



*digital media*

## New Site Design Worksheet

Site:

Owner:

### Basic Site Development

**Why are you creating this website?**

(ecommerce, customer service, informational, games, affiliate programs, etc. could be multiple things)

**What are your goals for this website?**

(to make money, to network, to provide information, to get people signed up for a mailing list, etc. could be multiple things)

**Who is the target audience?**

(write as many specifics that you can think of)

**What are your user's goals?**

(to find product information, to buy something, to learn about something, etc. could be multiple things)

**What functionality do you want on your site?**

(interactive features such as search boxes, logins, downloads, games, registrations, quizzes, tutorials, etc. list all wanted functions)

**How often do you need to change content?**

(daily, weekly, monthly, etc. Content should be updated or changed at least monthly to make your pages valuable to search engines and users)

## Style Specifics

### Color

(list colors, hex# if available, including logo colors or colors you thought about including on the site)

### Font

(List fonts or styles of fonts. For instance, this worksheet uses a simple font so it is easily readable. The MK logo has a more formal font to draw attention to it and is appropriate for headers.)

### Images

(List images or image styles. Could include illustrations, sketches, photography, etc. Include a picture you think is appropriate for what you want the look and feel of your site to be.)

### Miscellaneous

(Add anything else you want to specify that wasn't mentioned before)

When you are finished with this document you can save it with your name and email it to me. Or you can print it out and mail it to:

Web Site Design Plan  
c/o MK Digital Media  
24145 Highway 77 & 89  
Spartansburg, Pa 16434

You can also print this out and call me to schedule a meeting:

412/841-7451 or 814/654-7450