

Website Planning Worksheet

Used in conjunction with the Website Design Contract and Website Content Worksheet which should also be printed out by our clients to ensure all your information is correct. If you are purchasing an online store, please also print out the Store Planning Worksheet.

This questionnaire is designed to enhance communications between DavesWebdesigning, LLC and our clients. Why don't you print it on your printer, and have it handy when you discuss your project on the phone with a DavesWebdesigning, LLC representative. After we've you've filled in the blanks as we talk on the phone, please make a photocopy for your records, and mail a signed copy to me. It provides a written memorandum of our mutually-agreed plan. You may contact us at 1-(877) 488-4288 with any questions.

Organization Name: _____

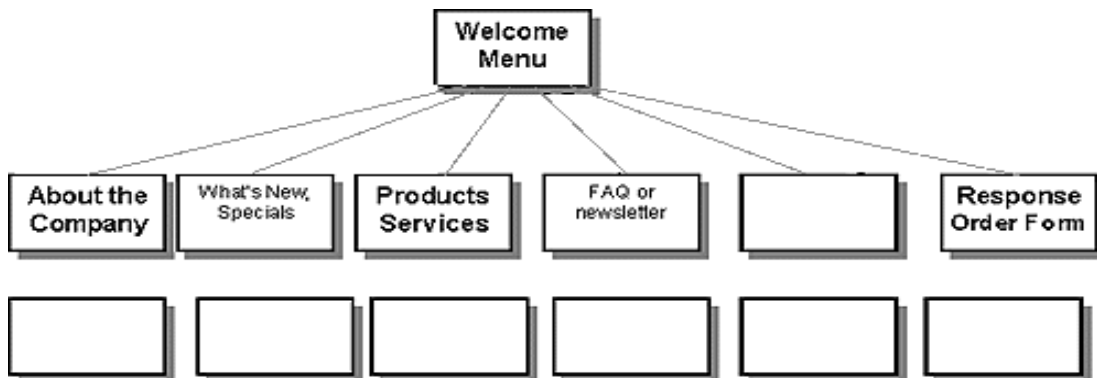
1. Purpose

Give the most important purpose a "1", next most important a "2". Leave blank all those which do not interest you or your company.

- To gain a **favorable impression** of the company or organization.
 - To develop a qualified **list of prospects**
 - To **sell products directly** taking credit card information over the Internet
 - To encourage potential customers to **contact us by phone or mail** to consummate a sale.
 - To make available **product information and price lists** to distributors.
 - To make available **product information and price lists** to customers.
 - To strengthen **brand identification**.
 - Other _____
-

2. Site Organization

Please label pages you desire and cross out the rest. Please attach additional pages as needed



Total number of pages decided upon _____

3. Site and Domain Names

Site Name on Masthead: _____

Domain Name It must be registered through your web hosting service and approved by a domain registration service before you can use it. You may check the availability of your domain name at the [DavesWebdesigning](http://www.daveswebdesigning.com) web site (<http://www.daveswebdesigning.com>)

Domain name _____ Desired Already Registered (Primary)

Domain name _____ Desired Already Registered

Domain name _____ Desired Already Registered

Domain name _____ Desired Already Registered

4. Masthead Graphic

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

Company Logo incorporated in the masthead graphic? If so, please enclose a color copy.

Photo or drawing of a product or products?

Typeface preference _____

Preferred **colors** in palette (PMS colors?) _____

Other ideas: _____

5. Color and Accents

For the most part, we recommend a white background for best readability and contrast, with a band of color or a pattern running down the left margin of the web page. Your preference:

6. Navigation System

The navigation system of all our Standard Website Packages includes:

- **Links** from the front page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.
- **Colored bar "Image Map"** with a brief word or two indicating each page -- or, in larger sites -- each section of the website. This appears at the bottom of every page. In some sites we put this both top and bottom. You are limited to a maximum of about eight (8) selections on this image map. We use server side image maps to make it easy to expand the site at a later time without having to change the coding on each page of the site. For this reason, and to keep costs down, we do not include separate "buttons" on our standard sites. Included in sites of 5 pages or more.

