

Unified Internet Services

Free Preparation Guide

Please take a moment to review the entire contents of this Guide. This will ensure that we will be able to gather all the important information from you that we need in order to provide the very best web design possible in a timely manner.

PRINT THIS GUIDE. Then as you move through this Guide, fill out the requested information. This will help us to create the perfect website for your company.

Contact Information

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Who is the primary point of contact for this project?

First Name: _____ Last Name: _____

Primary Email Address: _____

Secondary Email Address: _____

Direct Phone #: _____ Alternate Phone #: _____

Fax #: _____

Company Information

Briefly describe the **products/services** your company offers: _____

Does your company have a **tag line**? Yes No

If "Yes", please write it here: _____

What **certifications** does your company possess?

Are you involved with any **associations** or have any **professional** affiliations? Yes No

If "Yes", please list here:

Website Goals

What is the **purpose** of your new/improved website?

What **message** do you wish to convey to your audience?

What do you want your site to **accomplish?** Check all that apply:

- Improve company/brand awareness
- Increase product/service sales
- Provide entertainment value
- Build community awareness
- Act as a medium for internal company communications
- Share information with visitors
- Other

If "Other", please explain: _____

Look & Feel

What color schemes do you **prefer?** (Use Color Scheme Website) <http://www.colorschemedesigner.com/> Up to four (4) colors. Colors are listed under the color wheel in the bottom right corner as a combination of six numbers, letters, or both. ie. B4997C

_____ # _____ # _____ # _____

Are there any colors you definitely do **NOT** want?

_____ # _____ # _____ # _____

Does your company utilize any **required colors?** Yes No

If "Yes", please list here (including **PMS values**, if available):

_____ # _____ # _____ # _____

Will you be providing **photographs/graphics** to be used on your website?
Yes No

Do you have any **trademarked/copyrighted logos/artwork** that must be used? Yes No

Do you have a **corporate logo**: Yes No

If "Yes", can you provide in a **vector format** (AI, EPS)? Yes No

If "No", would you like us to **design a logo** for you? Yes No

Example URLs

Please provide URLs (website addresses) of three (3) sites that you find **Visually Appealing**:
(They do NOT need to be in the same industry as yours).

Visually Appealing: <http://www>: _____

Visually Appealing: <http://www>: _____

Visually Appealing: <http://www>: _____

Please provide URL (website address) of three (3) sites that you feel have a **Good User Interface**
(navigation, etc):

Good UI: <http://www>: _____

Good UI: <http://www>: _____

Good UI: <http://www>: _____

Please provide URL (website address) of three (3) of your **Competitor** sites:

Competition: <http://www>: _____

Competition: <http://www>: _____

Competition: <http://www>: _____

Your Target Audience

Who are your **customers**, your **target audience**? (For whom the site will be built).

Please indicate what **geographic areas** you would like to target? (*For example, local cities, international, etc.*).

Please indicate what **demographic markets** you would like to target? (*For example business size, male, female, age group*).

Do you have a **secondary target audience**? (*For example, "Investor Relations"*). Yes No

If "Yes", please provide additional information:

Site Map/Navigation Mapping

This is a very important phase of the website planning process.

You can download a sample site map here:

www.unifiedinternetservices.com/documents/sitemap.pdf

Review this site map so that when you meet with our Web Design Specialist you will be able to design your basic layout. Use the following sections to assemble the remaining information needed.

Do you have a preference for the **navigation** placement?

- Whatever works best for the site design
- Left side navigation
- Top navigation

Based on your target audience, what **resolution** would you like the site designed for:

- Whatever works best for the site design
- Fixed width (i.e. 800x600 or 1024x768)
- Not sure

What are the three (3) **main areas of the site** that you would like visitors to view and why? *(For example, Quotation page, Contact Us page).*

Site Content

Is the **content** (copy) for the website already developed? Yes No

Comments: _____

Do you plan on adding new **content**? Yes No

Comments: _____

Who will be providing the **content**? In-House Subcontracted

Comments: _____

Website Features

What **features** would you like included in your Website? Check all that apply:

- | | |
|---|--|
| <input type="checkbox"/> Ecommerce/Shopping Cart | <input type="checkbox"/> Password Protected Area |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Catalog |
| <input type="checkbox"/> Site Search Capability | <input type="checkbox"/> SSL Encrypted Area |
| <input type="checkbox"/> Email Link | <input type="checkbox"/> Order Form |
| <input type="checkbox"/> Live Customer/Tech Support | <input type="checkbox"/> Job Application Form |
| <input type="checkbox"/> Feedback/Contact Form | <input type="checkbox"/> Member's Only Area |
| <input type="checkbox"/> Discussion Forums | <input type="checkbox"/> Other |

If "Other", please list _____

Multimedia

Are you interested in integrating any of the following **multimedia** services into your website?

Check all that apply:

- | | |
|---|---|
| <input type="checkbox"/> Power Point to Flash | <input type="checkbox"/> Video |
| <input type="checkbox"/> Flash Animation | <input type="checkbox"/> Animated Tag Lines |
| <input type="checkbox"/> Audio | <input type="checkbox"/> 3D |
| <input type="checkbox"/> FX's | <input type="checkbox"/> Other |

If "Other", please list: _____

Domain Name

Do you currently have a **domain name**? Yes No

If "Yes", please list: _____

If "No", would you like help **choosing/registering** one? Yes No

Web Hosting

Do you currently have a **web hosting provider**? Yes No

If "Yes", are they meeting your **requirements**? Yes No

Do you know what **platform** your host offers? Unix Windows Not Sure

Do you plan on **maintaining** your own Website? Yes No

Website Promotion

What other **marketing mediums** do you use? (i.e. print ad, radio, TV, bulk mailing, etc)? _____

Are you interested in a **Search Engine Optimization** program? Yes No

Are you interested in an **Email Marketing** program (*For example, monthly/quarterly eNewsletters* and/or eAdvertisements?*) Yes No

(*Note, we only work with permission based (opt-in) lists)

