

WEBSITE PLANNING WORKSHEET

This questionnaire is designed to enhance communications between 99DollarWebsite.info and our clients. Why don't you print it on your printer, and have it handy when you discuss your project on the phone with a 99DollarWebsite.info's representative. After we've you've filled in the blanks as we talk on the phone, please make a photocopy for your records, and mail a signed copy to me. It provides a written memorandum of our mutually-agreed plan.

Organization Name: _____

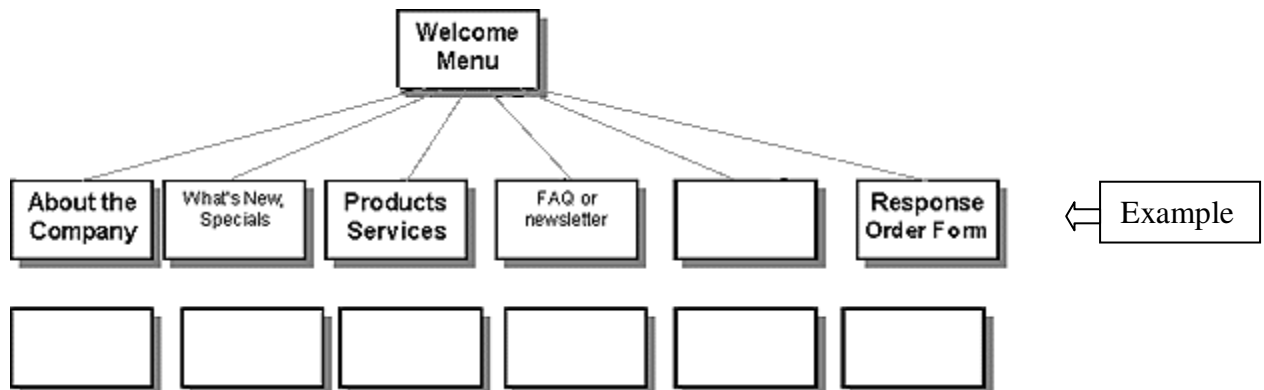
1. Purpose

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 _____
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2. Site Organization (Standard 3-pages only \$99.00, Extra Pages start at \$25 per page)

Please label pages you desire and cross out the rest.



Total number of pages decided upon _____

3. Site and Domain Names

Site Name: _____

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 GoDaddy and purchase using: (<http://www.jdoqocy.com/click-2352821-10379078>)

Domain name: **www.**_____ Desired Already Registered

4. Graphic Design Services

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 (font) preference _____

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

Other ideas _____

Masthead (TOP MAIN HEADER) – Additional Cost \$50.00

One of the most important visual aspects of your website is the top main header. This is normally the first thing a potential client will see when they arrive at your website. We will create a top main header that is gorgeous, professional, and eye-catching that can include your logo if necessary.

Logo Design – Additional Cost \$199

- If you are need of a logo we offer logo design services. To order our logo design services please visit: <http://www.99dollarwebsite.info/logo-design.html>

Banner Ads – Additional Cost, Starting at \$25

- Our Banner ads start at \$25.00 (depending on size)

Banner ads are an important tool in an internet advertising campaign. They are a great way to drive traffic to your website, which in turn generates more visitors & sales. For as low as \$25.00 you can have a "static" (non-animated) banner created

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: _____

May we include a link at the bottom (footer) of the welcome page which reads "**Website Designed with Care by 99DollarWebsite.info**"? (You are under no obligation to say yes.) ___Yes ___No

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.
 - **Colored bar "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/Right-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.
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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 header 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)
- **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.

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.

- **Clipart** tends to look a bit tacky on websites. We recommend photos.
 - **Photos** you supply either by emailing or sending the digitized images on a diskette.
 - For an extra charge, we can equip your webpages with:
 - **Stock photos** obtained from ClipArt.com, Fotosearch.com and other stock photo sites.
 - **Sound** - or mp3 files for music or voice. (Additional \$25.00)
 - **Video clips** - From Youtube, etc. (Additional \$10.00)
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9. Response Forms

What is the purpose of your response form?

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.

10. Shopping Cart

For one or two products we recommend using RokQuik Cart or VirtueMart for hundreds of products with a secure server.

All shopping carts can be used in conjunction with your paypal or Google account:

Paypal Email: _____ Google email: _____

We charge extra to set up the ordering system and adding inventory.

- Set up Shopping Cart with no products (you will enter): \$85.00
 - Shopping Cart with 50 products entered: Additional Cost \$125
 - Additional products per 50: Additional \$40 per 50 items added
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11. Web Hosting Service

We will host your website for \$5.99 per month if paid monthly or \$60.00 per year if paid full year upfront..

12. Advertising Your Website

Be sure to read my article, **Get Traffic To Your Website** (<http://www.99dollarwebsite.info/increase-website-traffic.html>). 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 - Constant Contact, etc.

Information about **number of visitors to your website** can usually be obtained from your Internet Service Provider or Google Analytics. We can include page counters on our Standard Website Packages

For an additional fee 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 50 to 100 keywords and a carefully constructed 25-word sentence contain the most important keywords.

13. Registering Your Website

We will add your url to Yahoo, Google and MSN at no additional cost to you.

14. Tracking Your Website

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

Get Google Analytics: <http://www.google.com/analytics>

15. Website Maintenance

Our website content management system is easy to use however, if you desire to hire us to make changes to your website. Our website maintenance fee is \$25 per hour with a 1 hour minimum.

Target Date _____

Package prices include minor updating over the first 30 days 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 completed: _____

On behalf of my organization I approve the above plan which I have developed with 99DollarWebsite.info to construct a website, and I authorize 99DollarWebsite.info 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 Cost Worksheet**
- **Send us the following** by email to shop@99dollarwebsite.info:
 - **Written content for your webpages** (preferably emailed)
 - **Photos or graphics** to be included. You may send graphics and photos (JPG, GIF, PNG)
 - **Videos, Music** to be included.
 - **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.
 - **Point us to websites that may already have the information.**
- **Payment** of at least 50% of the total.

You may send your package to Julie Williamson, 99DollarWebsite.info, **by US mail** to:

1 Russell Court, Baltimore, MD 21207, Phone: (410) 929-8618

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