- **Left-Side or Top Menus** with text links are especially useful on larger sites. Included in sites of 5 pages or more. They can allow more detail than an 8-item bottom image map, and can enable visitors to see from any page how to get to any other. These may be white or light-colored over a dark left-side color or pattern, or black or dark over a light left-side color or pattern.

Optional Systems. Circle those you wish incorporated in your site.

- **Left-Side "Buttons"** - can be used, but we do not recommend them, since they are more expensive and time consuming to maintain when a change or addition is made to the system. Also, it takes significantly longer to load many buttons than an image map of the same area.
- **Frames System** - where, typically, a scrolling menu remains on the left side to provide navigation. We do not recommend frames in practically any situation, since they are a design disaster. They do not always print out, cannot be bookmarked easily, and often make the page design look "tacky" with their ugly gray scroll bars. We see them as the amateur's way to look cool. In a very few cases, they are useful: (1) to display large databases of information, (2) purposely hide URLs of content pages, (3) send visitors to other sites while making it easy for them to come back. (Extra charge)
- **Search Engine** - is useful on web sites of 10+ pages to help visitors quickly find what they're looking for. We offer a free branded search engine called [phpMySearch](#) for free. All additional search engines are extra. (monthly charges may be required)

7. Basic Page Elements

These are the important items which appear on nearly every webpage on your site (except the "home" page).

- **Page Titles** - which show at top bar of most Web browsers.
- **Top-of-page graphic** - based on the design of the masthead graphic or more creative if requested.
- **Page Title** - in larger type. Heading Font Style: _____ (recommend Arial Bold)
- **Text** - Body Font Style: _____ (recommend Times New Roman)
- **Image Map** - by Image Map bar
- **Standard company ID** near bottom of page
- **E-mail response link** to the following e-mail address:

- **Copyright and Trademark information** in small print at the bottom of every page. What registered Copyrights, Trademarks, and/or Servicemarks does your company maintain indicate below?

Do you or your company have any Copyrights, Trademarks, or Servicemarks? If so, please list them below. Indicate which are registered Trademarks.

8. Photos, Graphics, Animations, Sound, and Video

Our contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos or graphics you send us.

- **Clipart** tends to look a bit tacky on websites. We recommend photos.
- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette.
- **Stock photos** we have a large collection of career, location, and by industries. We can fill some of the open locations with one of these pictures that coincide with the company or project your site covers.

We can equip your web pages with any one of the following:

- **Sounds***, Either MIDI musical background, WAV, MP3, or streaming Real Audio/MS Media for music or voice.
- **Animated GIF*** and **Photo images***. High quality photo images are available from PhotoDisc (<http://www.photodisc.com>), Animation Factory (<http://www.animationfactory.com>), or any one of the many other internet sources. We can also create animations for our clients at an additional fee.
- **Flash Intros***, **Flash Animations***, **Flash Sites***, and/or **Video clips***

* Extra charges may incur for any above complex items or in house developed items.

9. Response and Purchasing Forms

What is the purpose of your response form?

- Guestbook** for visitors to record comments
- Request for information**
- Survey or polls** of customer preferences

Note: We do not set up sites that use a response form as an order form, since these require secure servers, and secure order pick-up. For more than two products we recommend using one of the shopping carts at offered DavesWebdesigning.com with a secure SSL server, use PayPal an E-bay subsidiary well know to most internet customers or a creditable merchant service. We charge extra to setup the ordering systems with unfamiliar API's, gateways, and/or conduits (these are the means to purchase and complete orders online).

10. Web Hosting Service

We offer multiple hosting plans which can be found under the Web Hosting section of our web site. We recommend our web hosting services to clients, which can be tailored to their specific needs. We've worked with many hosting services -- the good, the bad, and the ugly. This is why in 2004 we procured our own hosting service. Ensure your hosting service has plenty of space for your site and needs. We require cgi-bin access, FTP access, SSH access, and E-mail support. Leave blank if host service is DavesWebdesigning.com.

Web Hosting Service _____

Phone: _____ (Please wait to pass usernames and passwords over the phone.)

