



**C O'Malley & Associates LLC
Animal Related Website Worksheet**

Return to: cindy@c-omalley.com or mail to 2705 Fisher Rd., Howell, MI 48855 or Fax to 517-548-3437

Animal sites have a special feel typically. The following worksheet is to clarify your needs, desires and goals with regard to your Web site design. Don't worry if you can't fill it out completely - just leave what you aren't sure about or doesn't apply blank. Feel free to elaborate when necessary. Please include or send your content, photos, and anything you would like included in the website. If this form is used for an estimate, please understand some items may be more time consuming to create than others, and to give you an accurate estimate of what it will cost, we need to know what you will be sending us.

Do you need a redesign or a new Web site?

- Redesign, current site. URL:
- New Web site
- Have us take over Maintenance/Updates for your current site (you must have or obtain license to the site to do this)

Is this a brand new company/business? Yes No

Which audience(s) are you targeting?

What is the purpose of your site?

- Bring in New Clients/Customers
- To showcase products or services
- Educational, Training or Instructional
- Be available 24/7
- Provide News & Information
- Extend market reach
- Re-home animals
- Sell animals or stud services (puppies, horses, breeding stock)
- Other, Please Explain:

If you have an existing site, how long has it been online?

The type of animal related business:

- | | |
|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Veterinarian <input type="checkbox"/> Dog or Cat Breeder <input type="checkbox"/> Bird, Reptile or Rodents <input type="checkbox"/> Rescue, Humane Society, Shelter <input type="checkbox"/> Informational <input type="checkbox"/> Zoo <input type="checkbox"/> Nature Preserve <input type="checkbox"/> Aquarium <input type="checkbox"/> Manufacturer of Pet Products <input type="checkbox"/> Retail Pet Products <input type="checkbox"/> Professional Organization <input type="checkbox"/> Animal Health <input type="checkbox"/> Other | <ul style="list-style-type: none"> <input type="checkbox"/> Pet Owner (Personal site) <input type="checkbox"/> Trainers <input type="checkbox"/> Agricultural <input type="checkbox"/> Entertainment <input type="checkbox"/> Animal Handler/Trainer <input type="checkbox"/> Pet sitter/Dog walker <input type="checkbox"/> Ranch <input type="checkbox"/> Farm <input type="checkbox"/> Clubs & Organizations <input type="checkbox"/> Groomer <input type="checkbox"/> Boarding Facility <input type="checkbox"/> Holistic Animal Treatment <input type="checkbox"/> Rehab Facility <input type="checkbox"/> Boarding facility |
|---|---|

Species of animals featured in order of importance

Will you want to appeal to children? Yes No If so, what ages?

Will you want to appeal to professionals? Yes No What industry or group?

Is your organization a non-profit? Yes No

Is your organization a community organization or association others belong to? Yes No
How many business locations do you have? Will they all be represented on the site? Yes No
Will you want Video or a Webcam on your site? Yes No If so, how many?
Color B&W How often should it update? (Streaming vs. image update by seconds)

Will you provide the server or use media hosting for the webcam? (If you provide the server, you must have enough bandwidth and permission of your ISP to host so hosting is sometimes a better option, but can be expensive depending upon the type of video feed) Yes No

Will you be linking to and require logos from professional organizations? Yes No
Which ones?

Will this be a portal site (leading to other areas or related websites you control)? Yes No
Do you have any articles that you've written or can include in the site (with permission or copyright to use)?
Yes No

Will your **EQUINE** website include pages for: Show Jumpers Eventers Showing Allrounders Dressage
 Stallions at Stud Equestrian Arena Boarding

Will your **DOG** website: Agility Conformation Obedience Memorials Puppies for Sale Rescue
 Grooming Boarding/Pet sitting About the Breed Informational Articles #

Will your **RESCUE** website include pages for:
 Available Adoptions Items to Sell Why Adopt How to Adopt Successful Adoptions Surrendering
 Volunteer Wish list About the (animal) Member area Mills Donations Events
Would your RESCUE be interested in affiliate links? (links that pay you when clicked on or purchases made)
Yes No

Will your **VETERINARY** site include pages for: Staff # of Biographies About the Clinic Services
 Appointments Presurgical/Admissions Client Education Emergency Hours, Location, Directions

