PAYGOV.US

Website Design Planning Worksheet

This questionnaire is designed to enhance communications between PayGOV.US Web Development and our clients. We suggest that you print it on your printer, and have it handy when you discuss your project . Please FAX a signed copy to FAX (317) 807-4333.

Website Design Planning Worksheet

Before PayGOV.US, LLC, (PGV) can "construct" or "build" your website, we need to have certain information from you. All the information is pertinent so if you have any questions, please contact us and we'll be happy to discuss your answers and help guide you through this worksheet.

This planning worksheet is provided to assist you in thinking out the elements of your website. The more you know before you begin, the smoother the design process.

We ask that you take the time to look for 2-3 websites that you generally like, then tell us what you like about them and also what you don't like. This enables us to get a better idea of what you're looking for, and if you see features you'd really like to have, you'll be able to show us a sample of it to clarify.

Your Name:
_____
Your Company/Organization/Business Name:
_____
Telephone: (_____)_____
Fax: (_____)_____
Email: _____
Address:_____
Mailing Address_____
City _____ State _____ Zip_____

We are hiring PayGOV.US, LLC, to:

_____ Design a new website
_____ Re-design an existing website
The web hosting service for our existing website is
_____
_____
Phone: (_____)_____ Website:_____

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Name and Email for tech support or help:

_____

User ID _____ Password_____
FTP Host _____
Host Directory _____
Login _____
Password _____

DOMAIN NAME

_____We already have a domain name registered.

The domain name is www._____ (Please print)

This domain name was registered through

_____
_____

If your domain name registrar is different than your hosting company, please fill out the following information.

Phone: (_____)_____

Website:_____

User ID _____

Password_____

_____ We do not have a domain name registered at this time.

(Domain desired) -_____

LAUNCH DATE

What is the desired launch date for your website?

Once you've registered your domain name, arranged for web hosting and delivered all your content, graphic files, etc., to PGV, we can usually launch your site within 4 to 6 weeks.

WHO IS YOUR TARGET AUDIENCE?

_____
_____
_____

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_____

PURPOSE

What is the Purpose of Your Website?

_____ Promote and advertise company/organization along with other methods of
Advertising.
_____ Encourage potential customers/clients to contact you by phone, mail, or email for
services/products
_____ Make available product information and price lists to distributors/customers
_____ Provide entertainment to the public
_____ Provide information/education to the public
_____ Sell products directly, taking credit card information over the internet
_____ Other – Please explain
_____
_____

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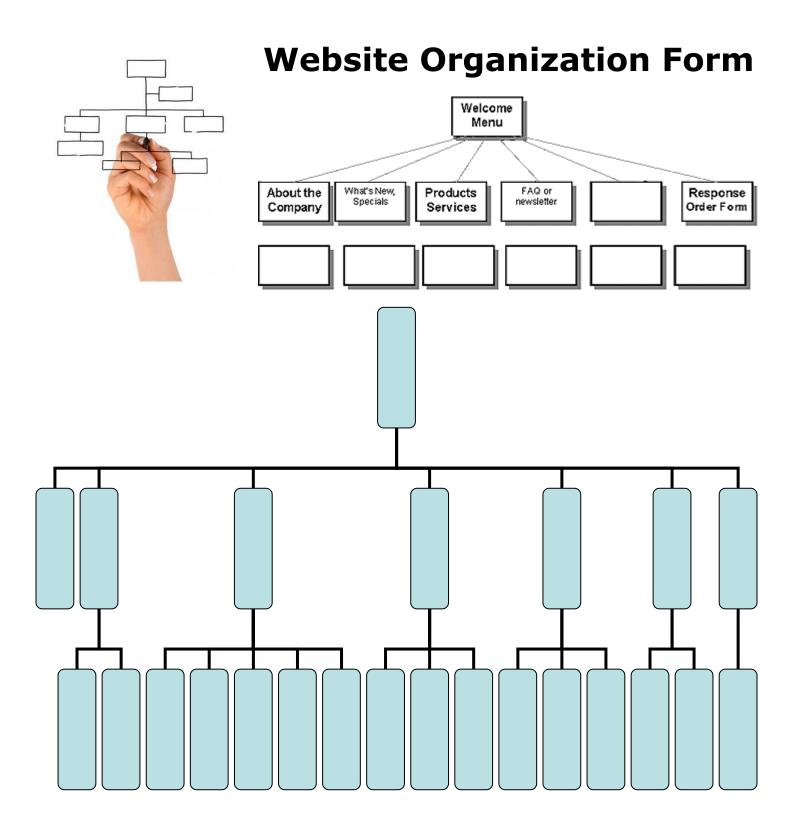PayGOV.US| 5144 E. Stop 11 Suite 17|info@paygov.us| Toll Free 866-480-8552

DESCRIPTION OF YOUR WEBSITE***

Write a description of your website in one complete sentence – you should repeat the words that you used in the keyword phrase of your website. This description often times appears as the second line in a search engine listing, so put the most important words at the beginning of the sentence. This sentence should be completely factual and void of boastful claims and marketing hyperbole. **You are limited to 150 characters.**

_____
_____

WEBSITE ORGANIZATION

Listed below are some possible page title ideas for your website. A great way to organize a website is with sticky notes and one or two pieces of poster board. Use the sticky notes to write down your page titles/main categories, names of graphics/photographs, subcategories, downloadable files etc. and start arranging them on your poster board. The pages marked with an asterisk are recommended for all websites.