E-mail for support or help _____ (Please **do not** enclose or e-mail any **passwords** for security purposes, please call us to ensure privacy.)

11. Registering and Advertising Your Website

DavesWebdesigning, LLC offers our own advertising and website promotion packages. If you choose DavesWebdesigning for your hosting, we offer free site submit and site static's monitoring.

- Advertising your Website to Web search engines that index the Web
- Giving customers a good reason to come by offering them something
- Finding industry-wide linking pages and negotiating reciprocal links to and from their web pages.
- Purchasing Web advertising
- Becoming active in several of the thousands of Internet news groups and mailing lists
- Developing a "signature" mini-ad attached to all your e-mail messages
- Making your website part of one or more of the many "malls."
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- E-mail newsletters

Information about **number of visitors to your website** can usually be obtained from your Internet Service Provider or hosting provider for additional costs, at DavesWebdesigning, LLC we offer such programs as Awstats, Webalizer, Urchin, or Analog for free with each home and business hosting plans. We include page counters helpful tools on all sites hosted by DavesWebdesigning.com

We submit your information to over **700 World Wide Web search engines** to "register" your website after final payment is received. Prior to submitting your site we work with you to get develop the keywords required to keep you on top. We carefully constructed a 25-word sentence in which contains the keywords specific to your web site. Special keyword and site analysis software is utilized to give your site the best chances in a web of millions.

12. Maintenance

Package prices include minor updating over the first month with the **Basic** and **Deluxe** Packages, and three months of with the **Enterprise Package**. Circle the correct package. This covers minor price changes, product changes, etc. It does not include major changes, such as changing newsletter content (which essentially involves constructing a new web page), which is billed at our hourly rate or select one of our maintenance plans. There is no requirement to get a plan now and can be started or canceled. 1 Month before required start or stop date. (Required for setup and termination)

Select Maintenance Plan: ___ None ___ Minor (\$10) ___ Express (\$50) ___ Extreme (\$100)

May we include a link at the bottom of the welcome page which reads: **"Website Designed by DavesWebdesigning, LLC"**? (You are under no obligation to say yes.) ___ Yes ___ No

All non-profit or donated web sites where DavesWebdesigning, LLC has voluntarily donate time in the design and maintenance will publish and maintain a DavesWebdesigning Logo along with a developed and maintained sentence at the bottom of each individual page or on the main home page. We welcome non-profit organizations working to make the world and our local communities a better place.

Target Date _____

Target Date for final payment to be made and your Web Site to be advertised: _____

On behalf of my organization I approve the above plan which I have developed with DavesWebdesigning, LLC to construct a website, and I authorize DavesWebdesigning, LLC to use this Website Planning Worksheet as the basis of the project.

Signature: _____ **Date:** _____

These are the items that will make up the package you'll be sending to us:

- **Website Planning Worksheet**
- **Website Design Contract**
- **Website Content Worksheet** which will define for us the:
 - **Written content for your Web Pages** (preferably e-mail to the below address or on a diskette formatted for *Word for Windows* [2.0, 6.0, 7.0, 8.0, 2000, or XP], *Word Perfect* [5.1, 6.0, or 7.0], or other word processor. We can translate from most word processor formats with ease.)
 - **Photos or graphics** to be included. You may send graphics and photos which we can scan into electronic form. Even better, send us to files zipped to the below e-mail address or use a Floppy/ZIP/CD/DVD disk with your graphics in any popular PC format, such as GIF, JPEG, BMP, PSD, PSP, PCX, etc.). If these are in Mac format, make sure each picture has a 3-digit extension, such as .jpg to indicate the format in which it is given.
 - **Your company logo** (if any), and tell us the PMS color.
- **Samples of your printed materials** -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image.
- **Check or online through our website**, for at least 50% of the total.

Scan the information and E-mail to: designforme@daveswebdesigning.com

Or send your information package via USMail, UPS, DHL, Airborne, or FedEx to:

DavesWebdesigning, L.L.C.
Att: Web Site Design Department
3109 Tullibee Cir. P20
Silverdale, WA. 98315-3109 USA

We are looking forward to receiving your materials and constructing your website!