

Website Planning and Content Worksheet

Yes, this is a long document! And there is a lot of information we are asking of you right now. 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, the more time will be saved for you and for us later. Thoroughly preparing now will also help 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 may charge extra for services required beyond our Standard Package.

If you wish, we can set up a time to go over the Worksheet step by step, either in person or on the phone. If you choose to do that, have the worksheet in front of you when you discuss your project with an Eventide representative. When finished, please make a copy for your records, and mail a signed copy to Eventide at the address at the end of this worksheet.

You are also welcome to complete the worksheet on your own. 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.

Please note: We fully understand that once you first see on an actual Web page the text and graphics you provide 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: 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 a completed form on your computer will not save the data you entered.**

1. Purpose

What is your purpose for having a web site on the Internet? Give the most important purpose a "1", next most important a "2", etc. 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 you or your company by phone or mail** to consummate a sale

To strengthen **brand identification**

Other

Other

2. Domain Name

The domain must be registered through your Web hosting service (which can be Eventide or another hosting service) and approved by a domain registrar before you can use it. You may check the availability of your domain name at Domain.com, Register.com, or many others. If you have any questions about this, please contact us.

Desired or Existing Domain:

This name is already registered to me and/or I am authorized to manage this domain

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 not be available)

3. Web Hosting

Web sites must be hosted by a company to make the site available on the Internet. You may select your own Web hosting service, we can host your web site for you, or we can recommend a Web host service to 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 to the hosted account's file system. Much of our work (our contact form, for example), requires a UNIX/Linux system with a minimum PHP version 5.2. Databases that we develop require MySQL version 5.1 or above. Please contact us if you need help with this.

If you have an existing Web host and we will be uploading the Web site that we design to that host's servers, please enter the following information. If you do not know any of this information, we can work with you and the hosting service to get the information we need.

Web Hosting Service:

Account Username:

Web Host Support Email:

Account Password:

Web Host Support Phone:

If you know these, please provide FTP account information as well:

FTP Username (to site's root folder):

FTP Password:

4. Basic Page Elements

These are the important items which appear on nearly every Web page on a typical site. Please fill out the following preferences, if you do not know or are not sure right now, you may leave them blank.

- **Site title** which shows at the top the of the browser window for all pages
- **Top-of-page header graphic** (This is covered in the next section)
- **Navigation Menu** (This is covered in section 7)
- **Page Title Font preference** – The title font for each page's content. We recommend a sans-serif font
- **Text Font preference** – The font face for the site's text. We recommend a sans-serif font different from the page title
- **Standard company ID text or graphic** (This is covered in the next section)
- **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 of them are registered trademarks. Be sure to include any associated logos
- **Bottom text navigation links**

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

5. Header Graphic/Company Logo

It will be helpful if you include a copy of your company's letterhead, brochures, catalog, etc., if any exist, so we can see how you present your company image. If you're not sure of any of these, you may leave them blank.

I wish to have a **company logo** incorporated in the header graphic. If so, please enclose a color copy of the highest available resolution and indicate the file name here:

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

If you have one or some in mind, indicate the file name(s) here:

Typeface (font) preference (we recommend a sans-serif font)

Preferred color(s):

6. Color and Accents

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

Your preferences for overall colors to be used:

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.
Please indicate where you wish to have the navigation menu located
 - **Bottom Navigation Bar** with a brief word or two indicating each page. This appears at the bottom of every page.
-

8. Site Content

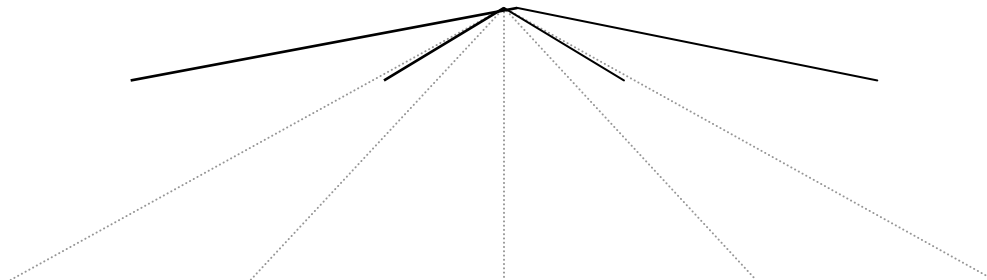
Text

- Please create a **separate word processor file** for **each** planned Web page. Use the table at the end of this section 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.
- Many web pages are split up into physical and/or logical sections. If you wish any of your web pages to have such divisions, please indicate what text and/or images should go where on each page.

Graphics

- 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 cases we take this into consideration and will make adjustments to the overall design package and final price. Contact us if you have any questions.
- Our contract requires that you own the copyright to, or have permission from the copyright owner to use any photos or graphics to be included on your web site. We will in no way copy any web site's content or graphics. Their content is copyrighted material and so will yours be.
- 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. Please indicate in the chart at the end of this section which photos are to be included on which web page.
- 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 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, which 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.
- For an extra charge, we can equip your Web pages with:
 - Sound, either MIDI musical background or mp3 or wav files for music or voice
 - Animated GIF images and Flash Animation
 - YouTube or similar embedded videos

The 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. The page names you enter here will automatically be entered in the corresponding row in the chart on the following page.



Please fill out the following chart as completely as possible. If you need more room, you may attach additional sheets.

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

Additional Notes: (don't hesitate to attach additional sheets if necessary)

9. 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.

Additionally, if you see some web sites that have features that you wish to incorporate into your own web site, that can be just as, if not more, helpful. Include those sites as well. You can attach an additional sheet if necessary.

Web Address:

Notes:

Web Address:

Notes:

Web Address:

Notes:

Are you having an existing site redone?

If so, what is the web site address?

Explain below why you are having it redone and discuss things you do and do not like about it.

10. Contact Form

Do you wish to include a contact form that visitors will be able to fill out and have the information they enter emailed to you or someone in your organization? Yes No

What is the purpose of your contact form?

- For visitors to send comments
- So visitors can request 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.

Additional fields:

- _____ _____
- _____ _____
- _____ _____

Please provide a **note or message** to visitors that you wish to include as an introduction at the top of the contact form.

If you wish to have a **phone number** listed on the contact page, please enter it here:

Indicate an **email address** visitors may write to

If you wish to have a **mailing address** on the contact page, please enter it below

Name (or Company):

Street Address:

City:

State:

Zip Code:

11. Other Ideas or Requests for your Web Site

12. 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:

- 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.

13. 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:

Please note: Our documents cannot be saved with the data you enter, you must complete the form, print it and send it to us in the mail.

- Signed **Contract for Web Site Design**
- A completed and signed copy of this **Website Planning and Content Worksheet**
- Physical samples of your printed materials, if any -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image
- Please email any files listed in the sections above to mark@eventidewebdesign.com

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. I understand that retention of Eventide Web Design's services binds me and the organization I represent to Eventide Web Design's Terms of Service Agreement.

Signature _____

Date _____