

Website Planning Worksheet

To be used in conjunction with the Website Content Worksheet.

This worksheet is designed to enhance communications between you and Eventide's development team. You will find it useful to print this out and have it in front of you when you discuss your project on the phone with an Eventide representative. After you've filled in the blanks as we talk on the phone, please make a copy for your records, and mail a signed copy to Eventide at the address at the end of this worksheet.

Some of the sections here may need some explanation as to what you should enter. Feel free to contact us at any time if you have any questions. You may also leave any items blank for now if you're not sure or you don't think it's relevant.

Instructions:

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

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 **provide information** about the company to the public

To encourage potential customers to **contact us by phone or mail** to consummate a sale

To strengthen **brand identification**

Other

Other

2. Site and Domain Name(s)

Site Name on Header:

Domain Name: It must be registered through your Web hosting service (which can be Eventide, or another hosting service) and approved by a domain registration service before you can use it. You may check the availability of your domain name at Domain.com, among others.

Domain name:

This name is already registered

This name is not registered, but I have verified that it is available

I do not know if this name is available (understand that a domain name you wish to have may already used)

3. Web Hosting Service

You may select your own Web hosting service, or we can recommend a Web host service for you. If you choose your own Web hosting service, we have several requirements for the Web sites we design. Most Web site hosting companies offer these features, however either you or we need to check to make sure before we start programming.

We require FTP access. Much of our work (our contact form, for example), requires a UNIX/Linux system with a minimum PHP version 5. Databases that we develop require MySQL version 5 or above. Please contact us if you need help with this.

If you have an existing Web host and we will be putting the Web site that we design on that host's servers, please enter the following information. We need this to access the server under your account so we can upload the Web site files to the server.

Web Hosting Service:

Account Login:

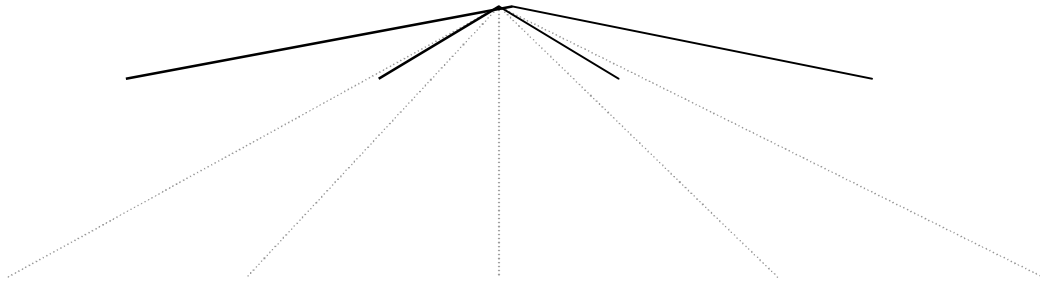
Web Host Support Email:

Account Password

Web Host Support Phone:

4. Site Organization

This chart below is meant purely as a visual aid. If you desire more than the 10 pages, simply list the name of each of the additional pages. You may name each of the pages anything you wish. You will also need to list the names of your pages on the Website Content Worksheet.



Total number of pages decided upon

5. Header Graphic

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

I wish to have a **company logo** incorporated in the header graphic. If so, please enclose a color copy.

I wish to have a **photo or drawing** of product(s) in the header graphic.

Typeface (font) preference

Preferred **colors**

If you're not sure of the font and/or color choices, leave them blank for now.

6. Color and Accents

For the most part and for typical Web site designs, it is recommend you choose a white or nearly white background for best readability and contrast, with a band of color or a pattern at the bottom of the webpage.

Your preference:

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

7. Navigation System

The navigation system of our Standard Website Packages includes:

- **Links** from the front page to every page in the Web site to enable Web search engines to find and index every page.
- **Left-Side, Right-Side, or Top-of-Page Navigation Menus** with text links are especially useful on larger sites and expected by today's Web surfers, and can enable visitors to see from any page how to get to any other. These may be light-colored over a dark color or pattern, or vice versa.

