

WEB DESIGN & SEO PLANNING WORKSHEET



Company:	Contact:
Address:	Email:
State: City: Zip:	Phone:
Domain Name:	Domain Registrar:
Host Server:	Host Directory:
Username:	Password:

Before ABS Technologies can construct or build your website, we need to have specific information from you. All this information is to a successful project. The items denoted with asterisk "*" are VERY CRITICAL to your website being found by search engines. Please invest some of your time researching key words and phrases specific to your business/industry/profession in Google, Yahoo, Bing and Ask. Of course, we will also invest my time researching keywords and phrases to identify relevant search terms and make recommendations to help ensure the selected keywords and phrases will benefit you and your website in search results.

To avoid a 16+ page SEO and Website Design Contract, this Website Design and SEO Planning Worksheet is an addendum to my "Search Engine Optimization and Website Design Contract" and provides us a more detailed and organized manner of communicating with one another for your website design preferences and search engine optimization needs.

ABS Technologies will code your pages to be easily found by search engines. Our professional web design service includes hand-submission to the free search engines and Internet directories.

WHAT IS THE PREFERRED DATE TO PUBLISH YOUR NEW WEBSITE?

WHO IS YOUR TARGET AUDIENCE?

PURPOSE OF YOUR WEB SITE: Before we can start with the nuts and bolts of the visual design of your new site, it is essential to establish the purpose you have in mind for your site. Please read the list below and place a "1" next to the most important purpose, next most important a "2," etc. Leave those items blank that do not interest you.

___ To give my company/organization a cutting edge appearance.

___ To develop a qualified list of sales prospects.

___ To sell products/services online.

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___ To give out information special offers.

___ To market literature about our products and or services.

___ To provide FREE information and downloads.

___ To encourage potential customers to contact us by phone or mail.

___ To make available product information and price lists to distributors and customers.

___ To strengthen brand identification.

___ OTHER

YOUR KEYWORD PHRASE OR SEARCH TERM* Create a keyword phrase or search term for your website. THE IMPORTANCE OF YOUR KEYWORD PHRASE CANNOT BE OVERSTATED. This is the basis of your entire site, since this is how potential clients will find you in a search engine. If your products and or services are geographically specific, then that would be part of your keyword phrase. Most keyword phrases are 2 to 4 words, not including your geographic location. Test out your keyword phrase in search engines to see if your competitors are showing up on page one. There are keyword popularity tools available on the Internet that will assist you in determining which words are most frequently searched. Your keyword phrase needs to be specific, rather than general. If you have ANY uncertainty about what your keyword phrase needs to be, please contact me directly.

THE SINGLE MOST IMPORTANT THING TO REMEMBER IN CREATING CONTENT (TEXT) FOR YOUR WEBSITE IS THAT YOU MUST REPEAT YOUR KEYWORD PHRASE AT LEAST 3 TIMES IN THE BODY OF EACH PAGE. Search engines compare the number of times your keyword phrase appears in the page titles and the text of the page to determine your page ranking.

DESCRIPTION OF YOUR WEBSITE* Write a description of your website in one complete sentence - you should repeat the words you used in the keyword phrase of your website. This description often times appears as the second line in a search engine listing, so put the most important words at the beginning of the sentence. This sentence should be completely factual and void of boastful claims and marketing hyperbole. You are also limited to 150 characters of text.

KEYWORDS* List a series of keywords that describe your business, products, and services. Are there certain terms or "buzzwords" that are specific to your business or profession? If so, you will want to use them here. REPEAT THE WORDS FROM YOUR KEYWORD PHRASE AND YOUR DESCRIPTION IN THE ORDER OF THEIR IMPORTANCE. While you are allowed over 800 characters for keywords, I recommend that you come up with **20 WORDS** and list them in the order of importance.

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LINKS TO YOUR WEBSITE* Having "backlinks" to your website from other legitimate websites (not link farms) will increase your page ranking in search engines too. Backlinks are "one way links" TO your web site. In other words your website does NOT provide a reciprocal link to the website linking TO your website. Please list any websites that have a backlinks to your website.

