



Website Planning Worksheet

This worksheet is designed to enhance communications between B&A Creations and our Clients. Filling out this worksheet will enable us to customize your site based on the information provided. So please be specific. You should print it out and have it ready when you discuss your project on the phone or in person with us. After you've filled in the blanks, please make a photocopy for your records, and give a copy to us.

Company Name: _____

Your Name: _____ Title: _____

Street Address: _____

City: _____

State: _____ Zip code: _____ Country: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Domain Name & Hosting

A domain name is required for your website to be viewed by the public. Please select a name to be used as your primary domain. You may check the availability of your domain name and purchase domain services on our website at www.bacreations.com/affiliates.

Domain Name: _____

Already Registered (circle one): Yes No Need a Transfer (circle one): Yes No

In the event that your first choice is unavailable, please list your top 5 alternate domain choices in order of preference:

#1: _____

#2: _____

#3: _____

#4: _____

#5: _____

If you have already purchased a hosting agreement, please complete the section below to allow us access to your server for uploading and testing pages. If you still need hosting, B&A Creations can set you up with one of our preferred vendors prior to completion of the site.

Web Host: _____

FTP Address: _____

Username: _____ Password: _____

Web Host's Phone Number: _____

Web Host's Email Address (for support or help): _____



Purpose of Website

Please rank the purpose of your website. Give the most important purpose a "1", next most important a "2", etc. Leave blank anything which does not interest you at all.

- ___ Strictly informational, explaining the company or organization
- ___ To sell products directly, taking credit card information over the Internet
- ___ To offer a public forum in which visitors can directly communicate with you and others
- ___ To strengthen brand identification
- ___ To develop a qualified list of prospects
- ___ To make available product information and price lists to distributors and/or customers.
- ___ To encourage potential customers to contact you by phone, email, or mail
- ___ Other _____
- ___ Other _____
- ___ Other _____

Website Wishlist

Below is a list of items commonly included in websites. Please place a checkmark next to each item that you would like to see in your website.

- | | |
|---|--|
| <input type="checkbox"/> Map & Directions to Location | <input type="checkbox"/> e-Newsletter Signup |
| <input type="checkbox"/> Photo Gallery | <input type="checkbox"/> Shopping Cart |
| <input type="checkbox"/> Blog | <input type="checkbox"/> Links/Affiliates Page |
| <input type="checkbox"/> Forms to Gather Information | <input type="checkbox"/> Customer Survey |
| <input type="checkbox"/> FAQ Section | <input type="checkbox"/> Banner Advertisements |
| <input type="checkbox"/> Calendar of Events | <input type="checkbox"/> Site Search |
| <input type="checkbox"/> Ability to update pages personally | <input type="checkbox"/> Web Video |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |

Colors and Accents

It is very helpful if you will include a color copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image and can design a site that complements your existing materials. B&A Creations can also design custom logos if you are in need of one for your business.

Do you have a company logo? _____ If yes, please email us a copy preferably in eps or ai format.

Please list color preferences: _____



Photos, Graphics & Text

Photos and Graphics: B&A Creations' Agreement includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos or graphics you send us.

How to supply:

1. You can either supply photos by sending the photos themselves for B&A Creations to scan and return, or by sending the digitized images on a disk or via email. If you choose to email your photos, please compress the files first using Zip software.

Do you have photos or graphics to supply? _____

2. If you desire a photo you do not have, B&A Creations has resources to purchase "stock photos" from various agencies.

Do you need to purchase stock photos? _____

3. B&A Creations can photograph small products to be used for your online store.

Will you need small product photography? _____

Text: Please send us the FINAL version of your text to be used on the website. We prefer that the copy be provided in Microsoft Word or Text format with the sections of your site clearly labeled on each page.

Inspiration and Interests

Please list any websites that interest you and what you like or dislike about each site.

Website URL: _____

Remarks: _____

Website URL: _____

Remarks: _____

Website URL: _____

Remarks: _____

Projected Deadline

Most website design projects can be completed within 4-6 weeks after concept approval barring any unforeseen delays. Please share with us your expectations for completing your website design project.

Ideal date for project completion: _____