PAGES:
_____ Home/Index Page (required)
_____ About Us/About the Company*
_____ Contact Us*
_____ Helpful Links/Resources*
_____ Products & Services
_____ Frequently Asked Questions (FAQ)
_____ Photos of yourself/staff
_____ History
_____ Location/Map & Directions
_____ Interactive Forum (chat room, discussion forum, etc.
_____ Polls, Testing, Quizzes
_____ Members Only Area (password protected)
_____ Calendar of Events
_____ Photo Gallery
_____ Associations/Partners/Alliances
_____ Professional Memberships
_____ Industry Recognition
_____ Press Releases
_____ Customer Service
_____ Hours of Operation
_____ Other _____
_____ Other _____
_____ Other _____
_____ Other _____

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Website Organization Form

Welcome Menu					
About the Company	What's New, Specials	Products Services	FAQ or newsletter		Response Order Form

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Designing your virtual image

Once you've filled out the **Website Organization Form**, you're ready to begin thinking about the **VISUAL LOOK & FEEL** of your website. The following questions will help clarify the direction of the design of your site.

You may already have several websites in mind that you particularly admire. There may be particular qualities or features from them you'd like to incorporate in your own design.

Please list the URL of some of the sites you especially like along with brief explanations of what you particularly like about each one. (Example: "like this color scheme", "like the way this one navigates" etc.)

URLs that you like and why you like them.

http://www _____
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http://www _____
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http://www _____

http://www _____
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http://www _____

http://www _____
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http://www _____

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Style of Web Site You Would

LIKE

_____ Basic/Clean/Simple
_____ Corporate/Professional
_____ Old Word Quality/Antiquity
_____ Traditional/Conservative
_____ Detail/Architectural/Mechanical
_____ Industrial/Commercial
_____ Colorful/Free-Spirited
_____ High Tech
_____ Fun/Artistic
_____ Other – Please Explain

LOGO

_____ Yes we have a logo
_____ No, we don't have a logo
_____ Yes, we can provide an electronic version of our logo
_____ No, we can't provide an electronic version of our logo

If you need a logo. Cost for this service will be negotiated separately.

COLORS

Do you have an identity program that designates certain colors/color schemes?

Do you have certain colors/color schemes that you would like to incorporate in your website design

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If your organization already has a logo in use, you may want to incorporate its colors into your website.

Background color:
_____

Primary color for site:
_____

Secondary color:
_____

Accent color, if any:
_____

Other color ideas:
_____
_____

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FONT STYLE

Arial Regular
Arial Bold
Arial Italic
Arial Bold Italic

Arial Narrow Regular
Arial Narrow Bold
Arial Narrow Italic
Arial Narrow Bold Italic

Arial Black Regular
Arial Black Italic

Please circle your font style preference from the list below. You should be aware that the Font styles "Verdana" and "Georgia" were created specifically for use on the web, so their readability on computer monitors is superior to other font styles. Skip this if you'd like for PGV to choose your font style.

Arial ARIAL Times New Roman TIMES NEW ROMAN
Courier COURIER Georgia GEORGIA
Verdana VERDANA Geneva GENEVA

NAVIGATION

Making it easy for your visitors to navigate your site is a hallmark of PGV design.
We offer multiple types of link highlights to give your site flare while maintaining ease of use.
Please indicate which type of navigation you would like to have on your site.

_____ Text type with changing rollover color
_____ Graphic with text (i.e. buttons with words on them)
_____ Graphics with changing rollover highlight (i.e. changes color or indents, like button click)
_____ Other
_____

EMAIL ADDRESSES

If you want PGV to set up any email accounts with your hosting company please list them below. If you'd like mail to these addresses to be automatically forwarded to other existing email addresses, please provide those addresses as well.

_____
_____
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_____

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TEXT/CONTENT

Search engines compare the number of times that your keyword phrase appears in the page titles and the text of the page to determine your page ranking. Creating your content/text will be the single biggest obstacle in getting your website up and running, so don't let your enthusiasm for having a website get squashed by the task of writing content for it. The beauty of the web is that your site content can be quickly and easily changed to reflect changes in your business, profession or organization.

While you shouldn't minimize the importance of your content, remember to be flexible and willing to change your text if you discover that it doesn't quite measure up a few months after your site is launched. (We will make minor changes and additions to your content at no additional cost after your site are launched.) Look at competitor's websites, see what you like and dislike and remember **that you only have about 3 seconds to grab a web user's attention**. **If you're not writing concise, completely FACTUAL content, you'll lose a visitor in a hurry.** The term "less is more" has great significance here.

Create a MS Word file or text file for each page in your site. Be sure to name the file according to its corresponding web page name. Please do not send us a draft of your text. Make sure that you use a spell checker on your text. **Email us your final copy.** PGV reserves the right to make grammatical and/or punctuation changes to your text.