Other sources for backlinks include social network marketing opportunities like Facebook, Twitter, Blogs, etc. If you do not already have a Facebook "page" (as opposed to a "profile"), for your business you should create one. Each time you post anything on a blog, you should include an active link to your website.

Please check all that apply:

____ I have a Facebook page for my business. List URL:

____ I have a Twitter account for my business. List URL:

____ I have a LinkedIn account for my business. List URL:

____ I have a blog for my business. List URL:

____ I regularly comment on other blog(s) related to my business and include my business website address in my signature. List URL(s):

You might also consider contacting any legitimate website of friends, family and other businesses to see if they will give you a Backlink. These sites do not have to be related to your business. It is however a very time consuming process? The good news is, higher page ranking in search engines will result from this labor.

LINKS FROM YOUR WEB SITE:

You will also want to have a page on your website titled "Links" which provides links to other legitimate websites FROM your website. These links can be related to your business, profession or organization or they could be sites that reflect your own hobbies, or interest. These links could also be other types of businesses or organizations that you have personal experience with and have proven to provide superior products and services.

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EMAIL ADDRESSES:

If you want ABS Technologies to set up any email accounts with your hosting plan, please list them below. If you would like mail to these addresses to be automatically forwarded to other existing e-mail addresses, please provide those addresses as well.

SITE MAINTENANCE

___ We will be maintaining our own website. Please list the name of person and contact information below:

___ We would like ABS Technologies to maintain our website. ABS Technologies charges \$45.00 per hour to make changes or additions to your website after the site is launched. (Minimum charge is \$45.00). There is no charge for minor additions or changes during the first 30 days after the site is published on the World Wide Web.

MASTHEAD GRAPHIC

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

___ Company Logo incorporated in the website header? If so, please send an electronic version via CD or email attachment.

___ Any existing photos or drawings please send in electronic format.

___ Typeface preference:

SOUND

Either MIDI musical background, streaming Audio, MP3, or Flash for music or voice. During monthly production session for photography, video or article production, we can provide recording equipment to produce your own voice to be used as narration for product, services, etc., or as welcome by you on your "About Us" page for example. No extra charge during monthly production session.

BASIC PAGE ELEMENTS These are the important items which appear on nearly every web page on your site (except the "home" page).

- * Page Title which show at top of web browser only.
- * Top-of-page graphic based on the design of the masthead graphic.
- * Page Title in larger type. Heading Font Style: _____ (we recommend Verdana Bold).

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- * Text. Body Font Style: (we recommend Verdana).
- * Standard company ID near bottom of page.
- * Email response link to the following e-mail address:
- * Copyright and trademark information in small print at the bottom of every page. What registered trademarks and service marks would your company want to indicate here?
- * Do you have any trademarks or service marks? If so, please list them here and indicate which registered trademarks are.

WHEN YOU CHOOSE WEBSITE MAINTENANCE BY ABS TECHNOLOGIES

As long as we maintain your website, we can provide the following additional features at no additional cost*

***Traffic Statistics** - ABS Technologies offers FREE traffic monitoring on your website so you can check every day the "who, when, where and how" traffic comes to your website. This is one of the most important tools in Internet marketing because it allows you to see what keywords and which if any pay links are giving you the most results for your money.

***Link Exchange** - This is a cost-effective and excellent way to build your traffic. While this can be time consuming, it will help overall in achieving success in the *organic results* of most search engines if you exchange with quality websites. ABS Technologies can provide link building services for your website for a minimal fee.

Pay Per Click Services - we charge various rates monthly for management of Google Ad Words PPC Services. This can be another cost-effective way to get your website in front of targeted visitors. If you plan to manage it yourself, we caution you to monitor your PPC services program carefully to make sure you stay within your budget. The primary focus is to provide you with very powerful *organic search results* which not only helps you to be found but also concentrates on motivating those who find you to do business with you. We recommend giving this a chance before starting any PPC Campaign.

Pay For Links - Some sites charge a fee to get a link on their site. While MOST will be a waste of your advertising dollars, we do recommend paying for some of those directories and websites that will increase your visitors with more targeted traffic. We can recommend certain directories and websites in general with a proven track record. Any directories and websites specific to your industry you might want to research for yourself first before making any recommendations.

