

WEB PAGE CONTENT WORKSHEET

You'll find it's a considerable amount of work to prepare your ideas and transform them into materials for the Web pages I will construct for you. Think of me as something like your company's graphic designers... Where you will supply the raw materials and I assemble them onto graphically pleasing, easy-to-read Web pages.

Standard Web Site Packages include everything the average small business needs for Web pages. But be sure to see the limits of what is included in each packages; there is an additional charge for services required beyond the standard packages.

Text ["What do you want it to say?"]

- You must set up a **separate Word processor file** for each Web page. Use this worksheet to indicate which file names correspond to which Web pages.
- **I prefer Microsoft Word**, although I can convert a wide variety of file types.
- Please do not send me a draft of your text. **I need your final version**. While we should expect to make minor changes here and there after the Web pages are prepared, there will be an additional charge to format and insert **brand new** text. Most word processors allow you to count the approximate number of words. Web pages which contain more than 1,200 words may be subject to additional charges, especially if they require a good deal of formatting.

Graphics ["What do you want them to see?"]

- The quality appearance of your Web site has a lot to do based on the photos or graphics you choose for your Web pages. Clipart can be used, but tends to make the pages look novice. Photos are probably best.
- You may **send graphics to me in either digitized form or hard copy photos** which I can scan.
- Prepare **captions** for each photo. You may affix a Post-It-Note to the photo to indicate its caption and which Web page it goes on.
- If you need me to prepare **specialized graphic elements**, such as effects or photo wizardry, please explain the changes clearly and perhaps include a sketch. This is an additional service and is charged at the hourly rate.
- You may select **stock photos** from your pages from sites such as www.istockphotos.com. This service must be paid for in advance for the price of the images. Just give me the photograph number from the site. If you prefer that I find and select the photos, this is charged at the hourly rate.
- Standard Web Site Packages **include an average of 2 photos** or graphics per page. Beyond that, there is an additional fee for placing photos unless it is an 'albums' page.

Please include this Web Page Content Worksheet with the material(s) and content that you provide to me. Feel free to use your own form if that is more convenient. Remove and add content description as needed.

Content Description	File Name for Text	Approx # of words	Photos or Graphics If none state "None"
Home			
About (the Company)			
Order/Response Form			
Services/Products			
Photos			
FAQ			
Newsletter			