Will your **GROOMER** site include pages for: Staff # of Biographies About the shop Services
 Appointments Special Services Client Education
 Hours, Location, Directions Breed specialties

Which services do you perform? (check all that apply) Nail Trimming, Ear cleaning, Shampoo, Massage,
 Blow dry, Hand brushing, Haircut, Hand Scissoring, Hand Stripping, Toothbrushing, Kitty services,
 Show grooms, Product sales, Flea/Tick dips, Anal gland expression, Boarding, Training, Free estimates, Self-serve days, Mobile grooming, Spa Packages, Dematting, Petsitting,
Other?

Will your **ZOO** or **NATURE PRESERVE** site include pages for: Memberships Volunteers Camp Information
Education Programs Events News/Newsletter Donate Kids pages Gift Shop New Arrivals

General information for the site: Would you like a search box for your site? Yes No
Will you be selling grooming products? Yes No Will you want coupons on your site? Yes No
Do you have weekend or unusual hours? Yes No Professional organizations belong to? Yes No
Do you sell: treats, collars, leashes, bows & ribbons, bandanas, pet foods?
Describe your facility? Do you have photos? Yes No
Do you want a Client photo gallery? Yes No Will you want a contact form? Yes No

Staff experience

Do you have testimonials for the site? Yes No Would you be interested in a blog? Yes No

Do you have any informative articles for the site (good for search engines)? Yes No

What kind of promotions do you use? Coupons Raffles Contests _____

What other types of content/pages will you want to include? Can you provide this information? (check all that apply)

<input type="checkbox"/> Show wins	<input type="checkbox"/> Trade Association News	<input type="checkbox"/> Flash Games	<input type="checkbox"/> Animals as food/clothing
<input type="checkbox"/> Stories	<input type="checkbox"/> Product sales	<input type="checkbox"/> Animal Care	<input type="checkbox"/> Working Animals
<input type="checkbox"/> Jokes	<input type="checkbox"/> Donation page	<input type="checkbox"/> Breeding	<input type="checkbox"/> Zoonoses
<input type="checkbox"/> Fun facts	<input type="checkbox"/> Rescue Issues/Information	<input type="checkbox"/> Farming & Agriculture	<input type="checkbox"/> Cleaning & Disinfecting
<input type="checkbox"/> Animal "encyclopedia"	<input type="checkbox"/> Fun & Games	<input type="checkbox"/> Hunting & Trapping	<input type="checkbox"/> Housing animals
<input type="checkbox"/> Celebrity animals	<input type="checkbox"/> Cartoons	<input type="checkbox"/> Laboratory Animals	<input type="checkbox"/> Fostering/Shelters
<input type="checkbox"/> Audio	<input type="checkbox"/> Humor	<input type="checkbox"/> Legislation	<input type="checkbox"/> Easily updated
<input type="checkbox"/> FAQs	<input type="checkbox"/> Hunting & Fishing guides	<input type="checkbox"/> Violence, Abuse, Neglect	<input type="checkbox"/> Services
<input type="checkbox"/> Your Client's Photos	<input type="checkbox"/> Maps	<input type="checkbox"/> Animals in Entertainment	<input type="checkbox"/> Males/Stud Page
<input type="checkbox"/> Champion/Show brags	<input type="checkbox"/> Animal Guides	<input type="checkbox"/> Wildlife Education	<input type="checkbox"/> Females Page
<input type="checkbox"/> Pedigrees	<input type="checkbox"/> Training Information	<input type="checkbox"/> E-cards life	<input type="checkbox"/> Breeding Stock
<input type="checkbox"/> Craft Projects	<input type="checkbox"/> Newsletter	<input type="checkbox"/> Animals as food	<input type="checkbox"/> 4-H Page
<input type="checkbox"/> Health information	<input type="checkbox"/> Conservation	<input type="checkbox"/> Press Releases	<input type="checkbox"/> For Sale
<input type="checkbox"/> E-courses	<input type="checkbox"/> Parent & Teacher Aids	<input type="checkbox"/> Memberships	<input type="checkbox"/> Tack for sale
<input type="checkbox"/> Environmental issues	<input type="checkbox"/> Captivity issues	<input type="checkbox"/> Animals for Adoption	<input type="checkbox"/> Event Calendar
<input type="checkbox"/> Habitat	<input type="checkbox"/> Volunteering	<input type="checkbox"/> Lost/Homeless Animals	<input type="checkbox"/> Animal clothing
<input type="checkbox"/> Food/Feeding	<input type="checkbox"/> Local Events	<input type="checkbox"/> Facilities	<input type="checkbox"/> Jobs (paid positions)
<input type="checkbox"/> Coupons	<input type="checkbox"/> Blog	<input type="checkbox"/> Group Discounts/Sales	<input type="checkbox"/> New Arrivals (animals)
<input type="checkbox"/> Surveys/Polls	<input type="checkbox"/> Animals for Sale	<input type="checkbox"/> Privacy Page	<input type="checkbox"/> Camp or Day Camp
<input type="checkbox"/> Site Map	<input type="checkbox"/> Animals at Stud	<input type="checkbox"/> Memorials	<input type="checkbox"/> Take Donations
<input type="checkbox"/> Appointments/Schedule	<input type="checkbox"/> Calendar	<input type="checkbox"/> Downloadable information	<input type="checkbox"/> Demonstration Videos
<input type="checkbox"/> Webcam			

