



# Website Planning Guide

You can save this file to your computer and open it when you have time to work on it. You may print it out when you are ready or e-mail as and attachment.

Proper Prior Planning Precipitates Powerful Performance!

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## Website Planning Guide

We suggest you create a separate file with the data for the different sections of this form. Then cut and paste the content to the appropriate text input box. Creating a separate file allows you to give some thought to your specific needs by saving the file and reviewing it once again after you have given it some thought.

### Keywords

Keywords are specific words or word combinations that describe your products or services. A true keyword is a word that will be repeated again and again in the content of your website and describes your products or services. While you can create an extremely large list of words where keywords are concerned more is not always better. We suggest keeping your keywords at or under 100 although you certainly can ad more if you want. Keywords can also contain geographical information such as the city, county and state you business reside in. The counties, cities, and states you do business in may also be keywords. We will discuss your keywords with you as we build your web presence.

A Body Shop may use: **body shop, quality repairs, automotive, fender bender, wrecker service, paint, insurance claims etc...**

A Housing Contractor might use: **new home construction, contractor, remodeling, reconstruction, roof repairs, licensed, bonded, insured, VA approved, etc..**

Keywords

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## Description

Your description should be 25 words or less. It should be supportive of your major keywords. This is the actual text that will describe your business in the link that appears in the search engines. It is not necessary to include your business name here.

Description

## Colors

There are a variety of colors that you can use in your site. If you have a preference for colors the following will help you collect your thoughts. If you're our client and you are logged into our site [Click Here](#) for a color chart.

Background

Text

Large Header

Medium Header

Small Header

Link

Active Link

Visited Link

Text Decoration

## How do you plan to use your site? (Check as many as apply)

Advertising

Online Showroom

Customer Service

Sales

Publish EEO

Employment APP

Publish Drug Tolerance Policy

Credit App

Warranty Display

Catalogue Download

Company History

Employee Introduction

Contract Storage

Show Community Involvement

Internal Communications

Information Control

How Many Pictures?

How Many Products Or Services?

Other

We will use the Internet Standard of Arial, Tahoma, Veranda

Use Template

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## Font Styles

You have the option of defining your font set styles. Bear in mind that exotic fonts must reside on the end user machine in order to be presented. You may also need to provide us with a copy of your desired font if we do not already have it in stock. If the selected fonts do not reside on the end user machine the font style will continue through the font list. If none of your chosen fonts reside on the end user machine the browser will default to the default font set. Graphics display the primary font set true regardless of whether or not the end user has the primary font on their machine. Many TrueType Fonts are standard on windows machines, your list of available fonts is long. To get an idea of your available fonts open your favorite word processor and review the list of your available fonts.

Common webpage font sets:

Myriad Pro, Tahoma, Veranda

Arial, Tahoma, Veranda

Font Set One

Font Set Two

Font Set Three

No Preference

## What is your target area?

Target Area:

Target Demographic:

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Documents To Assemble

Document 1

Document 2

Document 3

Document 4

Document 5

Document 6

Document 7

Document 8

Document 9

Notes:

We hope that you found this form helpful. The more complete the information on this form the stronger your website will be on the Internet Your feedback will assist us in fine-tuning this document. Please let us know how helpful you found this form.

Please rate your overall satisfaction with the document.

- very satisfied
- somewhat satisfied
- neutral
- somewhat dissatisfied
- very dissatisfied

Comments: