

Website Content Worksheet

To be used in conjunction with the Website Planning Worksheet

You will find that it is a considerable amount of work to prepare your or your company's materials for the Web pages we will construct for you. However, the more time and thought you put into the process now will save you and us time, and will prevent unforeseen expenses.

In our Standard Web Site Package we include everything the average individual or small business needs for a great Web site. But be sure you are familiar with the limits of what is included in the Standard Package; we charge extra for services required beyond our Standard Package.

Please note: We fully understand that once you first see on an actual Web page the text and graphics you provided to us, you may decide that, though you thought that is what you wanted, that is not the case after having seen it "live". There will be some time of revision of the work we produce. However, please understand that there are limitations to the number of revisions we will provide. We will work with you to the best of our ability to help you get effective and great-looking Web pages up in a timely manner.

Instructions:

This is to be completed with the Website Planning Worksheet.

Please fill this out on your computer and then print at least two copies – keep one for your records and send the other to us. Saving this form on your computer will not save the data you entered.

Text

- Please create a **separate word processor file** for **each** Web page. Use the table at the end of this worksheet to indicate which document file name(s) correspond to which Web pages.
- We prefer **Microsoft Word**, though we can convert a wide variety of file types.
- Please do not send us a **draft** of your text. To the best of your ability, assemble all of the text for each Web page and send us your **final version**. While we fully expect to make some changes here and there once you see the Web pages online, we charge extra for significant formatting and inserting brand new text. Most word processors include a feature that counts the approximate number of words in a document. Web pages which contain more than 1000 words (equivalent to approximately two single-spaced pages with standard margins) will be subject to additional charges.

Graphics

- The quality of the appearance of your Web site has a lot to do with the photos or graphics you choose for your Web pages. Clipart can be used, but in many cases photos are better. However, this decision also depends on your concept of the Web site as a whole and even your personal preferences. You will not be discouraged or encouraged either way.
- You may send graphics to us either as files attached to an email or in physical, hard copy form. Please note however, that physical images will require us to scan them to convert to digital format, which will incur an additional charge per image.
- You may wish to include captions for each image file or photo. You may affix a "sticky" note to photos to indicate its caption and which Web page it goes on. If you send the photos as files, indicate the file name that each caption is to be associated with. Any hard copy photos will be returned to you as soon as we are finished scanning them.
- If you need us to prepare **custom** graphic elements – images, animation, etc – we subcontract such work and will incur additional fees.
- You may select **stock photos** for your Web pages from any online photo or image provider. Simply pay for it yourself and send it to us, or you may give us the Web site address and information to find the desired image(s). We will purchase and download the appropriate image, place it on the Web page indicated, and bill you for the photo cost. If you want us to find and select photos, we charge an hourly rate. You can also find a number of Web sites that offer free clip art, images, and photos.

- Our Standard Web Site Package includes 15 images per page, not including any graphic in the page header. Beyond that we charge a fee for any additional images. We do understand that the whole concept of certain Web sites is to be graphic-intensive. In such a case adjustments will be made to the overall design package and agreed upon price. Contact us if you have any questions.
- In the Additional Notes section of this Worksheet, please include any desired layout ideas, colors, color schemes, etc that are important to you. Remember, however, that what you picture as an idea may very well look quite different once you see it on the Internet.

Please include this Web Page Content Worksheet with the materials you send to Eventide Web Design. Feel free to use your own form if that is more convenient, as long as it contains the same information.

Name of Web Page (The name of the page typically shows at the top of the page and the top of the browser)	File Name for Text	Approx # of words	Photos or Graphic File Name(s) for Each Page

Additional Notes: