



**C O'Malley & Associates LLC  
Blog Worksheet**

The following worksheet is to clarify your needs, desires and goals with regard to your Blog design. Don't worry if you can't fill it out completely - just leave what you aren't sure about blank. Please include (or send by email) your content, photos, and anything you would like included in the Blog. 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 currently have a regular website?

URL:

Is it on your hosting or is it hosted by someone else?

Type of Blog you have in mind:

- Sales (to market or sell products/services, make aware of services)
- Relationship (strengthen, uphold or create relationships within organizations)
- Branding (strengthen brand)
- Knowledge (provide information and insights)
- Collaboration (team tool for research, collaboration & discussion)
- Culture (information non-work related to strengthen organizational culture)

**Things you would like to put on your blog:**

**Search**

**A profile** Write up your introduction "elevator pitch" and link it from your blog. People want to know who you are. Celebrity bloggers can ignore this comment :)

**Contact form** Other than posting comments on your blog, provide a way (email, phone or both) for your readers to connect with you. I have made quite a few new friends from all over the world.

**Categories** Very soon you will have a lot of content on your blog and your readers will get confused where to go. One option is to create meaningful categories and file content appropriately. That will be a great service for your readers

**Photos.** A Blog is a conversation that you are having with your readers and it becomes more personal with a photo.

**Preferred Blogging Platform (program/software used for blogging – Blogging software that is hosted elsewhere is more limited than that you host yourself.**

- Blogger
- Wordpress Do you want the Hosted option  or you can host it yourself
- Typepad
- Moveable Type
- Blogspot
- Expression Engine
- Other

**Pick and choose the services that are relevant for you. We will register your blog with any of the following for their fee plus our time. Check all you wish to utilize:**

- Get a creative commons license for your blog content Creative Commons makes it easy to assign a license for your online content.
- Subscription chiclets - People use variety of RSS readers and you want to make it easy for them to subscribe to your feed from those RSS readers. Chicklets to add to your blog:

- Register on technorati - We can register your blog at technorati and claiming it, you may put your photo with your profile.
- Provide email subscriptions to your blog. Allows people to read your blog via their email.
- Link your online photo album to your blog.
- Link to your online del.icio.us or other bookmarks.
- Validate your feeds to check if everything is OK
- Add physical co-ordinates (city, zip) to your blog. As more people sign up for this service, your blog will appear in the "bloggers nearby" for your neighbors blogs.
- Registration at a manually moderated registry.
- Clustermaps. Show visitor count and the regions from where the visitors are coming
- Real-time click tracking of user behavior (where did they come from and where did they go) on your blog.
- Publish your conversations from other blogs to your blog
- Traffic keywords. Determine in real-time the least utilized, most promising keywords hidden in your natural search results
- See who is linked to you. Get a list of sites that are linking to your site.
- Provide Blog reviews. Visitors can get a glimpse of what other sites you're linking to, without having to leave your site.
- Widgets Polls voting or rating for your blog.
- Register in BlogTopSites, a directory of blogs.
- [Add widgets from WidgetBox](#)
- Post your LinkedIn Profile via LinkedInABox
- Submit your blog to Blogged directory where editors and other readers can rate your blog
- Submit your blog to be featured on one or more Wikizines operated by Zimbio and get more inbound links

### Commenting Platforms

You can enhance your commenting system to include ratings, reputation, spam protection etc.

- Add service that improves community engagement and enables content discovery to be added to blogs, forums, message boards and other social media sites
- Add comments section to enhance and encourage conversation on your blog or website.
- Add Comments service that provides a full-featured commenting engine for your web site. It is implemented as a lightweight widget and is incredibly easy to install on any static or dynamic web page.

### Provide tools for your readers to spread the message

- Add Social Bookmarking Sharing Button - One button to bookmark on many different social bookmarking sites
- Tell-A-Friend - Word-of-mouth marketing made simple. Allow readers to spread the message to their friends via email, IM, social networks or blogging platforms.
- Yahoo Buzz! - Yahoo!'s answer to Digg

### Check your Popularity (6 months-1 year after completion)

Blog popularity and ranking is only ONE way to check your progress. Here are some resources to do just that

- Alexa ranking - is only restricted to people that have downloaded the alexa toolbar
- Link Popularity Check - You can compare your blog's popularity with three other Blogs. Blogs you would like to compare:

- Check your blog \$shares value - Blogshares is a fantasy market where every blog is equivalent to a stock. Your blog may already be listed there. Check out the value there.
- Search results on Google
- Check your ranking.
- Get Quantified - Quantcast combines directly measured audience data with panel-based estimates to deliver accurate third-party metrics and easy-to-read profiles on digital media properties.

### Monetizing Your Blog

- Google AdSense for content automatically crawls the content of your pages and delivers ads (you can choose both text or image ads) that are relevant to your audience and your site content-ads so well-matched, in fact, that your readers will actually find them useful.

