

# WEBSITE ORGANIZATION WORKSHEET

This questionnaire is designed to enhance communications between the designer and the client. Please take a moment to fill it out and make a copy for your records before returning it to me. It provides a written memorandum of our mutually-agreed plan.

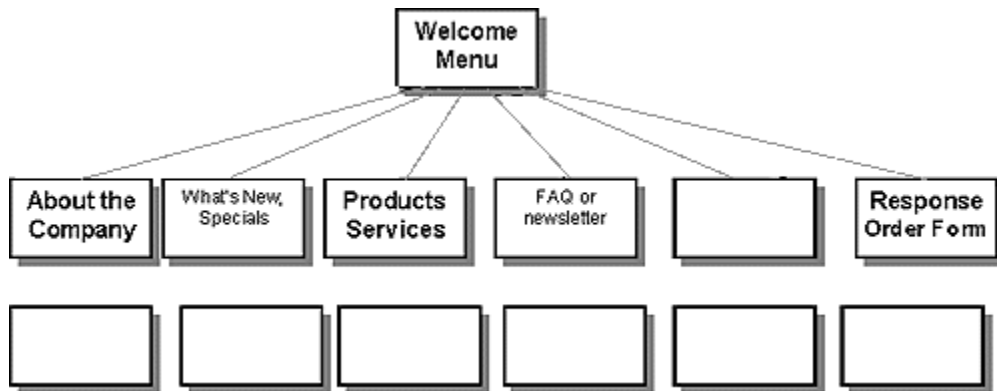
**Website/Organization Name:** \_\_\_\_\_

## I. Purpose

Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.	
	To establish (or upgrade to) a <b>presentable place on the web</b> that is both functional and distinguished.
	To act as an online <b>portfolio for my art or craft</b> .
	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:

## 2. Site Organization

Label pages you desire and cross out the rest.



**Total** number of pages decided upon:

### 3. Site and Domain Names

<b>Site Name on Masthead:</b>	
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**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 hosting sites, such as [GoDaddy.com](http://GoDaddy.com).

Domain name:	<input type="checkbox"/> I <b>want</b> this Doman name.	<input type="checkbox"/> I <b>already have</b> this Domain name.
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### 4. Masthead Graphic

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

I have/will provide (check all that apply):	
<input type="checkbox"/>	<b>Company Logo</b> incorporated in the masthead graphic.
<input type="checkbox"/>	<b>Photo(s) or drawing(s)</b> of business, products, art, etc.
Also consider (optional):	
<input type="checkbox"/>	<b>Typeface</b> preference:
<input type="checkbox"/>	Preferred <b>colors</b> in palette:
<input type="checkbox"/>	Custom/Other ideas:

### 5. Color and Accents

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

Your color preference: <input type="checkbox"/> Red <input type="checkbox"/> Orange <input type="checkbox"/> Yellow <input type="checkbox"/> Green <input type="checkbox"/> Blue <input type="checkbox"/> Violet/Purple <input type="checkbox"/> Other:
May I include a link at the bottom of the welcome page which reads " <b>Web by Grace Deguzman</b> "?
(You are under no obligation to say yes.) <input type="checkbox"/> Yes <input type="checkbox"/> No

## 6. Basic Page Elements

These are the important items which appear on your website:

- **Page titles** which show at top of Web browser only.
- **Navigation system** based on links, "Image Map", Menus and/or Buttons.
- **Top-of-page graphic/Image Map** based on the design of the masthead graphic (if any).
- **Page Title** in larger type. Heading Font Style: \_\_\_\_\_ (recommend Arial Bold)
- **Text.** Body Font Style: \_\_\_\_\_ (recommend Arial)
- **Standard company ID** near top or 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?  Yes  No If so, please list them here and indicate which are registered trademarks.

## 7. Photos, Graphics, Animations

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 me.

- **Clipart** tends to look a bit novice on websites. I recommend photos.
- **Photos** you supply either by sending the photos themselves for me to scan and return, or by sending the digitized images on a diskette.
- **Stock photos** obtained from [istockphoto.com](http://istockphoto.com) and other stock photo sites. (You write down the photo number and inform me of your choices, and which page each photo goes on. This service must be paid in advance for the price of the image. I can help you select the photos, but I would need to bill you for my time at the hourly rate.)

## 8. Web Hosting Service

Please let me recommend a Web hosting service for you, if you don't already have one. I require cgi-bin access and FTP access.

Web Hosting Service:	
Customer Service Phone:	
Customer Service Email:	

## 9. 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 Internet Service Provider or Google Analytics. I do not include page counters.

I submit your information to **Web search engines** to "register" your website after final payment is received. Before doing this I work with you to get at least 50 keywords and a carefully constructed 25-word sentence that contains the most important keywords.

## 12. Maintenance

<b>Target Date</b> for final payment to be made and your Web Site to be advertised:	
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Package prices include minor updating over the first three months of the contract. This covers minor price changes, product changes, grammar or spelling changes, dead links, etc. It does not include major changes, such as changing newsletter content (which essentially involves constructing a new webpage), which is billed at the hourly rate.

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

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

These are the final items that should be submitted to begin the process of building your website:

- Website Organization Worksheet
- Website Design Contract
- Web Page Content Worksheet materials which will define for me the:
  - **Written content for your webpages** (preferably on a disc or diskette formatted for *Microsoft Word* or other word processor. I can translate from most word processor formats with ease.)
  - **Photos or graphics** to be included. You may send graphics and photos which I can scan into electronic form. Although the easiest way would be to send me a disc, 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)
- **Samples of your printed materials** (brochures, letterheads, cards, booklets, etc.) So I can see how you present your company image.
- **Check** for at least 50% of the total.

I am looking forward to reviewing your materials and constructing your website!