Images & Photos

Approximately how many photos will be included? Do you have any graphics you wish to use? _____

Will you have a "staff page" and if so, how many biographies/photos?

How will these photos be supplied? (e-mailed, postal mailed photographs that need scanning, on CD?)

Do you have a logo? Yes No Will you want us to create one? Yes No

My budgeting priorities are: (choose ONLY 2) Good Fast Cheap

Please select the budget you had in mind for designing your web site? (we ask because it helps us prioritize your website needs so that we can concentrate on the features most important to you first)

- <\$700 (1-2 page business card site)
- \$700-\$1000 (2-3 page static site)
- \$1000-2500 (simple CMS site)
- \$2500-5000 (simple ecommerce site)
- \$5000-10,000 (complex dynamic site)
- >\$10,000 (very complex dynamic site)

Will you want to market your web site as a business? Yes No or Community service Yes No

Will you need us to update your site periodically? Yes No, I know HTML and can do it myself I'd like an easy way to do updates myself such as a CMS (content management system)

Getting found & Statistics: Do you want RSS feed? Yes No Will you import RSS feeds? Yes No
Google XML Site Map? Yes No Robot Text (keeps search engines out of some areas)? Yes No
Google Analytics software for tracking? Yes No Yahoo Analytics? Yes No
Facebook page for your business? Yes No Blogging software? Yes No
Meta tags & keywords? Yes No Optimized pages (with keywords you provide)? Yes No
Permanent redirects from a previous site? Yes No (How many pages approx?)
Do you want to have access to your server's log for statistical purposes? Yes No

Timeframe: When will you want your site to be complete? I'm flexible Don't know

Special offers: Would you like to use a special offer we've advertised? Which one?

How technically savvy are you? beginner comfortable with email & internet only very savvy with most programs such as Word or Outlook I've built my own simple website with a program such as Front Page or Sitebuilder

Every website has a "style" or "look" that evokes feelings about the company. What sort of style do you want to project to your visitors?

What "style" do you want to portray? (all that apply)

- | | | | |
|---------------------------------------|---|---|---------------------------------------|
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Plain | <input type="checkbox"/> Whimsical | <input type="checkbox"/> Bright & Fun |
| <input type="checkbox"/> Stylish | <input type="checkbox"/> Pastels | <input type="checkbox"/> Conservative | <input type="checkbox"/> Geometric |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Serious | <input type="checkbox"/> Colorful | <input type="checkbox"/> Soft/muted |
| <input type="checkbox"/> Children's | <input type="checkbox"/> Clean & Simple | <input type="checkbox"/> Respectful | <input type="checkbox"/> Retro |
| <input type="checkbox"/> Hi-Tech | <input type="checkbox"/> Offbeat-unusual | <input type="checkbox"/> Monochromatic (1 color) | <input type="checkbox"/> Not Sure |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Flashy w/Movement | <input type="checkbox"/> Like others in my industry | <input type="checkbox"/> Other |
| | <input type="checkbox"/> Themed with buttons/graphics | <input type="checkbox"/> Artsy/Innovative | |

