Website Development Planning Worksheet

This Web Design questionnaire is designed to enhance communications between MACs Digital Art & Photography and our clients. We suggest that you print it on your printer, and have it handy when you discuss your project on the phone with an MACs Web Development representative. After we've filled in the blanks as we talk on the phone, please make a photocopy for your records, and then email or snail mail a signed copy to **Douglas McMahan / MACs at 2304 Forest Park Circle – Mansfield, TX 76063**

Organization / Business Name: _____

Full Business Address Information: _____

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 develop a qualified **list of prospects**

__ To **sell products directly** taking credit card information over the Internet

__ To encourage potential customers to **contact us 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

Site Name on Website Header: _____

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 domain name at GODADDY.COM

Domain name _____   __ Desired   __ Already Registered

List alternate desired names in case your first option is already taken:

_____

4. Masthead Graphic

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

__ **Company Logo** incorporated in the website header? If so, please enclose a color copy.

__ **Photo or drawing** of product?

__ **Typeface** preference _____

__ Preferred **colors** in palette (PMS colors?) _____

__ Other ideas _____

5. Color and Accents

For the most part, we recommend a white background for best readability and contrast, with color harmony throughout the rest of the webpage. Your preference:

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.

Left-Side or Right-Side Menus with text links are especially useful on larger sites. Included in sites of 6 pages or more. 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 These may be white or light-colored over a dark left-side color or pattern, or black or dark over a light left-side color or pattern **Optional Systems.** Circle those you wish incorporated in your site.

Left-Side "Buttons" can be used, but we do not recommend them, since they are more expensive and time consuming to maintain when a change or addition is made to the system. Also, it takes significantly longer to load many buttons than an image map of the same area (Extra charge). MACs Web Development now develops menu and navigation systems using DHTML / CSS and or Flash.

Frames System where, typically, a scrolling menu remains on the left side to provide navigation. We do not recommend frames in practically any situation, since they are a design disaster. They do not always print out, cannot be bookmarked easily and often make the page design look "tacky" with their ugly gray scroll bars. We see them as the amateur's way to look cool. I a very few cases, they are useful: (1) to display large databases of information, (2) purposely hide URLs of content pages, (3) send visitors to other sites while making it easy for them to come back.

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 Title in larger type. Heading Font Style: _____ (recommend Verdana Bold)

Text. Body Font Style: _____ (recommend Verdana)

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 to look a bit tacky on websites. We recommend photos except for situations where clip art used for logo components or other artwork.

Photos you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette in a JPEG (.jpg), GIFF (.gif) PDF, or PNG format.

Stock photos obtained from IstockPhoto.com or Gettimages.com (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 we would need to bill you for our time at our hourly rate.)

For an extra charge, we can equip your webpages with: (Some website design packages include a flash movie)

Sound, either MIDI musical background, streaming Real Audio, MP3, or Flash for music or voice.

Animated GIF images. High quality photo images are available from IStockPhoto.com and other sources. We can also make animations for an extra charge.

FLASH 5.0 Animations

Video clips

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 pickup. Orders forms may be used to send an e-mail message for a representative to contact them about a certain item or service.

10. Web Hosting Service

We offer affordable and secure hosting for all of our customers. 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, since they too often are 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.

Preferred Web Hosting Service _____

Phone: _____

E-mail for support or help _____ Username:_____ Password: _____

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 webpages.

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

Information about **number of visitors to your website** can usually be obtained from your hosting provider. Our Service Providers includes statistics with your very own administrative user name and password. We do not include page counters on our Standard Website Packages because it is not considered good taste in modern website design.

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.

12. Maintenance

Target Date _____

Package prices include minor updating over a two week period once the website has been published to the WWW 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 billed at our hourly rate.

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

On behalf of my organization I approve the above plan which I have developed with **MAC's Digital Art & Photography Web Developers** (MWD) to construct website to be made available to all MWD employees and / or subcontractors that may work on this project, and I authorize **MAC's Digital Art & Photography** to use this Website Planning Worksheet as the basis of the project.

Signature _____ **Date** _____

NON GREATER DFW BASED CLIENTS:

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

Website Planning Worksheet (this document)

Website Design Agreement -- We will *customize* an Agreement and send it to you or have you sign in person.

Website Content Worksheet which will define for us the:

Written content for your webpages should be sent via email or a text attachment. **Please do not use MS Word** since it has its own style sheets built in.

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 disk with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, PSD, or .ai, etc.) these are in Mac format, make sure each picture has a 3-digit extension, such as .jpg to indicate the format in which it given.

Your company logo (if any), and tell us the PMS color.

Samples of your printed materials -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image.

Check for at least 75% of the total. 100% paid-in-full for sites under $600.

A Forwarding Mailing Address will be provided once we make initial contact. We are looking forward to receiving your materials and constructing your website!