

Affordable eSolutions Website Planning Worksheet

Used in conjunction with the **Website Package Contract** which should also be printed out by the client.

This questionnaire is designed to enhance communications between Affordable e Solutions and our clients. Why don't you print it on your printer, and have it filled out as much as you can when you discuss your project with an Affordable e Solutions representative. After we've you've filled in the blanks as we talk, please make a photocopy for your records.

Organization/Individual Name:

1. Pre-Process Questions (Attach additional paper if necessary)

Identify what you want to present (Product, Self, Service, or Information).

Why do you need/want a website?

What do you want the website to accomplish?

Who are some of your competitors? List their website addresses (URLs)

What makes your product/service/information unique compared to others? What do you offer that competitors do not?

2. Website 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, organization, or individual.

To develop a qualified **list of prospects**

To **sell products and/or services directly** taking credit card information over the Internet

To encourage potential customers to **contact us by phone or mail** to consummate a sale.

To inform a visitor of **you, your product/service, or the organization** you represent.

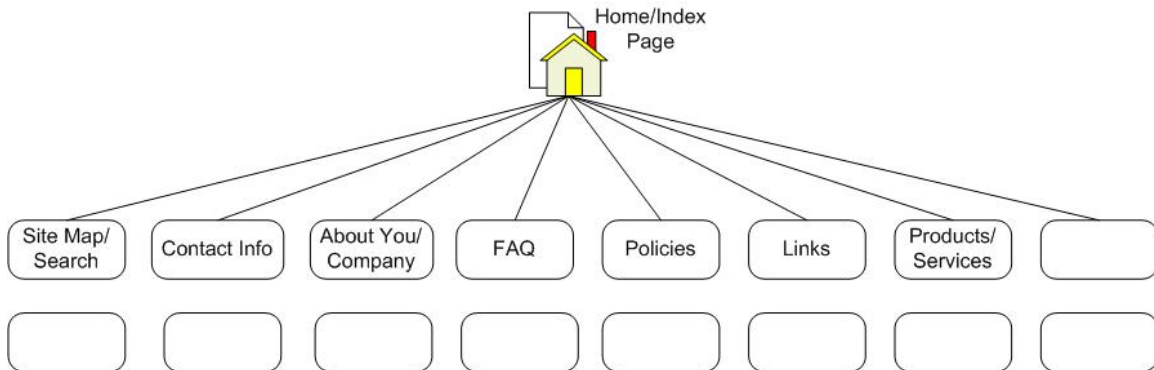
To make available **product information and price lists** to customers.

To strengthen **brand identification**.

Other _____

3. Site Organization

Please label pages you desire and cross out the rest.



Total number of pages decided upon _____

4. Site and Domain Names

Name on Head of Website: _____

Domain Name It must be registered through a 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) (<http://www.networksolutions.com>)

Desired Domain name _____ Available? ____ (y/n)

Secondary Domain name _____

5. Website Header 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 send us an electronic copy or a printed color copy.

Photo or drawing of product?

Typeface preference _____

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

Other ideas

6. Colors, Backgrounds, and Accents

For the most part, we recommend a plain/simple background for best readability and contrast for text heavy areas. A band of color or a pattern running down the margins of the webpage will add to the visual appeal of the website. We want your website to look great but ultimately allow users to view important content easily.

Your preference: _____

May we include a link at the bottom of the welcome page which reads "**Website Designed by Affordable-e-Solutions**"? Yes No

7. Navigation System

Check mark those you wish incorporated in your site:

Main Navigation 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. These links are text only and appear at either the top of the page and/or the bottom.

Image Links with a brief word or two indicating each page -- or, in larger sites -- each section of the website. These are images of objects or words that describe the page that the link points to. Such as a picture of a mailbox for email address.

___ **Drop Down Menu** links are especially useful on larger sites. 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.

