



**Heinrich Web Design**  
[heinrichwebdesign.com](http://heinrichwebdesign.com)  
P.O. Box 1269  
Union, KY 41091  
859-801-7210

# Website Planner

Send your completed planner to [planner@heinrichwebdesign.com](mailto:planner@heinrichwebdesign.com).

Welcome to the planning stage! We ask that you take your time and complete this planner as completely as possible.

**The better we understand your project the better your website will turn out!**

Please be patient after you submit your planner because we'll be reviewing your answers and using them to determine the best course of action for your project. It could take anywhere from 2 days to up to a week to get your customized proposal ready. For unusual or complicated feature requests additional time may be necessary.

## Your Details

<b>Name of Contact:</b>		
<b>Title:</b>		
<b>Name of Company/Organization:</b>		
<b>Street Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Email:</b>		
<b>Business Phone:</b>	<b>Mobile Phone:</b>	
<b>Fax:</b>		



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## **Your Business or Organization**

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**What will be the purpose of your website?**

**What are your requirements for the website?**

**Who in your organization will be responsible for your website?**

**Who is your target audience?**

**General description of your business or organization (what you do):**

**How long have you been in business?**



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**Please describe your products and/or services:**

**Will visitors be able to purchase goods and/or services? If yes, please tell us about the type of goods and how they will be delivered.**

**Please list 3 of your main competitors and their web addresses (tell us a little something about them, if you can.):**

**What makes your company different and better than your competitors?**



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## **Website Details**

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**Do you have a registered domain name for the new site? If so, what is it?**

**Do you already have a website? If so, what's the URL?**

**If yes above, what do you want to do differently with your new website?**

**Will you need hosting? If you already have hosting please provide the name of your host and their website address:**

**Will you be selling products or services through your website? If yes, do you have a merchant account with a financial institution?**

**Will you need to include video or audio on your site?**



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**How many web pages, excluding product pages if applicable, do you think you'll need for your website? (Examples of pages include About Us, FAQs, Policies, Our Services, etc.)**

**What will be the major sections for your website? If you've already planned your navigation, please include it.**

**Who will be providing the content for your website pages?**

**Tell us what you like – list a few URL's of the websites you like and why you like them:**

**What qualities do you dislike in a website:**



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**Are you able to provide a high quality version of your logo in an electronic format? (Vector files in Illustrator or .eps format are preferred, but other formats such as .psd, .jpg, .gif, and .png are fine too.)**

**Do you have specific colors or fonts that you would like used in the design?  
If so, please list them.**

**Comments:**