Please describe

Please list some Website URL's you like:	Please list some Website URL's you DO NOT LIKE
--	--

Where do you want the navigation? Top Side Bottom Right (check all that apply)
Do you prefer a "busy" site with lots of information and links packed on the page, or a simple site with a clean look?
Busy Simple Somewhere in the middle Leave room to add items later
I prefer sites that fit on all screens even if there's blank areas I want to use every available space
Do you have color preferences?
Do you want a search box? Yes No Will you want statistics? Yes No

What would you like the statistics track? (Stats cannot tell you the name or email of visitors unless you specifically ask for and are granted that information – typical is screen resolution, operating system, IP address, country of origin)?

Collecting Information

Will you want to collect information from visitors to your site? Yes No

Such as?

Will this information be Emailed to you Collected in a database for later use

Do you desire to send newsletters to visitors? Yes No Do you want a "favicon" (custom icon)? Yes No

If you intend to collect information from visitors, law requires you provide a Privacy Disclosure statement somewhere on your site. (make sure you check that as one of your pages)

Content

We will need your text and photos to provide content to the pages. Please send finished, proofread copy, preferably in digital format (in email, word or plain text files on CD, Zip or email). Written content is important for search engines to find your site. Please provide content clearly labeled as to which page you'd like the information placed on.

Will you need copywriting assistance?

Yes No

I would like Custom error Pages (instead of getting a generic 404 Page Not Found, you will get one that redirects visitors back to your site (if hosting compatible). These can be even quite fun reflecting the personality of the site owner though their function is to keep you on the site even if a page moves.

Additional Features you may be interested in using on your site:

- I-Frame content (include content from other sites in your site)
- Pop-up windows
- Weblog (a blog is a way to keep content fresh easily)
- Login/Password protected areas
- RSS Feed (broadcast information to worldwide feeds for distribution)
- Web cams (real time video)
- Photo galleries
- Flash masthead, banner or splash page
- Flash Pages (this is the ONLY way you can really protect your photographs and images from theft)
- Privacy statement (should be included in all websites per the law)
- Masked photos (decorative element added to photos to make them stand out – such as a soft fade effect or cutout effect)
- Webcast/Video information (video is either downloaded or streaming. Streaming requires special server capabilities)

Database and Interactivity needed

If your project requires any interactivity that will need a back end database, please describe your needs specifically as possible below. Examples of database functionality are log in areas where users can populate information and record storage/manipulation/retrieval.

Explain the type of functionality you'll need. Be as detailed as possible

Hosting, Domain & Email Services

We recommend to our clients web hosting services tailored to their specific needs and can assist with finding and setting up hosting. We recommend hosting on your local dial-up ISP or FREE hosted sites ONLY if your page is very simple and basic since they are usually not well-prepared to meet specialized business site hosting needs. We can recommend a Web host service for you in your price range. Your hosting and domain are not included in your web design costs; they are an ongoing yearly charge.

Hosting: If you have special needs or requirements are related to bandwidth or storage, you may require a virtual dedicated server so your increased bandwidth doesn't impact others on the host machine. Generally we recommend shared hosting for most clients and the provider and features needed will depend on what you plan to do with your website.

Do you currently have hosting or know where you would like the site hosted? Yes No

If you have hosting, do you have log-in and ftp information to access the hosting? Yes No

If not, can you obtain this information? Yes No Explain any special circumstances:

Would you like us to obtain hosting for you? Yes No

About how much are you willing to spend per month? Don't know

How much traffic do you expect per day? 1-10 visitors 10-100 visitors More than 100 visitors

Do you have any ideas regarding your need for bandwidth? Storage space?

Any features that are important to you? (speed, downtime, telephone tech support, spam control, specific programs, etc.)?

Domain name:

Have you purchased a domain name? Yes No Name?

Do you have the log-in information to your registrar? Yes No Can you obtain this? Yes No

If not, would you like us to obtain a domain name for you? Yes No

If so, first choice 2nd choice

Preferred domain extension: (www.yourname.ORG) .org .com .net .info .biz Country of origin (.ca = Canada for example) .name .sr (Seniors) .us (USA) .ws (website) .md (healthcare) .cd (music industry) .cc (similar to com) .am (radio station) Note: domains other than .com/.net/.org are usually more expensive to purchase. If a domain is taken, it may still be available on a secondary market at additional cost.