KEYWORDS***

YOUR KEYWORD PHRASE OR SEARCH TERM***

THE SINGLE MOST IMPORTANT THING TO REMEMBER IN CREATING CONTENT/TEXT FOR YOUR WEBSITE IS THAT YOU MUST REPEAT YOUR KEYWORD PHRASE AT LEAST 3 TIMES ON EACH PAGE.

Search engines compare the number of times that your keyword phrase appears in the page titles and the text of the page to determine your page ranking.

Create a keyword phrase or search term for your website. **The importance of your keyword phrase cannot be overstated!** This is the basis of your entire site, since this is how visitors will find you in a search engine (Google, Yahoo, Bing etc.) If your products/services are geographically specific, then that would be part of your keyword phrase. Most keyword phrases are 2 to 4 words, not including your geographic location. Test out your keyword phrase in search engines to see if your competitors are showing up on page one. There are keyword popularity tools available on the web that will assist you in determining which words are most frequently searched for. Your keyword phrase needs to be specific, rather than general.

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List a series of keywords that describe your business/products/services. Are there certain terms or "buzzwords" that are specific to your organization? If so, you'll want to use them here. **Repeat the words from your keyword phrase and your description in the order of their importance.** While you are allowed over 800 characters for keywords, we recommend that you come up with **20 words** and list them in the order of importance.

_____
_____
_____
_____
_____

Important information about search engines.

PGV will code your pages to be easily found by search engines. Our web design service includes submission to the free search engines upon final payment. After submission, it could take from 60 to 120 days for your site to begin showing up in search engines, although most sites usually show up sooner.

GRAPHICS

Graphics and photographs will add interest and variety to your website.

• The quality appearance of your Web site is based on the photos or graphics you choose for your Web pages.
Photos are recommended.
• You may **send us digital graphics on CD or via email**
• Prepare **captions** for each photo if desired.

You can email us digital photos if they are large enough for our purposes.

Response Forms

What is the purpose of your response form?
___ *Guestbook* for visitors to record comments
___ *Request for information*
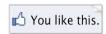___ *Survey* of customer preferences

To make your website successful, here are some tips to consider:

• Registering your Website with the major search engines that index the Web. When we design your site, we register your website with the major search engines for free.
• Giving customers a good reason to come by offering them something—FREE is the most powerful word on the Web. Offering a free information or tips are good draws, for example.

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• Finding industry-wide linking pages and negotiating reciprocal links to and from their webpages
• Purchasing Web advertising
• Making your website part of one or more of the many free (quality) directories on the web
• Getting your website listed on a "portal site", where many users can find it
• Including your e-mail and Web addresses on all print literature, stationery, and display advertising
• E-mail newsletters

LINKS TO YOUR SITE***

Having "backlinks" to your website from other legitimate websites (not link farms) will increase your page ranking in search engines. Back links are "one way links" **TO** your site.

In other words your site does not provide a reciprocal link to the website linking **TO** your site. Please list any websites that have a backlink to your site.

_____

Other sources for backlinks include social network marketing opportunities like Facebook, Twitter, Blogs, etc. If you don't already have a Facebook "page" (as opposed to a "profile"), for your organization you should create one. Each time you post anything on a blog, you should include your website url. Please check all that apply.

_____ I have a Facebook page for my organization
_____ I have a Twitter account for my organization
_____ I have a blog for my organization. List url _____
_____ I regularly comment on other blogs related to my organization and include my organization website address in my signature.

You should contact any legitimate websites of friends, family and other businesses to see if they will give you a backlink. These sites don't have to be related to your business. Time consuming? Yes, but the payoff is higher page ranking in search engines.

LINKS FROM YOUR SITE

You'll want to have a page on your website titled "Links" that provides links to other legitimate websites FROM your website. These links can be related to your business, profession or organization or they could be sites that reflect your own hobbies, interests.

These links could also be other types of businesses or organizations that you have personal experience with and have proven to provide superior products and services.

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QR Codes 101

If you're not yet familiar with QR codes, they're similar to the barcodes used by retailers to track inventory and price products at the point of sale. The key difference between the two is the amount of data they can hold or share.

QR code to PayGOV ABOUT US

Bar codes are linear one-dimensional codes and can only hold up to 20 numerical digits, whereas QR codes are two-dimensional (2D) matrix barcodes that can hold thousands of alphanumeric characters of information. Their ability to **hold more information** and their ease of use makes them practical for small businesses.

When you scan or read a QR code with your iPhone, Android or other camera-enabled Smartphone, you can **link to digital content on the web; activate a number of phone functions including email, IM and SMS; and connect the mobile device to a web browser**.

Any of these desired functions are easily achieved by properly creating your QR code.

The ability of QR codes to **connect people with each other and to multimedia digital content** is very useful for businesses and consumers alike.

SITE MAINTENANCE

_____ We would like for PGV to maintain our website.

PGV charges $_____(Schedule A)_____per month to maintain your website. Maintenance includes changes or additions to your website after the site is launched.

Reviewed and Approved By:

_____   _____   _____

PRINT   **SIGNATURE**   **DATE**

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COMMENTS

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