

Website Discussion Form

This questionnaire is designed to enhance communications between Terrie Acampora and my clients. You can print the PDF file on your printer, and have it handy when you discuss your project on the phone with me. Fill in the blanks, as we talk on the phone, and then please make a photocopy for your records, and mail a signed copy to me. This provides a written memorandum of our mutually-agreed plan.

Organization Name: _____

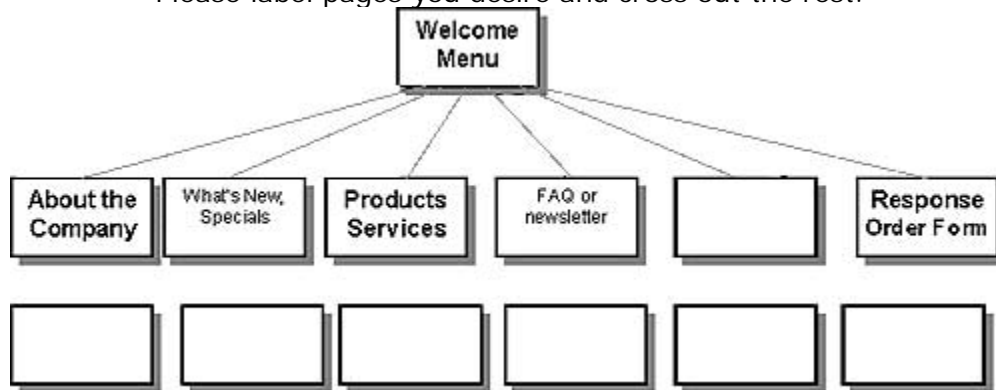
Purpose

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 **you 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 _____

Site Organization

Please label pages you desire and cross out the rest.



Total number of pages initially decided upon _____
(this often changes as development progresses this will change pricing, and/or time lines and must be agreed upon as it arises, and priority is accessed).

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 at Network Solutions (<http://www.networksolutions.com>), GoDaddy.com (<http://www.godaddy.com>) or Yahoo (<http://www.yahoo.com>).

Domain name _____ Desired Already Registered

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.

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?)

 Other ideas

Color and Accents

For the most part, I recommend a white or black background for best readability and contrast, with a band of color or a pattern running down one or both margins of the webpage. A triple color scheme is usually best, but every site is different.

Your preference:

Navigation System

The navigation system of all my 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 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.

Basic Page Elements

These are the important items which appear on nearly every webpage on your site

- **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)
- **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.

Photos, Graphics, Animations, Sound, Video, Other

DragonflyzDesigns 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 Terrie Acampora/DragonflyzDesigns.

- **Clipart** tends to look a bit tacky on websites. I recommend photos.
- **Photos** you supply either by sending the photos themselves for Terrie Acampora/DragonflyzDesigns to scan and return, or by sending the digitized images on a diskette or email.

Extra elements that I can equip your webpages with:

- **Sound**, either MIDI musical background or streaming Real Audio for music or voice, Quicktime etc...
- **Animated GIF images.** High quality photo images are available from many sources. We can also make animations for an extra charge.
- **Shockwave Animations** / Flash
- Video clips
- Visit Counters/Trackers

- Response Forms :
What is the purpose of your response form?

- ___ **Guestbook** for visitors to record comments
- ___ **Request for information**
- ___ **Survey** of customer preferences

Web Hosting Service

I am not in the web hosting business. I recommend to my clients web hosting services tailored to their specific needs. I've worked with dozens of hosting services - the good, the bad, and the ugly. I 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 Terrie Acampora/DragonflyzDesigns recommend a Web host service for you. I require cgi-bin access and FTP access.

Web Hosting Service _____

Phone: _____

E-mail for support or help _____

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 and back 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 | Event/Products Updates

Information about **number of visitors to your website** can usually be obtained from your Internet Service Provider, from statistics generated daily by such programs as WWWSTAT, GETSTATS, or Analog on the host computer

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 20 to 100 keywords and a carefully constructed 25-word sentence contain the most important keywords.

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 an 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 Terrie Acampora to construct a website, and I authorize Terrie Acampora 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 Terrie Acampora/DragonflyzDesigns:

- **Website Planning Worksheet**
- **Website Design Contract**
- **Website Content Worksheet** which will define for Terrie Acampora/DragonflyzDesigns the:
 - **Written content for your webpages** (preferably on a CD formatted *for Windows, Word Perfect*], 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. Even better, send Terrie Acampora/DragonflyzDesigns a CD with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, PNG, AI, PSD 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 me the PMS color or an editable file to obtain that information.
- **Samples of your printed materials** -- brochures, letterheads, business cards, mailers, booklets, etc. -- so I can see how you present your company image.

- **Check** for at least 50% of the total.

You may send your package to Terrie Acampora/DragonflyzDesigns,
by **mail**: PO. Box 716 - Half Moon Bay, CA 94019, USA
or by **UPS, FedEx**, etc. at: Please call me at 650-560-0228 or email me directly at:
{ [HYPERLINK "mailto:terrie@dragonflyzdesigns.com"](mailto:terrie@dragonflyzdesigns.com) } for street address.

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