

Beauty Web Design Planning Worksheet

This questionnaire is designed to enhance communications between Beauty Web Design (Carl Siegel) and our clients. Go ahead print it on your printer, and have it handy when you discuss your project on the phone. (Please make a photocopy for your records, and mail a signed copy to me. It provides a written memorandum of our mutually agreement)

Salon / Spa Name: _____

1. Purpose

Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

- ___ To gain a **favorable impression** of the company or organization.
- ___ To **sell products directly** taking credit card information over the Internet
- ___ To encourage potential customers to **visit our facilities** to try our services..
- ___ To make available **product information and price lists** to customers.
- ___ To strengthen **brand identification**.
- ___ Other _____

2. Website Structure

Check the contract that you are interested in:

Easy web (3 pages - 2 emails - \$199.00)

Business Web (5 pages – 5 emails - \$299.00)

Professional Web (10 Pages – 10 emails - \$399.00)

The following are pages generally found on websites:

- Home page** (this is your main page)
- Our Services** (showcase your services)
- Our Products** (offer products and sell online)
- Our Packages** (where your offer specials)
- Meet our Staff** (pictures of your staff and their qualifications)
- Contact us / Location** (general inquiry form, map and pictures of your salon.spa)
- Appointments** (let your customers book an appointment online)
- Gifts Certificates** (your customers can purchase online)

You are not limited to those names. We will help you choose the most appropriate one.

3. Site and Domain Names

Site Name (your salon/spa): _____

Domain Name We will purchase (FREE included in your contract) for you the desired domain name or research the most appropriate one for you.

Domain name _____ ___Desired ___Already Registered

Domain name _____ ___Desired ___Already Registered

Domain name _____ ___Desired ___Already Registered

4. Main Graphic

It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image.

___ **Company Logo** incorporated in the main graphic? If so, please enclose a color copy.

___ **Photo or drawing** of product?

___ **Typeface** preference _____

___ Preferred **colors** _____

___ Other ideas _____

5. Color and Accents

What are the dominant colors of your establishment? _____

What are your preferred colors? _____

6. Navigation System

The navigation system of all our Website Packages includes:

Circle those you wish incorporated in your site.

- **Left-Side Menus**
- **Right-Side Menus**
- **Top and Bottom Menus**
- **Left –Side Buttons**
- **Right Side Buttons**
- **Top and Bottom Menus**

7. Basic Page Elements

These are the important items which appear on nearly every webpage on your site Page titles which show at top of Web browser only

- **Top-of-page graphic** based on the design of the main graphic .
- **Page Title** in larger type. Heading Font Style: _____
- **Text.** Body Font Style: _____
- **Image Map** by Image Map bar
- **Standard company ID** near bottom of page
- **E-mail response link** to the following e-mail address: _____

8. Photos, Graphics, Animations, Sound, and Video

Our contract 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.

- **Clipart** tends to look a bit tacky on websites. We recommend photos.
- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images.
- **Stock photos** we have hundreds of stock photos related to the beauty industry, services and others. We will help you find the most appropriate one. If you want to have specialty photos we may have to purchase them on your behalf and you will be billed separately for them.

For an extra charge, we can include in your web pages:

- **Sound**, either MIDI musical background or streaming Real Audio for music or voice.
- **Animated GIF images**. High quality photo images or we can create custom animations.
- **Flash Animations** flash slide show
- **Video clips**

9. Response Forms

What is type of response form you want to include?

___ **Request for information**

___ **Appointment** for customer to check in

___ **Surveys** of customer preferences

___ **Guestbook** for visitors to record comments

10. Registering and Advertising Your Website

Included in your contract

- Advertising your Website to Web search engines that index the Web
- Giving customers a good reason to come by offering them something
- Finding industry-wide linking pages and negotiating reciprocal links to and from their web pages.
- Purchasing Web advertising
- Becoming active in several of the thousands of Internet news groups and mailing lists
- Developing a "signature" mini-ad attached to all your e-mail messages
- Making your website part of one or more of the many "malls."
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- E-mail newsletters

11. Notes

Beauty Web Design Planning Worksheet

On behalf of _____ I approve the above plan which I have developed with Beauty Web Design (Carl Siegel) to construct a website, and I authorize Beauty Web Design (Carl Siegel) to use this Web design Planning Worksheet as the basis of the project.

Signature _____ Date _____

Remember to fax or mail us a signed copy.

We are looking forward to receiving your materials and constructing your website!

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