



# TMaloneMarketing

BUILDING ONE BRAND AT A TIME

**Graphics | Logo | Website**

Checklist Planning Worksheets

[www.TMaloneMarketing.com](http://www.TMaloneMarketing.com)

# Website, Logo, & Graphics Planning Worksheets

## Website

Whether you're planning a 3-page business website or a 5,000 page e-commerce website, our planning worksheet can help you get started. Website planning can be a daunting task for any company or organization. If you do it well, your website will achieve the goals you've mapped out for it, the impact design you're after, the features your customers will love and the functionality that reaps the ROI you've set your sights on.

In order to have fewer requirements, defects, reduced development rework, fewer unnecessary features, lower enhancement cost, faster development, fewer miscommunications, reduced scope creep, reduced project chaos, more accurate system-testing estimates, higher customer and team member satisfaction, please fill out your system requirements on the pages below to begin the web site project development cycle.

## Graphics & Logos

Preparation is key to successful management of any project, and graphic design projects are no different. The more preparation that both client and designer do at the start, the more smoothly the work will go.

We find checklists can be very useful, so we've prepared a worksheet of details that clients should initially provide their designer. To follow this worksheet will ensure the client and designer are dealing professionally as well as creating an efficient workflow. We will review / complete the worksheet(s) together in a scheduled meeting.

Thank you. Sincerely,

**TMalone Marketing**

**\*Personal information to remain strictly private. \* Required Fields**

This questionnaire is designed to enhance communications between TMalone Marketing and our clients. Why don't you print it on your printer, and have it handy when you discuss your project on the phone with a TMalone Marketing representative. After we have/ you have filled in the blanks as we talk on the phone, please make a photocopy for your records, and mail a signed copy to us. It provides a written memorandum of our mutually-agreed plan.

**Organization Name:** \_\_\_\_\_

## **1. Purpose\***

Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

- To gain a favorable impression of the company or organization.
- To develop a qualified list of prospects
- To sell products directly taking credit card information over the Internet
- To encourage potential customers to contact us by phone or mail to consummate a sale.
- To make available product information and price lists to distributors.
- To make available product information and price lists to customers.
- To strengthen brand identification.

**I would like the following for my project:**

- Website Design
- Website Hosting
- Website Marketing
- Website Maintenance / Tune-up
- Website Re-design
- E-commerce website

