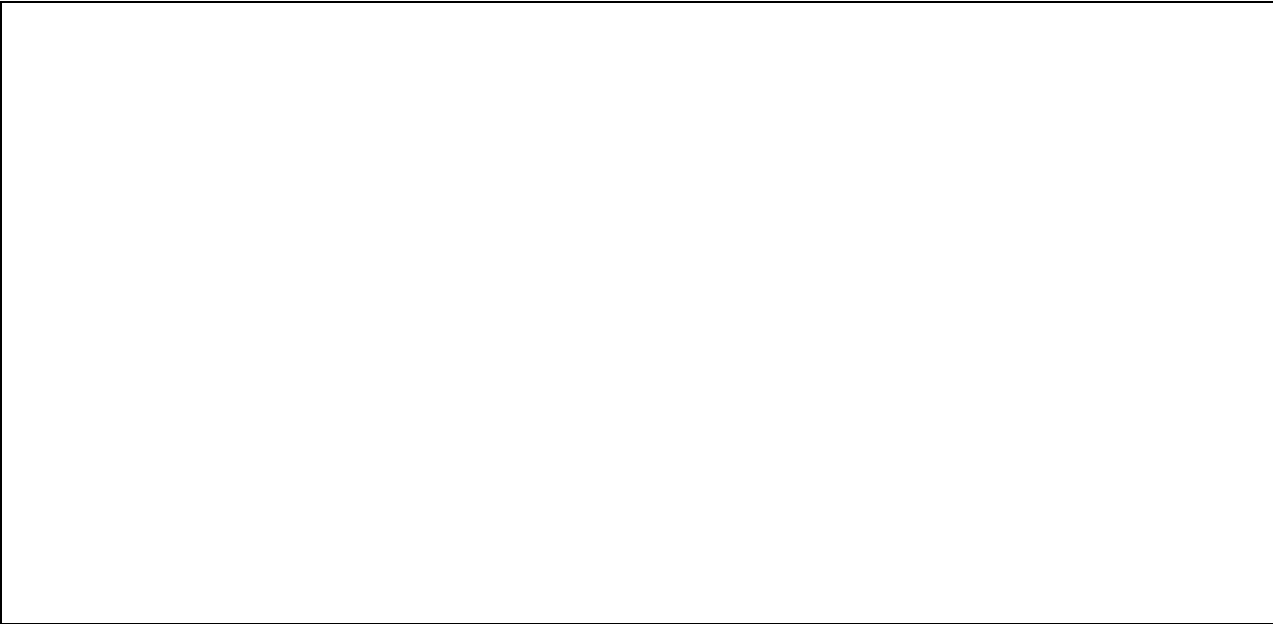
Page 7: Title



Page 8: Title



Page 9: Title



Page 10: Title