___ **"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 (**Additional Labor**)

___ **Website Search** is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for. (**Additional Labor**)

8. Basic Page Elements

These are the important items which appear on nearly every webpage on your site (except the "home/index" 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 Standard Fonts)
- **Navigation Links** location: _____ (Left, Top Centered, Bottom)
- **Standard company ID/Logo** 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?
- **Page layout** style: (Centered, Justified Left, Columns, examples.)
Describe: _____

Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks: _____

9. 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.
- **Photos** you supply either photos themselves for us to scan and return, or supplying digitized images on a diskette.
- **Stock photos** obtained from websites that you have a membership to obtain royalty free pictures. (You can download the pictures and supply them to us)
- **Custom photos** taken by us to be used on your website. The time spent to take the photos and process them digitally will be additional labor.

For an extra charge, we can equip your web pages with:

- **Sound**, either MIDI musical background or streaming Real Audio for music or voice.
- **Animated GIF images**. High quality photo images are available from royalty free websites and other sources. We can also make animations for an extra charge.
- **Flash Animations**
- **Video clips**

Lastly any additional special effects, functions, or requests please list below.

10. Forms

Please select a form(s) that you would like in your website.

- 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 pick-up. For one or two products we recommend using PayPal. **There will be additional labor for the setup of forms.**

11. Web Hosting Service

We offer affordable web hosting plans. Please reference the "**Services and Rates Sheet**" sheet. It is your decision if you would like Affordable eSolutions to host your website or not. We would like to host your website. Please list the Plan that you would like to have with us. Enter "None" if you would not like for us to host your website.

Affordable eSolutions Web Hosting Plan: _____

If you choose to select another web host please provide the following information.

Web Hosting Service _____

Phone: _____

E-mail for support or help _____

FTP Address Connection: _____

Login ID: _____ Password: _____

12. Registering and Advertising Your Website

Tips to 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 web pages.
- 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, from statistics generated daily by such programs as WWWSTAT, GETSTATS, or Analog on the host computer.

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 25 to 50 keywords and a carefully constructed 25-word sentence contain the most important keywords.

13. Maintenance

Affordable eSolutions provides affordable Maintenance Plans for our clients. Please reference the "**Services and Rates Sheet**" to choose plan. If no plan is desired, please enter "None".

Maintenance Plan _____

Package prices include minor updating over the first three months of the contract. This covers minor price changes, product changes, text changes, etc. It does not

include major changes, such as changing newsletter content (which essentially involves constructing a new webpage), unless a Maintenance Plan is included by the customer. Changes to a web page beyond the three month contract and the exclusion of a Maintenance Plan are subject to standard hourly rate of service fees.

14. Homework (Attach additional paper if necessary)

List your 5 distinct target markets.

Please list 25-50 keywords that are relevant to your business. These will be used to find you through search engines on the Internet such as Google.

List a strong website title 8-14 words long consisting of keywords, verbs, and words that bring out emotion. The first words in your title should be a keyword phrase.

List a website description that is 15-25 words long consisting of keywords and powerful searching words such as "free, service, gift, etc."

List 5 keyword phrases, built from the 25-50 keywords from above that are relevant to your products/services.

List an opening statement that users will view when they first visit your website. Write a statement for each of your target markets using keywords and keep it 3-4 sentences in length.

On behalf of my organization I approve the above website plan which I have developed with Affordable eSolutions to construct a website, and I authorize Affordable eSolutions 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 providing to us:

- **Affordable eSolutions Website Planning Worksheet**
- **Affordable eSolutions Website Package Contract**
- **Affordable eSolutions Services and Rates Sheet**
- **Website Content** which will define for us the:
 - **Written content for your webpages** (preferably on a diskette formatted for *MS Word for Windows* [2000 or better], or other *Windows* based word processor. We can translate from most word processor formats with ease.)
 - **Photos or graphics** to be included. You may provide graphics and photos which we can scan into electronic form. Even better, provide us with a diskette or CD with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, PCX, etc.
 - **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.
- **Payment** for at least 50% of the estimated total.

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

We are looking forward to working with you and constructing your website!

Form last updated May 6, 2005