

GerbecDesigns

Website Planning Worksheet

Used in conjunction with the Website Design Contract and Website Content Worksheet which should also be printed out by the client.

This questionnaire is designed to enhance communications between GerbecDesigns and our clients. We suggest printing it out and having it handy when we discuss your project on the phone. After you've filled in the blanks as we talk or while you prepare, please save a copy to your hard drive for your records, and mail a signed copy to us. It provides a written memorandum of our mutually-agreed plan.

Organization Name: _____

1. Purpose

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

- 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.

Total number of pages decided upon _____

3. Site and Domain Names

Site Name: _____

Domain Name: You can register your domain through any web domain registry or have GerbecDesigns register the domain name for you and the fee paid later. Please list your choices for domain names (*Chose more than one incase yours first choice is not available or choose multiple registered domains for more internet prescense*):

1. _____ ___Desired ___Already Registered
 2. _____ ___Desired ___Already Registered
 3. _____ ___Desired ___Already Registered
 4. _____ ___Desired ___Already Registered
-

4. Graphics

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. (Check all that apply)

Company Logo: please e-mail the logo if you do not have a scanned copy of your logo please send us a copy of your letterhead or your print ready logo and will scan and crop the image to suit your web site.

Photo or drawing of product

Font 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 webpage. Your preference:

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

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.
 - **Links:** a brief word or two indicating each page will be placed at the bottom and a left side menu or top menu will be added with buttons to direct visitors to other pages of your site.
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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 of Web browser only
- **Top-of-page graphic** based on the design of your graphic or logo
- **Page Title** in larger type. Heading Font Style: _____ (recommend Arial Bold)
- **Text.** Body Font Style: _____ (recommend Times New Roman, arial, or Veranda)
- **Image Map** by Image Map bar
- **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 trademarks and service marks does your company want to indicate here?

Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks. Please include your graphic or logo pertaining to any certifications.

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 amature 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 disk/CD Rom.

Stock photos obtained from Photodisc (<http://www.photodisc.com>) or Jupiterimages.com (<http://www.jupiterimages.com/default.aspx>) (You write down the photo number and inform us of your choices, and which page each photo goes on. We can help you select the photos, but we would need to bill you for our time at our hourly rate.)

For an extra charge, we can equip your webpages with:

- **Sound**, either MIDI musical background or streaming Real Audio for music or voice.
 - **Animated GIF images.** High quality photo images are available from PhotoDisc (<http://www.photodisc.com>) and other sources. We can also make animations for an extra charge.
 - **Video clips**
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9. Response Forms

What is the purpose of your response form?

Guestbook for visitors to record comments

Request for information

Survey of customer preferences

Note: For an order form a secure shopping cart will be required. For one or two products we recommend using PayPal which with access to your PayPal account we can set up purchase button for each item (addition fees). Shopping carts require a registration fee on most carts and a gateway (credit card/POS system). We are experienced in handling these type of accounts but due to credit checks and the sensitive nature we recommend that most of this process be handled by the client.

10. Web Hosting Service

We are not in the web hosting business. We recommend to our clients web hosting services tailored to their specific needs. We've worked with dozens of hosting services -- the good, the bad, and the ugly. We usually do not recommend hosting on your local dial-up ISP, since they too often are not well-prepared to meet specialized business site hosting needs. Their main business is usually dial-up access, and hosting is only a sideline for them. Please let us recommend a Web host service for you. We require cgi-bin access and FTP access, and strongly recommend telnet access. Our no-extra-cost response form also requires a Unix system with Perl language available.

Web Hosting Service _____

Phone: _____

E-mail for support or help _____

11. Registering and Advertising Your Website

Suggestions:

- 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 webpages.
- 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
- 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, from statistics generated daily by such programs as WWWSTAT, GETSTATS, or Analog on the host computer. We do not include page counters on our Standard Website Packages

We submit your information to **Web search engines** to "register" your website after final payment is received. Before doing this we work with you to get 50 to 100 keywords and a carefully constructed 25-word sentence contain the most important keywords.

12. Maintenance

Target Date _____

Package prices include minor updating over the first six months of the contract. 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 webpage), which is billed at our hourly rate.

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 GerbecDesigns to construct a website, and I authorize GerbecDesigns to use this Website Planning Worksheet as the basis of the project.

Signature _____ **Date** _____

(By signing this digitally – typing your name on the signature line – you are in fact signing a binding commitment.)

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 webpages** (preferably on a disc or diskette formatted for *Word for Windows* 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 a disc, diskette, or ZIP disk with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, 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** for at a down payment of \$200.00 made payable to **GerbecDesigns**

You may send your package to Margery Slatkovsky, **by US mail** to:

GerbecDesigns
1609 Mayview Avenue
Cleveland, Ohio 44109

We are looking forward to receiving your materials and constructing your website!
Form last updated October 7, 2008