



## Website Planner

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# Table of Contents

Company Information .....	2
Website Purpose .....	3
General Website Details .....	4
Page Details.....	5
Design Layout Sketch .....	7

## Company Information

The information collected below will help us gain some insight into who you are and what your company does. This information directly helps our plan for the design of your website.

○ Company Name: \_\_\_\_\_

○ Company Logo (If any): \_\_\_\_\_

○ Company address and contact information:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

○ Briefly describe the history of your company:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

○ Briefly describe your company and the products or services you offer:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Website Purpose

The website purpose information will help establish exactly what your goals are with your website as well as to whom your products or services are marketed.

- Briefly describe what you intend to gain from a website:

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- Briefly describe your intended function of the website:

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- What age groups is your target audience? (Circle one)

Under 18	18-30
30-50	50+

- Please describe the type of people in your target audience:

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- Do you currently have a website? (Circle one)    Yes    No

- If yes, what is the web address: http://\_\_\_\_\_

- If yes, what do you feel are the problems with your existing website?

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## General Website Details

This section covers general site details including color schemes, graphics, imagery, fonts, and page layout.

- Do you have a company logo? (Circle one)      Yes      No
  - If yes, do you have access to provide the image to Bent Oak Designs?      Yes      No
- Do you have any other graphics or imagery you would like to see on your site?      Yes      No
  - If yes, do you have access to provide these to Bent Oak Designs?      Yes      No
  - If yes, please describe:

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- Please describe any color scheme preferences you may have for your site:

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- Please list any fonts you prefer to see on your site:

(\*Recommended fonts for site content are Tahoma, Times New Roman, Arial, Verdana and Georgia. However, any fonts may be used for the site graphics.)

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- Do you have a basic concept of how you would like the site laid out on the screen?      Yes      No
  - If yes, please sketch the concept on page 7.





## Design Layout Sketch

If you have a layout in mind, please use this page to sketch the layout.