Should we pursue this if your first domain choice is not available? Yes No

Shall we obtain any derivatives of that name? org net biz com us if available? Yes No

Will you want email accounts with your domain names? Yes No If so, how many?

Will you want auto-responders on those email accounts? Yes No Spam filters? Yes No

Will you want those accounts to feed into your current email account, or be "POP" mail – set up in your mail program or online access? Forward to current email POP Mail Online Access or Webmail

We will require a Credit card on file to obtain a domain name and/or hosting for you as well as any required software that pertains to your site. Credit Card information cannot be sent through email, it must be provided over the phone or by postal mail (email is NOT secure).

Site features:

The following are features that are commonly used on websites. Please check any you desire. If you are not sure or don't know what they are, leave unchecked.

Scripting & Interactive Software Features

- Informational articles to download (PDF or HTML) How many?
- Events Bulletin Board
- Events Calendar
- Community Chat Room
- Counter/Traffic Meter
- Files for Download
- Guestbook
- Web Cast
- Media Streaming
- Password Protected Area
- Image Rollovers (change look, position or color when clicked on)
- Video/Audio Streaming
- Virtual Tours
- Mailing List Software
- CMS (content management system)
- Search Site
- Form Validation
- CAPTCHA (discourages spambots from filling out bogus forms)
- Scrollers & Sliders for images
- Ecommerce
- Find Nearest Location
- ASP, PHP, Perl and other programming for custom applications
- eFriend Scripts (dating, community)
- Search by Zipcode
- Education (create online courses)
- Wiki (collaboration tool)
- Blogs (personal publishing tool)

- Community Software with login
- Classified Ads
- Customer Relation software
- Discussion Boards
- Billing Software
- Auctions
- Email Newsletter
- Booking Software
- Interactive Maps & Directions
- Helpdesk
- Journal
- Live Help
- Polls/Surveys
- Classified Advertising
- Banner Rotator
- Photo Albumns
- Cost estimation script
- FAQs Generator
- Image Galleries
- Project Management
- Scheduling
- Industry Specific

Other - Explain:

Complete this section only if you plan to have visitors buy or pay for items from your website.

Paypal Donation, Subscription, Shopping Cart or Payment Link

To accept credit cards through Paypal you will need a Verified Business Paypal account or be willing to set one up. Email address and Paypal log-in information is required to provide a working link that will pay into your Paypal account.

Do you have a Paypal account in place? Yes No

Will you be taking payment online through Paypal or another source?

Paypal Other Payment Source Will not be taking payments online

Type of link: Donation Product Purchase Donation Subscription

Will you require a shopping cart? Yes No Number of products?

With the Paypal shopping cart you can use up to 2 custom fields used for all items. (ie: color, size)

1. 2.

Simple Ecommerce Site (Paypal or no shopping cart) No more than 5-10 items

Will you want to take credit cards apart from Paypal? Yes No

Do you have a payment provider in mind? Yes No

What Features will you need in your shopping cart?

About how many products and what types of products will you sell?

Will they be unique, one of a kind items or will you have many of the same thing?

Will you need additional criteria such as size, framed, unframed, color for each item? (If so, what) Yes No

Will your items need categorizing (tshirts, sweats, patches) Yes No

We will need prices and descriptions for each item.

Will you want other features in your shopping cart such as coupons, sale items, "most popular" items featured? What features will you need? Yes No Which features?

Will you want mailing list capability (this may or may not be included in a shopping cart)? Yes No

Contact & Response Forms

Sometimes you might want interested persons to contact you. A reply-type form uses different kinds of programming. We can add a response form to one of your pages. This is done from the server with PHP, CDO or CDONTS. Which you can use is dependent upon the server's capability. **Note:** You can set up sites that use the response form as an order form, but it will not include a secure server and secure order pick-up, so you cannot take credit card or any sensitive information in this way. This may be fine for requesting literature, information, etc. We charge extra to set up a secure ordering system.

