

# Website Planning Worksheet #3

Phoenix Technologies  
2324 Riverway Drive, Old Hickory, TN 37138  
PHONE 615-847-8222  
email: phoenixtech@mindspring.com

## Phase 3 – Gathering Site Materials and Content

The following is a guide to help you consider and gather the types of content you would like to include on your site. Feel free to modify or skip any sections necessary.

Much of the page content information you consider here will be used in the **Content Worksheet**.

**1. Organizational Name:** \_\_\_\_\_

(Full name of your organization/business. To be used in our correspondence with one another.)

**2. Domain Name:** \_\_\_\_\_

(If your business already has a registered Domain Name, *www.yourbiz.com*, please provide it on the line above.)

For more information on Domain Names, see the **Content FAQ's** page.

If your business **does not** already have a registered domain name, you may visit [Network Solutions](http://www.networksolutions.com) (<http://www.networksolutions.com>) to see if it's available. If you plan to host with *Phoenix Technologies*, we recommend letting us register your domain name for you. It will still be your responsibility to research the availability of the domain name you wish to use. Please indicate below the domain name you desire and **have found available:** \_\_\_\_\_

**3. Contact Information:** (to be used exclusively by *Phoenix Technologies*)

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

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

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

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

Current email address: \_\_\_\_\_

**4 . Customer Contact Information:** (to appear on your website)

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

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

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

**\*Note:** Your business web email address issues will be covered in a separate section below.

**5 .Main Site Name**

Site Name : \_\_\_\_\_

(This will be the information that appears in both the top bar of the viewer’s browser window and in the bookmark of the site. Other pages to your site are discussed below. See the **Content FAQ’s pages** for more details.)

**6.Email Contact Links**

List all email contact links that you would like to use on your site.

(Examples: info@yourbiz.com, sales@aol.com...)

Please see the **Geek Speak Made Easy** page for information about convenient email forwarding offered by Phoenix Technologies. If this is a POP3 mailbox account, leave “Forwards to” blank.

Email address	Forwards to

The following sections will help you gather the actual content that you may want to place on your site.

See the **Content FAQ's** page for more information on the following.

**7. Basic Page Information**

The following elements may be used on most every page of your site.

- **Page titles** these are displayed in the top bar of the viewer’s Web browser. This is also how the page will be “book-marked”. **Each page** on your site requires a title. It may however, be the same as the site’s main name.
- **Logo graphic** typically smaller version of the masthead graphic.
- **Copyright and trademark information** at the bottom of every page.

## 8. Graphics, Animations, Sound and Video

Your website design contract with *Phoenix Technologies* includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos, graphics, animations, sound and video clips you send us. Please **ensure** that they are royalty free and can be used on commercial sites.

- **Photos** you supply either by sending the hard copy for us to scan, or by sending the digitized images on a diskette, CD or ZIP disk.
- **Sound**, either MIDI musical background or streaming audio for music or voice. There is an extra charge for creating and adding these elements to your webpages.
- **Animated GIF images.** *Phoenix Technologies* can also make animations for an extra charge.
- **Video clips** There is an extra charge for creating and adding these elements to your webpages.

## 9. Response Forms

Some response forms require a host service with cgi-bin access and Unix system with Perl language available. *Phoenix Technologies* offers such hosting service. Many of our design packages include at least one form.

On smaller packages, a fee applies. Please see the **Design Rates** page for more.

*Phoenix Technologies* offers the following response forms:

- **Request for information** from your visitors.
- **Addition to email list request** (\*Note: This is not an email service or database.)
- **Request for product** (\*Note: This is not an order form, which would require a secure server and secure order pick-up. At this time, *Phoenix Technologies* does not offer a secured ordering system.)

You will need to decide what information, or fields, you would like to have included on your form.

(Examples: Name, address, comment section...)

## 10. Autoresponders

These are used for an instant return acknowledgment upon receiving customer email inquiries.

Content type for this page: “Thank you for your inquiry...” or “We have received your info...”

## 11. Meta Tags

All website design packages from *Phoenix Technologies* contain meta tags on each page of your site. These tags contain the Description and Keywords used by search engines to catalog your site. You will need to provide some of the information you wish to use in these meta tags. If you wish to learn more about meta tags, please visit the FAQ's pages.

You will need to include the following information for all pages on your site:

- Description meta tag
- Keywords meta tag

(\*Note: The Keywords meta tag for your front page will need to include as many words as you think folks might type into a search engine to find your site. This is one of the most critically important tag lines on your site. Please try to list between 50 – 100 words in order of preference. Separate each word or phrase by a comma. Please visit the FAQ's pages for help with the tags on your other pages.)

## 12. Agreement

On behalf of my organization I approve the above plan which I have developed with Phoenix Technologies to for the purpose of obtaining a quote to construct a website. By my signature I authorize Phoenix Technologies to use both Phase 1, Phase 2 and Phase 3 of the Website Planning Worksheets and the Content Worksheets and related files to develop a quote. I understand that if I enter into an Agreement with Phoenix Technologies to construct a Website, the Website Planning Worksheets, in conjunction with the Content Worksheet, will be the basis of the project and that any modifications may result in additional charges.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Now that you have completed your site overview, you are ready to begin gathering the actual content for each page. *Phoenix Technologies* provides a **Content Worksheet** to help you streamline the process.