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REGISTERING AND ADVERTISING YOUR WEBSITE - Consider at least on a seasonal basis:

1. Advertise your website to search engines that index the web.
2. Giving customers a good reason to visit your website by offering them something.
3. Become active in several of the thousands of Internet news groups and mailing lists.
4. Develop a "signature" mini-ad attached to all your email messages.
5. Make your website part of one or more of the many "malls."
6. Make sure your website is listed on all your promotional materials, any TV, radio or other advertising.

VISUAL LOOK AND FEEL OF YOUR WEB SITE - You may already have several websites in mind that you admire. There may be particular qualities or features from them you would like to incorporate in your own design. Please list the URL of some of the sites you like along with brief explanations of what you particularly like about each one. (Example: "like this color scheme," "like the way this one navigates," etc).

URLs that you like and why you like them:

http://www

http://www

http://www

http://www

PLEASE LIST WEBSITES BELOW THAT YOU FEEL ARE COMPETITORS IN YOUR FIELD:

WEBSITE TEXT CONTENT YOU PROVIDE - Written content (Text) for your web pages should be sent via email or text attachment. You must NOT use MS Word since it has its own style sheets built in. Please send all content which has been spell checked too. We also reserve the right to correct grammar etc., and will optimize the content you provide for search engine purposes.

FONT STYLE - Please circle your font style preference from the list below. You should be aware that the font styles "Verdana" and "Georgia" were created specifically for use on the web, so their readability on computer monitors is superior to other font styles. Skip this if you would like for ABS Technologies to choose your font style:

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___ Arial ARIAL

___ Times New Roman TIMES NEW ROMAN

___ Courier COURIER

___ Georgia GEORGIA

___ Verdana VERDANA

___ Geneva GENEVA

COLORS

Do you have a corporate identity program which designates certain colors or color schemes? Please provide the PMS ink numbers, or RGB, CMYK or hexadecimal values for your colors:

Do you have certain colors or color schemes that you would like to incorporate in your website design?

CONFIDENTIALITY I hereby warrant that I will keep all our communications whether in writing, telephone, email or any other media private and held in the strictest confidence without any disclosure to any third parties.

WEB SITE MAINTENANCE (SPECIFIC) With all new website designs we create, we offer free website maintenance for 30-days from the publication date of the site as long as no one else has been assigned access to the website for maintenance purposes. Our maintenance includes; Minor updating over the 30-day period.

PRODUCT OR SERVICE CHARGES:

Our website maintenance does **NOT** include major changes such as navigation changes, changing colors or images, changing content over two paragraphs or adding extra pages, changing servers or domain names. These services require an additional fee. Minimum charge is \$45.00.

NAVIGATION SYSTEM:

Visitors to your website have to be able to find desired information on your website, and all pages should have the same navigation structure throughout the site. Typically, this involves a company logo or name in the top left, major links along the left or right edges of each page, and a few links to important sections of the site along the bottom. We typically put a link on the logo or company name in the top left so users can click there to go back to your home, or first page.

Links on the left or right edge are just as easy to do. Links on the left are most common, and where most people expect to find them. Links on the right are less common, but can help make your website stand out. Links can be text or images, although images will make your website load slower, and may discourage some users with slow connection speeds.

BODY TEXT/COPY IDEAS: Years in service, services and products your company offers, where you provide these services and products, do you offer any specialty services/products, why are you better than your competitor, samples of your work, do you have any special tag lines or slogan, are you a member of any associations, do you have any awards or certificates, customer testimonials, map and directions to your company.

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PHOTO IDEAS: Your building(s), your products or photos representing your services, recent projects, before and after photos, special equipment, your employees working, owners and officers, employees interacting with customers, delivery or company vehicles, etc.

VIDEO IDEAS: Tour around your business location(s), instructional videos about proper use of products, introductory video to owners and officers with some still shots showing them interacting in work place, video of manufacturing processes with audio narration, customers being served at location with music background and narration, video "inventory" commercial featuring several of your most popular products and/or services, etc. Your Internet videos are hosted on YouTube. Your videos may be embedded on your website as well as other Internet media sites, or you can request advertising on the Comcast Business Spotlight or Cox Business TV Channels.