I would like a form: Yes No

Email to submit to: (email address)

Form's fields (check all you want): Name Address Country Phone Email Comments Other Fields?

Page to put form on:

Other features you might want on your website. If you think you might want them, check the box. It's ok if you do not know what something is, don't check it.

Popular small script features:

- | | |
|--|--|
| <input type="checkbox"/> News feeds | <input type="checkbox"/> Small feedback form |
| <input type="checkbox"/> RSS | <input type="checkbox"/> PNG replacer (for PNG images) <input type="checkbox"/> No Right Click |
| <input type="checkbox"/> Printer friendly pages | <input type="checkbox"/> Colored scrollbars in IE5 only |
| <input type="checkbox"/> PDF pages | <input type="checkbox"/> Static background in IE only |
| <input type="checkbox"/> Scroll boxes | <input type="checkbox"/> Marquee |
| <input type="checkbox"/> Popup Windows | <input type="checkbox"/> Counter |
| <input type="checkbox"/> Links to other sites' databases | <input type="checkbox"/> No Right Click (makes it more difficult to steal images) |
| <input type="checkbox"/> Page redirect | <input type="checkbox"/> Sound files (auto play) <input type="checkbox"/> MP3 <input type="checkbox"/> Midi <input type="checkbox"/> WAV <input type="checkbox"/> MPEG |
| <input type="checkbox"/> Watermark background | Video (you MUST be the copyright owner to use MP3's on your site) |
| <input type="checkbox"/> Hide email from spammers | <input type="checkbox"/> Browser detection & redirect |
| <input type="checkbox"/> No explorer Image bar | <input type="checkbox"/> Java applet (ie: shimmering lake) |
| <input type="checkbox"/> Static Map | <input type="checkbox"/> Translation link |
| <input type="checkbox"/> Bookmarks | <input type="checkbox"/> Text Rollovers (text changes color on click) |
| <input type="checkbox"/> Copyright | <input type="checkbox"/> Something else? <input type="text"/> |

Flash is an interactive and very classy way of presenting images and content on your website. It is also fairly expensive. It is used to draw attention to important items or just make your websie stand out from the crowd. It is not particularly search engine friendly so we do not recommend doing an entire site in Flash.

Flash & Splash I would like to include:

- Flash Movies (a secure way to copy protect movies)
- Flash Splash Pages (fancy introductions)
- Flash Banners (to draw attention to important links or areas of your site)
- Flash Games or Interactives

- Onsite People (*people that appear to be alive on your screen talking to you*)
- Disjointed rollovers (*mouse over a picture, and the text changes is an example*)
- Please describe anything else you need:

Alternative Advertising

Would you be interested in printed materials to match your website? Yes No

Your website on CD as a promotional tool or backup? Yes No Promotional tool Backup

Basic Search Engine Optimization services? Yes No (this includes title tags, basic submissions – it does NOT include keyword searches or optimizing, submissions to many search engines, meta tags or XML site maps)

Copyright

Do you have copyright or license to your current site? Copyright License Don't know Neither

Maintenance

Website creation does not include future updates. If you are interested in a maintenance package, let us know. We have several inexpensive packages (as well as pay-as-you-go updating) available that can keep your website fresh, interesting and up to date. Many clients will occasionally add a page now and then as their business grows so that their web presence keeps pace with their brick-and-mortar business. Will you be interested in maintenance services? (we have discounted rates for signing up for 1 year of maintenance services – standard pay-as-you go services are at our regular rate).

I think I would like a maintenance package and would like to talk to you about what is available?

Yes No

Is there anything else you'd like us to know, want to add or would like to include that we haven't covered above? Please describe what you desire:

The content described within is confidential and the form shall not be used, disclosed or reproduced, in part or in whole for any reason other than for us to estimate or create your web development needs. Estimates are based on information provided in this document and are subject to change if the scope of the project changes.

Your Contact information:

Name

Business/Org: Phone ▼

Address:

Email

When will you be ready to get started? Expect completion?

This form outlines our plans for our website. On behalf of _____ I have authority to approve the above plan. I authorize C O'Malley & Associates Web Design LLC to use this information as the basis of the project in accordance with the Web Site Development Agreement.

Signature _____ Date _____