- Yahoo Publisher Network - Yahoo's answer to Google AdSense
- Adbrite - Text advertising where publishers (blog owners included) can sell text ad spaces directly to advertisers
- Text Link Ads - Places static html links on high quality, high traffic web properties
- Chitika - Product display ads
- In Text Advertising - Finds contextually relevant keywords on a publisher's web page in real-time and automatically matches them to relevant ads presented as In-Text sponsored keyword links.
- SimplyHired - Implement a job board Implement an "on demand" job board on your blog with a revenue share arrangement with SimplyHired.
- EventBee - EventBee offers a "Network Ticket Selling" and Event Listing service (again, on demand) with a revenue share arrangement
- Commission Junction Affiliate network that lets you choose companies or specific products.

**Get Noticed!**

You can submit your site to the Weblog Review for free and wait or pay and get it reviewed quickly via "Pay Per Review" options.

What types of audience are you targeting?

If you have an existing website, how long has it been online?  Is this blog an addition to a website?

Yes  No

**What will be the nature of your Content on the blog?** (all that apply)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Manufacturing      | <input type="checkbox"/> Government                     | <input type="checkbox"/> Sales (Product)  |
| <input type="checkbox"/> Sell a Service     | <input type="checkbox"/> Sports Related                 | <input type="checkbox"/> Woman Owned Business   |
| <input type="checkbox"/> Education/Academic | <input type="checkbox"/> Collectibles/Resale            | <input type="checkbox"/> Humor/Children   |
| <input type="checkbox"/> Automobile         | <input type="checkbox"/> Crafts & Supplies              | <input type="checkbox"/> Fun & Games  |
| <input type="checkbox"/> Technical          | <input type="checkbox"/> Religion                       | <input type="checkbox"/> Local  |
| <input type="checkbox"/> Banking/Finance    | <input type="checkbox"/> Personal/Family                | <input type="checkbox"/> Literature/Books   |
| <input type="checkbox"/> Insurance          | <input type="checkbox"/> Affiliate Sales                | <input type="checkbox"/> Resources  |
| <input type="checkbox"/> Supplier           | <input type="checkbox"/> Travel                         | <input type="checkbox"/> Shipping/Receiving   |
|   | <input type="checkbox"/> Video                          | <input type="checkbox"/> Retail/Sales   |
|   | <input type="checkbox"/> Advertise Brick & Mortar store | <input type="checkbox"/> Other <input style="width: 150px; height: 20px;" type="text"/> |

How do you currently market your Services?

Do you have a corporate website (usually a 1 page business card style site provided by parent company)?

Yes  No Are you getting sufficient traffic on your corporate site?  Yes  No

Why/why not in your opinion?

**Additional Pages:**

**Check off any additional pages you want below:**

- Home (everyone has at the very least one page)
- About Us/About the Company
- Company Profile
- Contact Us - forms and contact information
- Product Ideas & uses
- Downloadable Materials
- Password protected pages
- Company history
- Products or Services Information page
- News, what's new

- Customer Service & Support
- Informational Articles
- Staff or Company Officers
- Testimonials - good feedback from past clients
- Help or FAQs information
- Links Page - trade links with related industries
- Other

**Images & Photos**

Approximately how many photos will be included?

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

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

Please select the budget you had in mind for creating your blog? (we ask because it helps us prioritize your 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 blog as a business?  Yes  No or Community service  Yes  No

Will you need us to update portions of your site periodically?  Yes

**Getting found & Statistics:** Do you want RSS feed?  Yes  No

Will you import RSS feeds?  Yes  No

Google XML Site Map?  Yes  No

Google Analytics software for tracking?  Yes  No Yahoo Analytics?  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 blog or website has a "style" or "look" that evokes feeling. What sort of style do you want to project to your visitors?**

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

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

Please describe

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

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

Do you have color preferences?

Basic Style:  1 column  2 column  3 column  Fixed Width  Expands to fill screen

Footer :  Yes  No

Depth of Masthead  Shallow (1/2" to 1")  Deep (1 1/2" – 2")  Very Deep (over 2")

Font Style:  Arial  Times New Roman  Comic Sans  Verdana  Courier

Typestyle preference for Header/Masthead?

**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

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. (only available on hosted blogs)

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

- Login/Password protected areas
- RSS Feed (broadcast information to worldwide feeds for distribution)
- Web cams (real time video)
- Flash masthead, banner or splash page
- 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)

**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  2<sup>nd</sup> choice

Preferred domain extension: ([www.yourname.ORG](http://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 Blogs. Please check any you desire. If you are not sure or don't know what they are, leave unchecked.

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

**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?

Location of form:

### Maintenance

Blog creation does not include future updates, software security patches or software upgrades. It is STRONGLY recommended you obtain a maintenance package for keeping your blog's software up to date. We have several inexpensive packages (as well as pay-as-you-go updating) available that can keep your Blog secure 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 Blog.** 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 \_\_\_\_\_