**Describe your website project:**

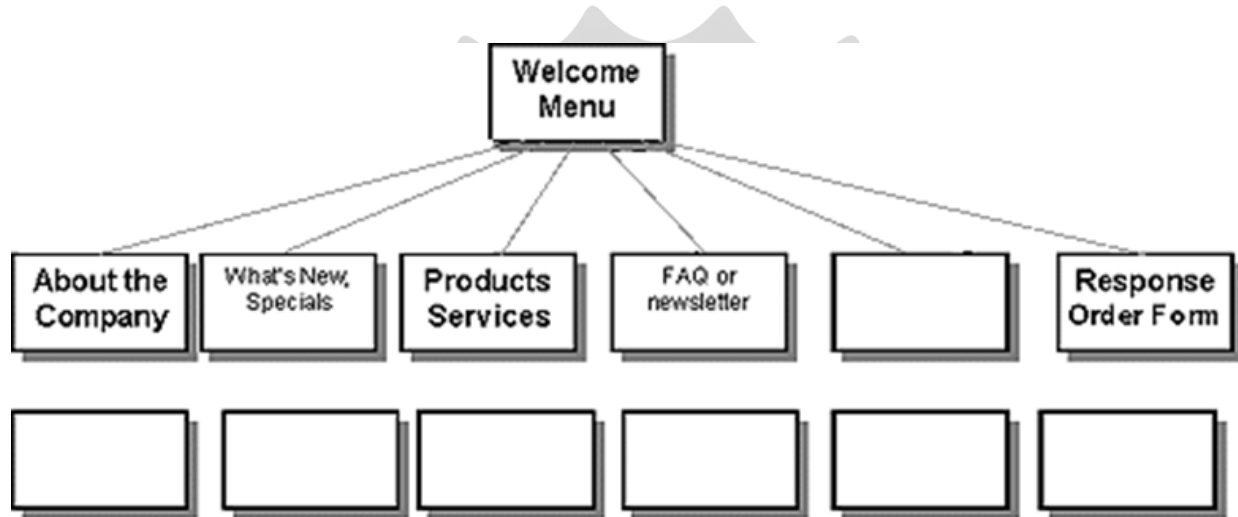
-My Budget is: \_\_\_\_\_

**Elements to be include in your Website**

- Shopping Cart
- Photo Gallery
- Moving Graphics

## 2. Site Organization\*

Please label pages you desire and cross out the rest.



Total number of pages decided upon \_\_\_\_\_

## 3. Site and Domain Names\*

Site Name on Masthead: \_\_\_\_\_

Domain Name – It will be registered through our web hosting service and approved by a domain registration service before you can use it. You may check the availability of your domain name.

Domain name: \_\_\_\_\_ **Desired** \_\_\_\_\_ **Already Registered**

### Services Required:

\_\_\_ Website hosting (Internet Publishing)

\_\_\_ Business Emails

\_\_\_ Website maintenance / updates

\_\_\_ SEO (Search Engine Optimization)

\_\_\_ E-newsletter campaigns

\_\_\_ Other: \_\_\_\_\_

## 4. Masthead Graphic\*

It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image.

\_\_\_ Company Logo incorporated in the masthead graphic? If so, please enclose a color copy.

\_\_\_ Photo or drawing of product?

\_\_\_ Typeface preference \_\_\_\_\_

\_\_\_ Preferred colors in palette (PMS colors?) \_\_\_\_\_

\_\_\_ Other ideas \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## 5. Color and Accents\*

For the most part, we recommend a white background for best readability and contrast, with a band of color or a pattern running down the left margin of the webpage. Your preference:

May we include a link at the bottom of the welcome page which reads "Website Designed by TMalone Marketing?"

\_\_\_ Yes \_\_\_ No

## 6. Basic Page Elements\*

These are the important items which appear on nearly every webpage on your site (except the "home" page).

- Page titles which show at top of Web browser only

- Top-of-page graphic based on the design of the masthead graphic
- Page Title in larger type. Heading Font Style: \_\_\_\_\_ (recommend Arial Bold)
- Text. Body Font Style: \_\_\_\_\_ (recommend Times New Roman)
- 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 does your company want to indicate here?

---

Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks.

---



---



---



---



---

## 8. Photos, Graphics, Animations, Sound, and Video\*

Our contract includes a statement that you own the copyright, or have permission from the copyright owner, to use any photos or graphics you send us.

- Clipart tends to look a bit tacky on websites. We recommend photos.
- Photos you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette.
- Stock photos obtained from [ClipArt.com](http://ClipArt.com) and other stock photo sites.



- (You write down the photo number and inform us of your choices, and which page each photo goes on. We can help you select the photos, but we would need to bill you for our time at our hourly rate.)

## 9. Web Hosting Service

We have our own web hosting business. We recommend to our clients our web hosting services tailored to their specific needs. We've worked with dozens of other hosting services -- the good, the bad, and the ugly. We usually do not recommend hosting on your local ISP, since they too often are not well-prepared to meet specialized business site hosting needs. Please let us recommend a Web host service for you. We require FTP access, and strongly recommend telnet access.

Web Hosting Service \_\_\_\_\_

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

E-mail for support or help \_\_\_\_\_

## 10. Maintenance\*

Completion Target Date \_\_\_\_\_

Package prices include minor updating over the first three months of the contract. This covers minor price changes, product changes, etc. It does not include major changes, such as changing newsletter content (which essentially involves constructing a new webpage), which is billed at our hourly rate.

## 11. Website Research\*

Have you seen websites that you would like for your website to resemble? List at least 3. Thanks

---

---

---