



This questionnaire is designed to enhance communications between WebSites-R-Us and our clients. Please complete and save a copy for your records and mail a signed copy back to WebSites-R-Us. This questionnaire provides a written memorandum of our mutually-agreed plan.

Organization Name: \_\_\_\_\_

## 1. Purpose

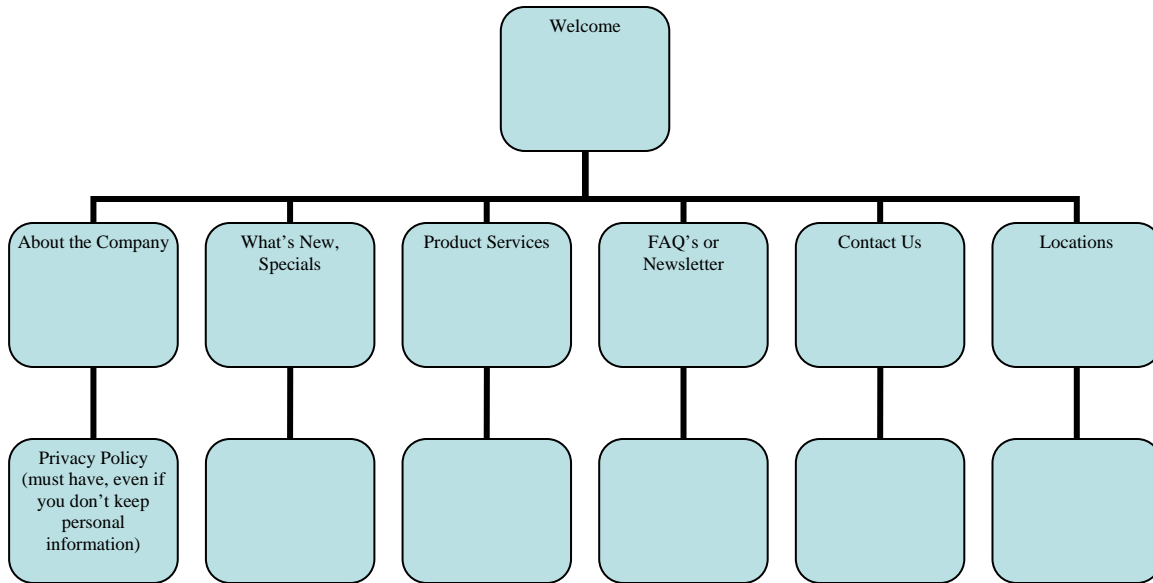
Put a "1" for the most important purpose and a "2" for the next most important. Those purposes that do not interest you at all leave blank.

	To gain a <b>favorable impression</b> of the company or organization.
	To develop a qualified <b>list of prospects</b>
	To <b>sell products directly</b> taking credit card information over the Internet
	To encourage potential customers to <b>contact us by phone or mail</b> to consummate a sale.
	To make available <b>product information and price lists</b> to distributors.
	To make available <b>product information and price lists</b> to customers
	To strengthen <b>brand identification</b> .
	Other (please explain): _____



## 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 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.

Domain name \_\_\_\_\_  Desired  Already Registered

Alternative Domain Names: \_\_\_\_\_



#### 4. Masthead Graphic

Please provide a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image.

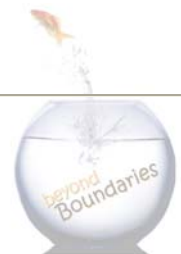
<input type="checkbox"/>	<b>Company Logo</b> incorporated in the masthead graphic? If so, please enclose a color copy.
<input type="checkbox"/>	<b>Photo or drawing</b> of product?
<input type="checkbox"/>	<b>Typeface</b> preference: _____
<input type="checkbox"/>	Preferred <b>colors</b> in palette (PMS colors?) _____
<input type="checkbox"/>	Other ideas: _____
<input type="checkbox"/>	To make available <b>product information and price lists</b> to customers
<input type="checkbox"/>	To strengthen <b>brand identification</b> .
<input type="checkbox"/>	Other (please explain):

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#### 5. Color and Accents

We will make recommendations as to what color and accents that will be used. A sample will be sent with generic content for your approval. If you have a specific color scheme, please specify: \_\_\_\_\_

May we include a link at the bottom of the welcome page which reads "**Website Designed by Websites-R-Us**"? (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.
  - **External links.** Must have an average of 2.5 external links for each web page.
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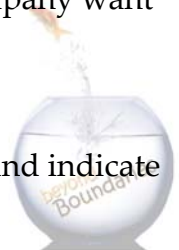
## 7. Basic Page Elements

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 the masthead graphic
- **Page Heading** in larger type. Heading Font Style: \_\_\_\_\_
- **Text.** Body Font Style: \_\_\_\_\_
- **Image Map**
- **Site Map**
- **Privacy Policy**
- **Standard company ID** near bottom of page
- **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, 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, 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 not look professional. We recommend photos.
- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images.
- **Stock photos.**

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.** We make animations for an extra charge.
- **Shockwave Animations**
- **Flash Animations**
- **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:** We do not set up sites that use the response form as an order form, since these require secure servers, and secure order pick-up. For one or two products we recommend using a secure server. We charge extra to set up the ordering system.



## 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, they too often 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 Name: \_\_\_\_\_

Web Hosting Service web address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail for support or help: \_\_\_\_\_

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## 11. Registering and Advertising Your Website

Consider:

- 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 web pages.
- 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
- Making your website part of one or more of the many "malls."
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- E-mail newsletters





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Information about **number of visitors to your website** can usually be obtained from your Internet Service Provider or Google Analytics. 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.

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## 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: \_\_\_\_\_

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On behalf of my organization I approve the above plan which I have developed with Websites-R-Us to construct a website, and I authorize Websites-R-Us to use this Website Planning Worksheet as the basis of the project.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

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## Checklist of items required to return to Websites-R-Us:

- Website Planning Worksheet** (authorized signature required)
- Website Design Contract** (authorized signature required)
- Website Content Worksheet** which should include:
  - Written content for your webpages** (*preferably formatted for Word or other word processor for PC's. We can translate from most word processor formats with ease.*)
  - External Links.** Must have an average of 2.5 per web page.
  - Photos or graphics** to be included.
    - Send original graphics and photos which can be scanned and returned.
    - or*
    - Send us a disk or ZIP file (*any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, PCX, etc.*).
- NOTE for Mac Users: 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 colors.
- Samples of your printed materials** -- brochures, letterheads, cards, booklets, etc. (*so we can see how you present your company image*).
- Check** for 50% of the total.

### You may send your package to:

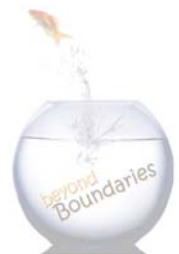
#### US mail:

Websites-R-Us  
P.O. Box 218020  
Houston, TX 77218-0020

Or

#### Email to:

websites\_r\_us@sbcglobal.net





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Thank you for your business. We are look forward to receiving your materials and constructing your website!

