Synergy Group Web Page Planning Worksheet

This worksheet will help you organize ideas and documents for your Synergy Group web page. Please provide the following information to identify the needs of your Synergy Group.

After you've filled in the blanks, please make a photocopy of this worksheet for your records and e-mail a copy to Synergy Alberta's Web Specialist at: webmaster@synergyalberta.ca

Group Contact Information:

Group Name: _____

Contact Name: _____

Phone: _____

Fax: _____

Mailing Address: _____

E-mail: _____

Present Website Address (if any): _____

Name as it will appear in the banner of your web page:

Such as your Group's name i.e. Lakeland Industry & Community Association

_____

Sub-domain name:

The web address for your site; will end in "synergyalberta.ca"

_____

Group e-mail address:

A generic e-mail address or redirect for your Group; will end in "synergyalberta.ca"

_____

Web Page Goals:

_____

_____

_____

_____

_____

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Target Audience:

What do they want from your web page and what do you want from them?

_____

_____

_____

Web Page Organization:

It is extremely important to organize the information on your web page in a logical manner that will make sense to your target audience. We do this by breaking the information down into sections. That way it will take just seconds for your visitor to find exactly what they are looking for.

The following is a list of sections that might be commonly found on Synergy Group websites. Select the sections that will fit your needs and add any other sections that you would like to include to a maximum of eight sections.

☐ About Us / Bio

☐ Vision / Mission

☐ Community

☐ News & Events

☐ Links

☐ Publications

☐ Contact Us

☐ Environment

☐ Members

☐ Location, directions, map

☐ Other (please specify)

_____

Text:

You'll need to create files (Microsoft Word is preferred) for the text you want included in your web page (as per your selections above).

Please e-mail the final version of your content or as close as possible to Synergy Alberta's Web Specialist at webmaster@synergyalberta.ca.

You may also submit your text in hard copy but it will take substantially more time to re-type your text.

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Documents:
Please e-mail soft copies of documents you wish to link to from your web page (up to 15 documents). Documents can be in Word, Excel, PowerPoint, PDF or Text formats. All documents will be converted to web-friendly PDF format. List the documents below:

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

Synergy Group Logo:
You may already have an existing Synergy Group logo that you would like to use. If so, please provide an electronic copy (.eps, .jpeg, or .tif files) Also, if you have existing letterhead, business cards, brochures, etc… it would be helpful if you provide copies of those too. This way we can see how you currently present your Synergy Group image and if you're happy with it we'll follow through with the same look to keep your branding intact.

Photos and Graphics:
You can include up to five photographs and/or images in your web page. Please select from the following options:

☐ I will provide all photos and graphics needed.

If you have photos that you would like to be used on your web page, provide digital copies if available. Alternatively, we can scan hard copies of the photos. (please be sure you are the copyright holder on the photos or you have permission from the copyright owner)

☐ I prefer to use Stock images.

Synergy Alberta can provide stock images at an additional cost of $5 per image. Please specify the type of image you require:

_____

_____

☐ Other (please explain)

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External Links:
Include a list of up to ten external links that you would like to have on your web page.

_____

_____

_____

_____

_____

_____

Advertising your Web Page: (adding your site to Search Engines)

Keywords
List key words which people might use to find your web page (think about what words you would type in a search engine if you were looking for your web page).

_____

_____

_____

_____

Web Page Description
Provide a 25 word sentence or two describing your web page using as many key words as possible in a "readable" sentence.

_____

_____

_____

_____

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Maintenance:

The One Page Complete Website Package includes minor updates of up to one hour per month such as editing existing content and links. It does not include major changes, such as adding new sections, custom graphics, web-based forms or surveys etc.

Major changes or updates exceeding one hour per month will be billed at an hourly rate of $40 per hour.

Site Development Authorization:

By sending this Web Page Planning Worksheet to Synergy Alberta's Web Specialist, you authorize Synergy Alberta to use this document as the basis of developing a web page for your Synergy Group.

Payment:

The One Page Complete Website Package is $250. After the first year, hosting and maintenance is $100 per year.

Development will begin as soon as we receive your Web Page Planning Worksheet. Payment must be received in full before your web page is made available on the Internet.

Mail payment by cheque to: **Synergy Alberta**
Box 655
Rocky Mountain House, AB,
T4T 1A5

Make cheque payable to Synergy Alberta

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