



Client Website Planner

This website planner will help you form the foundation of your website strategy. The time you spend now - completing this form will save you time and money later. It also benefits us by giving us an accurate assessment of your needs. Complete as much of this form as you can and return it as an email attachment to enquiries@originmultimedia.com

The easiest way to fill out this form is to use the TAB key to move from one field to the next.

Contact Details

Contact Name:

Job Title:

Company or Organisation Name:

Address:

Phone Number:

Mobile:

Email:

Existing Website (if any):



1. Domain Name and Web Hosting

Have you already registered a domain name? Yes No

If "Yes", what is your existing domain name? [Domain Name](#)

If "No", and if there is no sense of urgency to register a domain name, please wait to learn more about the importance of choosing the right domain name for your needs before paying good money on a domain that may be less fruitful.

Would you like help registering a domain name? Yes No

If yes, what name are you considering? [Domain Name](#)

Do you have your own web hosting? Yes No

Would you like us to help arrange web hosting for you? Yes No

2. Purpose and Audience

What is the main purpose of your website? Example: "Market Products/Services Online" "Create an online presence for an existing company" etc., [Purpose](#)

Who is your target audience? [Audience](#)

3. What do you want the website to be?

Describe how you want the website to come across to people viewing it? How should they be feeling when viewing it and what kind of image you want them to get from the website. [The Site should be ..](#)



4. Projected Site Size

We specialise in building websites that best fit your business needs and we will offer advice on how best to achieve your goals. Until that time you can help us to develop a more accurate cost estimate if you could categorize your web project into one of the layouts that follow.

Choose a description from the list that best describes the layout of your website?

Basic Web Site



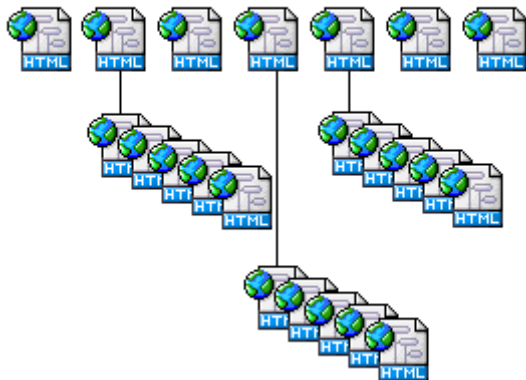
Basic website with **5-10 pages**

Small Information Web Site



Small website with **10-20 pages**
(some subsections to navigation)

Large Information Web Site



Information website with many pages
(several subsections to navigation)



5. Site Features

Choose the features you would like included in your website beyond basic products/services and informational pages:

- Site Map
- News Section
- Photo Gallery
- Flash Animation
- Online Contact Forms
- Website Statistics Tracking
- Splash Page
- Edited Video
- Music Player
- RSS Feeds
- Interactive Menu

6. Site Organisation (Navigation)

Describe the main navigation labels for links to your pages; examples: About Us, Services, etc.

Home Page 2 Page 3 Page 4 Page 5 Page 6 Page 7
Page 8 Page 9 Page 10 Page 11 Page 12 Page 13 Contact Us



7. Content

How much help can you provide (For those who have built a website before)

- We will provide all logos, documents, images and text ready for web
- We have a full idea of the website sitemap and number of pages required
- We would like to assets in the building of the website and provide support
- We will need Origin Multimedia Design to deliver the whole website from start to finish
- We will need total support throughout the build, but will provide support if we can

Who will provide the logo for your website? (Choose appropriate)

- I have a digital company logo in 'EPS' or 'JPEG' format.
- I only have my logo on print and do not have digital copy.
- I don't need a logo
- I would like Origin Multimedia Design to design a logo

Who will provide the images for your site?

- I have all images web ready in 'GIF' or 'JPEG' format.
- I have all images chosen but need to be optimised for the web.
- I would like Origin Multimedia Design to photograph our location/ or select images for us.
- I would like Origin Multimedia Design to create custom graphics and/or images for my site.

Who will provide the copy/text for your site?

- I have the entire content (text) ready in a word document format for each page in the site.
- I have the content (text) ready, but I would like OMD to edit/optimise it for the web.
- I would like Origin Multimedia Design to write the content for me.



8. Web Design Elements

This part of the profile is very important. If time allows it would be good for you to do a search on the internet to find sites of similar interest to your vision for your project. This will help us better understand your preferences in colour scheme and layout. Rest assured your site will be custom designed and original from start to finish.

List two of your competitor's sites

put web address here

put web address here

List sites that represent your 'taste' in colour, layout and overall appeal

put web address here

put web address here

put web address here

9. Desired Keywords

The words and phrases searchers type into the search engines are called **keywords**. Please enter the top ten keywords you believe searchers might use to find your website. Origin Multimedia Design provides detailed keyword research to his clients based on the desired keywords and making keyword suggestions based upon his findings.

keyword	keyword
keyword	keyword
keyword	keyword
keyword	keyword
keyword	keyword



10. Budget and Timeframe

What is your budget for your website design and development? £ 0.00

What is the desired turnaround time for your project? select one

Please note; At Origin Multimedia Design we aim to finish all website projects within 3 months of the start date. All this depends on the complexity and project elements, most websites on average take no more than 1 month to complete. We will go through with you the time scale and budget required for your project before we start.

11. Maintenance and Updates

After completing the site do you want Origin Multimedia Design to perform ongoing maintenance and updates to the content?

Yes No Not Sure

If not who will maintain your site after it goes online? I will do it myself

Please Note: Even if you desire to maintain the site yourself or in the unlikely event of a separation and/or termination of services and you should desire to hire a third party to maintain the site Origin Multimedia Design retains Copyright credit for all custom graphics, logos, design elements and SEO elements created on all pages.

Thank you for taking the time to complete this website planner. We will contact you as soon as possible after you receiving your form. Please make sure you email it to enquiries@originmultimedia.com

