



Ojai Valley Design

(805) 535-8000 • web@ojaivalleydesign.com
www.ojaivalleydesign.com

Website Planner

This website planner is not only to help you plan and prepare for your new or revised website but assists us with understanding your business and your website needs. If you should have any questions throughout this phase, please give us a call at (805) 535-8000.

Please complete the form and return it via email to web@ojaivalleydesign.com.

----- Contact Information -----

Contact Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone Number (_____) _____ Fax Number (_____) _____

Website (if any) <http://> _____



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About Your Business

What is the main purpose of having a website? (Select all that apply)

- Personal Use
- Online Presence for an existing business
- Online Presence for a new business
- Promote Services
- Promote Products
- Sell Products Online

About Your Target Audience

Who is your target audience? (Select all that apply) Businesses Consumers

What is the age of your target audience? (Select all that apply)

- Under 18
- 18-25
- 26-30
- 31-40
- 41-50
- 50+

Do they use the internet frequently for business and/or pleasure? Yes No

Where are they located geographically? _____

What are their reasons for visiting your website? _____

What information would you like them to get from your website? _____

Additional Comments: _____



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----- Domain Name -----

Do you already own a domain name? (If no or not sure, skip to number 4)

- Yes
- No
- Not Sure

1. http://_____

2. Does your domain name have hosting associated with it?

- a. Yes
- b. No
- c. Not Sure

3. What is the name of your domain registrar?

- a. Go-Daddy
- b. Network Solutions
- c. Other _____

4. Would you like help registering a domain name?

5. Do you have a domain name in mind?

http://_____

6. Do you need hosting services?

- a. Yes
- b. No

7. Would you like assistance with hosting services?

- a. Yes
- b. No



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Current Site Objectives

This section is only if you have a current website that you would like to have redesigned.

Skip to page ___ if you are not redesigning an existing website.

What elements of your current website would you like to keep?

What elements of your current website do you think should be removed or changed?

How do you use your website to do your job?

How often do you use your website?

Have you received feedback about your website from external users?

a. Yes

b. No

If yes, please describe.

What if any, new products/services might you be undertaking in the coming year or so that might need to be included?

What content do you intend on keeping from your current website?



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Will this content need to be re-written/reworked?

- a. Yes
- b. No

What content do you plan on removing or reworking for the new website?

What content will be created from scratch for the new website?



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Layout

Choose a set-up that best describes the layout of your website?

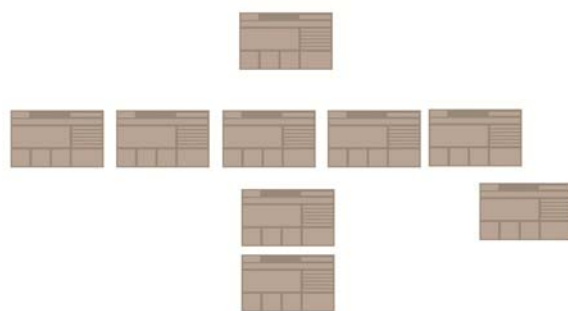
- Landing Page/Product Page**—Single page layout



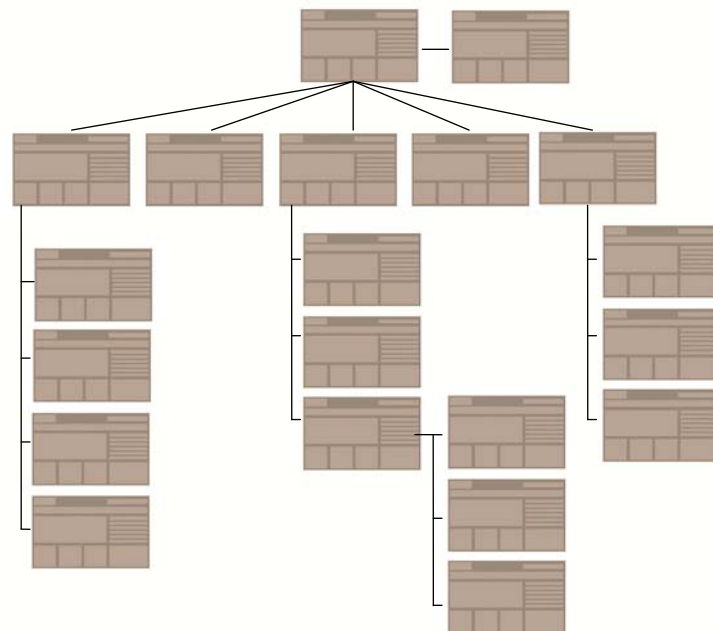
- Starter Website**—up to 5 pages



- Mid-Size Website**—up to 10 pages



- Large Website**—10 to 20 pages





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Navigation

Choose the labels for your website navigation pages.

- | | | | |
|--------------------------------|--|--|--------------------------------|
| <input type="checkbox"/> Home | <input type="checkbox"/> Events | <input type="checkbox"/> Services | <input type="checkbox"/> _____ |
| <input type="checkbox"/> About | <input type="checkbox"/> Newsletter | <input type="checkbox"/> Photo Gallery | <input type="checkbox"/> _____ |
| <input type="checkbox"/> News | <input type="checkbox"/> Products | <input type="checkbox"/> Downloads | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Blog | <input type="checkbox"/> Shopping Cart | <input type="checkbox"/> Contact Us | <input type="checkbox"/> _____ |

Add-On Features

Choose from the following add-on features that you are interested in adding to your website.

- | | |
|--|---|
| <input type="checkbox"/> Content Management System | <input type="checkbox"/> Photo Gallery |
| <input type="checkbox"/> Newsletter Subscription | <input type="checkbox"/> Events Calendar |
| <input type="checkbox"/> Blog | <input type="checkbox"/> Listing Services (Real Estate, Auto Sales, Boat Sales) |
| <input type="checkbox"/> Member Only Access | <input type="checkbox"/> _____ |

Website Content

Please select the response that closely resembles your situation.

COPY/TEXT

- I have it ready in Microsoft Word
- I have it ready but need help typing
- I have the text ready but need editing/optimization
- I need to have text written

LOGO

- I have a high resolution logo
- I have a web ready logo
- I don't need a logo
- I would like to have a logo designed/redesigned

IMAGES

- I have digital images that need to be optimized
- I have web ready images
- I would like to have Ojai Valley Design take photos
- I would like to have custom graphics created
- I would like to purchase stock images

Who will be responsible for heading up this effort? _____



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Keywords

Choose the words best used to describe your business products and/or services.
This could be something that a user would type into a search engine.

Website Maintenance

Do you want Ojai Valley Design to perform ongoing updates to your website content?

- a. Yes
- b. No
- c. Maybe

Budget & Timeframe

What is your estimated start and completion dates for the following:

	Start Date	Completion Date
Website Content Written	_____	_____
Photographs Submitted to Ojai Valley Design	_____	_____
Begin initial phase of website design	_____	_____

Do you have a deadline that you need to meet? If so, please list the deadline date and the reason for the deadline? _____

What is the budget you have established for your website?

- \$150 \$300 \$500 \$800 \$1000
- \$2000 \$5000 \$5000+

Sample Websites

What websites do you like or use on a regular basis for business or pleasure?

http://_____ http://_____

Please list websites that closely represent your color preferences:

http://_____ http://_____

Please list some of your competitors' websites:

http://_____ http://_____