



Website Planning Worksheet

This [Web Site Planning Worksheet](#) should be used in conjunction with the [Web Site Design Contract](#) and [Web Site Content Worksheet](#) that should also be printed out by the client. If you are purchasing an online store, please also print out the [Store Planning Worksheet](#).

This questionnaire is designed to enhance communications between 4SureLink Communications and our clients. We suggest you print this document and have it handy when you discuss your project on the phone with a 4SureLink account executive. Once complete, please make a photocopy for your records, and fax or mail a signed copy to us. This provides a written memorandum of our mutually-agreed plan.

Company | Organization Name: _____

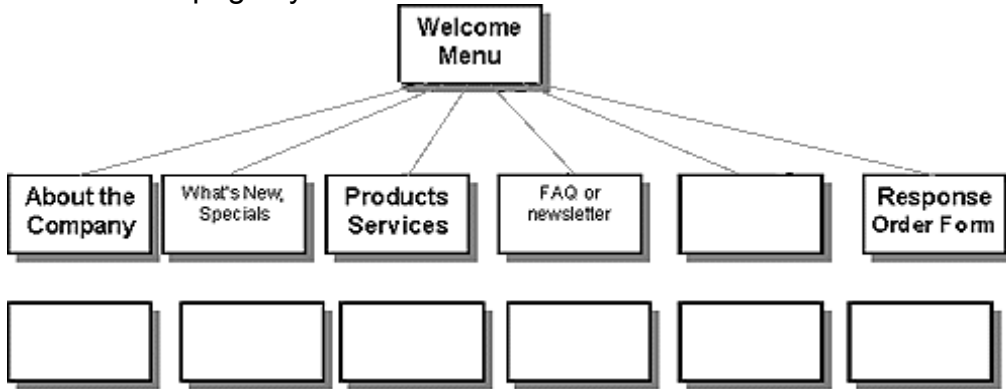
1. Purpose

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 _____
(If additional pages are requested, please attach Page 7 of this document)

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. You may check the availability of your domain name from our site at <http://www.4surelink.net/e/domainname.html>

Registered / Requested Domain name:

____ Desired ____ Already Registered (Renewal Date: _____)

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 masthead graphic? If so, please enclose a color copy.

___ **Photo or drawing** of product?

___ **Typeface** preference _____

___ Preferred **colors** in palette (PMS colors? ([See Color Palette](#)))

Hexidemical #s: 1) _____ 2) _____ 3) _____

___ Other ideas _____

5. Color and Accents

For the most part, we recommend a white background for best readability and contrast, with a band of color or a pattern running down the left margin of the webpage. Your preference:

We normally include a link at the bottom of the welcome page which reads "**Powered By**", "**Developed By**" or "**Maintained By**" **4SureLink Communications?** (You are under no obligation to say yes, however please state the reason: _____)

_____.

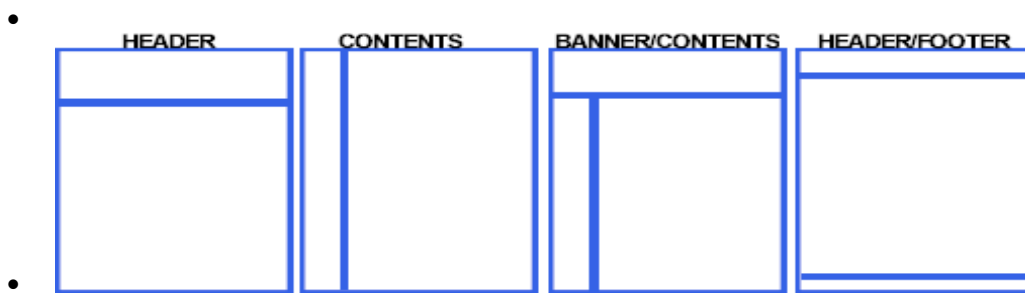
6. Navigation System

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.
- **Site Index "Image Map"** with a brief word or two indicating each page -- or, in larger sites -- each section of the website. This appears at the bottom of every page. In some sites we put this both top and bottom. You are limited to a maximum of about eight (8) selections on this image map. We use server side image maps to make it easy to expand the site at a later time without having to change the coding on each page of the site. For this reason, and to keep costs down, we do not include separate "buttons" on our standard sites. Included in sites of 6 pages or more.
- **Left-Side or Dropdown 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)
- **Frames System** where, typically, a scrolling menu remains on the left side to provide navigation. We recommend framed pages in limited situations, since they do not always print out, cannot be bookmarked easily and have many other issues on older browsers. However in many cases frames are very useful. (Extra charge) There are ten (10) or frame styles, the more popular styles follow:



Internal Search Engine is useful on larger sites of 15+ pages to help visitors quickly find what they're looking for. (Extra charge)

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 Arial Bold)
- **Text.** Body Font Style: _____ (recommend Times New Roman)
- **Image Map** by Image Map bar
- **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 home 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.

- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette.
- **Stock photos** are available, however we assist with photo select, but we bill you for our time at our hourly rate for specific image requests.)

For an extra charge, we can equip your webpages with:

- **Sound**, either MIDI musical background or streaming Real Audio for music or voice.
 - **Streaming Audio / Video Animated GIF images.**
 - **Shockwave Animations / Applets**
 - **Flat and Complex Data Base programming**
-

9. Response Forms

What is the purpose of your response form?

- Feed Back** for visitors to record comments
- Request for information**
- Survey** of customer preferences

Note: We do not suggest sites use the interactive response form as an order form unless you have an encrypted site and/or obtain a security certificate for secure order pick-up. We charge extra to set up the ordering system.

10. Web Hosting Service

We are also a web hosting business. We provide cgi-bin, FTP access, SSI, and in some cases allow telnet access for advanced users. Our no-extra-cost response form also requires a Unix system with Perl language available.

11. Registering and Advertising Your Website

We submit your information to **search engines** to "register" your website after final payment is received. Before doing this we work with you to get keywords and carefully constructed 25-word sentences contain the most important keywords.

Consider:

- Advertising your Website to Web search engines that index the Web
 - Giving customers a good reason to come again by offering a tool, something free (discount certificate, coupons), specials, etc.
 - 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
-

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: _____

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

Signature _____ **Date** _____

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

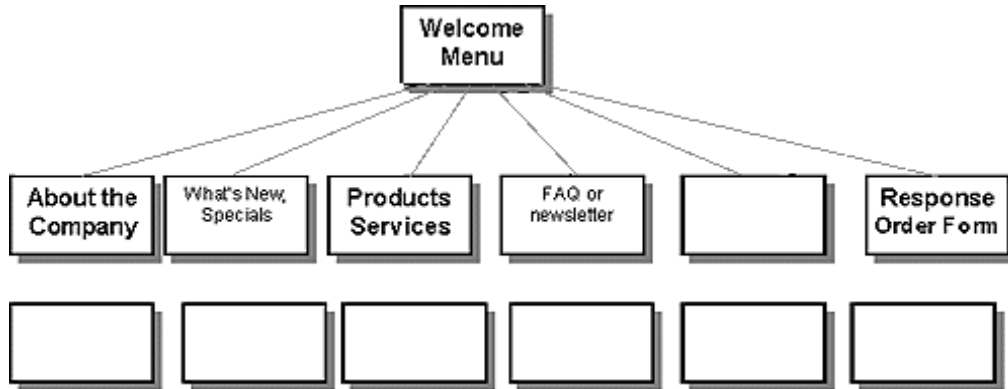
- [Website Planning Worksheet](#)
- [Website Design Contract](#)
- [Website Content Worksheet](#) which will define for us the:
 - **Written content for your webpages** (preferably on a diskette formatted for *Word for Windows* [2.0, 6.0, 7.0, 8.0, or 2000], *Word Perfect* [5.1, 6.0+], or other word processor. We can translate from most word processor formats with ease.)
 - **Photos or graphics** to be included. You may send graphics and photos which we can scan into electronic form. Even better, send us a diskette or ZIP disk with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, PCX, etc.). 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 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 50% of the total.

We are looking forward to receiving your materials and constructing your website!

4**SureLink Communicatinos, Inc.**

<http://www.4surelink.net>

ADDITIONAL PAGES



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