



Basic Website Planning Worksheet

This questionnaire is designed to enhance communications between *KOSTeffectives* Website Design & Hosting and our clients. If you'll please print this form, and have it handy when we discuss your web site, It will provide a written memorandum of our mutually agreed upon plan, and will keep us on track to fulfill all of your needs. After we've had the opportunity to assist you in filling in the blanks, please make a photocopy for your records, and mail a signed copy to me at the address below.

Business/Organization Name: _____

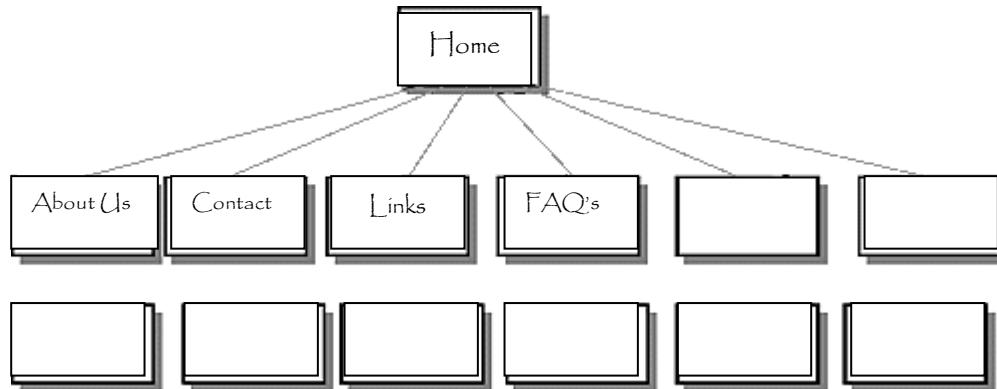
Owner: _____

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 keep your Business Open 24/7, 7 days a week.
- To receive Product Orders Instantly via E-mail.
- To share detailed information about your product and service.
- To gain a favorable impression of the company or organization.
- To develop a qualified list of leads and customers
- To sell products directly taking credit card information over the Internet
- To encourage potential customers to contact you 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

- ~ Do you currently have a domain name? If YES, what is it? _____
- ~ 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 chosen domain name at www.GoDaddy.com

Domain name desired _____ Already Registered: yes ___ no ___

NOTE: Your Domain Name/s will be transferred to your new site free of charge. We can secure your domain name at a nominal cost of between \$5.00 - \$15.00 / year.

Domain Name Total: _____

4. Masthead Graphic

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

- Company Logo incorporated in the masthead graphic? If so, we'll need your original artwork.
- Photo of product? _____
- Font preferences _____
- Preferred colors in palette (Hexi-decimal) _____
- Other ideas _____
- I will need a New Logo

Logo creation cost: _____

5. Color and Accents

We recommend that you consider colors and combinations for best readability and contrast, however it is your preference: _____

Other comments on color _____

May we include a link/Logo at the bottom of the welcome page, which reads

"Website designed by "KOSTeffectives, Website Design & Hosting" ? Yes No

6. Navigation System

The navigation system of all our Standard Website Packages includes:

- 1 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.
- 2 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 not limited as to the number of links on your pages) but for ease and readability...to approximately eight (8) selections on this image map.

Side Menus with text links are especially useful on larger sites. They are included in all sites. 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.

Buttons required: _____

Navigation Buttons to be placed on the: Please Circle

Left Side Right Side Top Centered

7. Basic Page Elements

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

- 1 Page titles which show at top of Web browser only
- 2 Top-of-page graphic based on the design of the masthead graphic
- 3 Page Title in larger type. Heading Font Style: _____ (recommend Arial Bold)
- 4 Text. Body Font Style: _____ (recommend Calibri or Arial)
- 5 Standard company ID near bottom of page
- 6 E-mail response link to the following e-mail address: _____
- 7 Copyright and trademark information in small print at the bottom of every page. What registered trademarks, 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.

8. Photos, Graphics and Animations

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.

- 1 Clipart tends to look a bit tacky on websites. We recommend photos.
- 2 Photos you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a CD. We are also prepared to take photos of your business, products, etc. at a nominal fee.

9. Web Hosting Service

We will set up "Hosting" for your site at a nominal fee, determined by the length of time you choose. It is to your advantage and more economical to Host for a minimum of 2 years ...paid for up front. Please choose below.

Economy Hosting

◆ 10 GB Space | Unlimited Bandwidth ◆ 10 Email Addresses

<input type="radio"/> 3 mo. ~ \$6.99/mo.	<input type="radio"/> 12 mo. ~ \$4.99/mo.	<input type="radio"/> 24 mo. ~ \$4.49/mo.	<input type="radio"/> 36 mo. ~ \$3.99/mo.
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10. Registering and Advertising Your Website

Be sure to Consider:

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

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 containing the most important keywords.

11. Maintenance

Package prices include updating and modifying as needed over the first three months of the sites completion. Additional pages can be added at anytime.

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

On behalf of my company/organization I approve the above plan which I have developed with "KOSTeffectives Website Design & Hosting" to construct a website, and I authorize KOSTeffectives to use this Website Planning Worksheet as the basis for the project.

Signature _____ **Signature** _____

Date: _____

Notes...

What we'll need

It is our goal to create a basic Internet presence for your business. The following will be needed so that we can begin to create your special website:

√ **Website Planning Worksheet/Contract**

√ **Website text by page...can be emailed for ease.**

Please include a list of "Keywords" and a brief description of what your business is/does.

25 Keywords:

_____ ; _____ ; _____ ; _____ ;
 _____ ; _____ ; _____ ; _____ ;
 _____ ; _____ ; _____ ; _____ ;
 _____ ; _____ ; _____ ; _____ ;
 _____ ; _____ ; _____ ; _____ ;

Description:

√ **Website Graphics, Photos, CD**

- o **Photos or graphics** to be included. You may send graphics and photos, which we can scan into electronic form. Even better, send us a CD with your graphics in any popular PC format, such as GIF, JPEG, BMP, etc.).
- o **Your company logo** (if any), and color scheme.
- o **Samples of your printed materials** brochures, letterhead, cards, booklets, etc. so we can see how you present your company image..
- o Deposit for at least 50% of the total development cost. _____

√ **Domain Name and Hosting Fee**

Basic Website Package	Due	Paid
🚩 _____ Pages @ \$150.00 per page		
🚩 Hosting Fee (see page 3)		
🚩 Domain Name Purchase (if applicable)		
🚩 Logo Creation (if applicable)		
🚩 50% Minimum Deposit per page		
Sub Total		
Sales Tax		
Grand Total		

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