Your preference:

- **Navigation Bar** with a brief word or two indicating each page. This appears at the bottom of every page.
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8. Basic Page Elements

These are the important items which appear on nearly every Web page on your site.

- **Page title** which shows at the top the of Web browser window only
 - **Top-of-page header graphic**
 - **Left side, Right side, or Top Navigation bar**
 - **Page Title Font preference** – Not the header: (recommend sans-serif Bold font)
 - **Text Font preference:** (recommend sans-serif font different from Page Title)
 - **Bottom text navigation bar**
 - **Standard company ID text or graphic**, usually near the top or bottom of the page.
 - **E-mail link** on "Contact Us" form (if included) to the following e-mail address:
 - **Copyright and trademark information** in small print at the bottom of every page. Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks.
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9. 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** or photos
- **Photos** you supply either by sending the file images in an email, or by sending the photos themselves for us to scan and return (extra charge)
 - (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 you will be charged for our time at our hourly rate.)
- **Stock photos** obtained from ClipArt.com and other stock photo sites – you purchase, or we do and you will be billed.

For an extra charge, we can equip your Web pages with:

- **Sound, either MIDI musical background or mp3 files for music or voice**
 - **Animated** GIF images and Flash Animation
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10. Example Sites

We know that often it is difficult to convey in words what you want something to look like. We recommend you spend some time searching on the Internet for sites similar in subject matter to what you wish yours to be. Take notes on what you like about them – even what you don't like about them – colors, layout, navigation, etc. Enter below a few of those and some notes about them. Add more on another sheet if you wish.

NOTE:

We will in no way **copy** any web site's content or graphics. Their content is copyrighted material and so will yours be.

Web Address:

Notes:

Web Address:

Notes:

Web Address:

Notes:

11. Contact Form (If desired)

What is the purpose of your contact form?

For visitors to **send comments**

Request for information

Survey of customer preferences

Desired form fields (The Standard Package includes up to 10 form fields). Enter your own field names if you wish.

- Name (of sender)
- Email address (of sender)
- Subject
- Message
- Additional fields:
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 -
 -
 -
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Please provide a note or message to the visitor that you wish to include as an introduction at the top of the contact form.

12. Other ideas or requests for your Web site

13. Registering and Advertising Your Website

Although as part of the Standard Web Design Package, Eventide submits your Web site to the major search engines, you may consider these options to promote your Web site and/or business on your own:

- Give customers a good reason to come (and come back) by offering them something
- Find industry-wide linking pages and negotiate reciprocal links to and from their Web pages
- Purchase Web advertising
- Become active in several of the thousands of Internet news groups and mailing lists
- Develop a "signature" mini-ad attached to your e-mail messages
- Include your e-mail and Web addresses on your company's print literature, stationery, and display advertising
- E-mail newsletters
- Include in any forums you visit a signature with a link to your Web site

Information about the number of visitors to your website can usually be obtained from a service that tracks this information for you, such as Google Analytics. We do not include page counters or the tracking code required for such services in our Standard Website Package, but will, for a small fee add these features if you wish.

14. Maintenance

Please note that the Standard Web Design Package **does not** include maintenance of your Web site after Final Delivery. Post-delivery maintenance on a regular basis is covered under a separate contract. The Standard Web Design Package covers **minor changes** of the Web site for **fourteen days after Final Delivery**. Changes include a word or a line or two of text on a page, price changes, an image resize, etc. It does not include major changes that require altering more than 50% of the Web page's content (which essentially involves constructing a new webpage); without a Maintenance contract, such changes will be billed at our hourly rate or new Web page fee, as deemed appropriate.

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

- **Signed Contract for Web Site Design**
- **Website Planning Worksheet**
- **Website Content Worksheet** which will define for us the content of each page – images and text.
- **Samples of your printed materials, if any** -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image

Please send your package **by US mail** to:

Eventide Web Design, LLC
13653 County Road 25
Villard, MN 56385-2271

We are looking forward to receiving your materials and beginning construction of your website! If you have any questions, please do not hesitate to email us at mark@eventidewebdesign.com.

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

Signature _____

Date _____