

This questionnaire is designed to enhance communications between C.H.A.D.S Designs and our clients. Print it out and have it handy when you discuss your project on the phone with a C.H.A.D.S Designs representative. After 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: _____

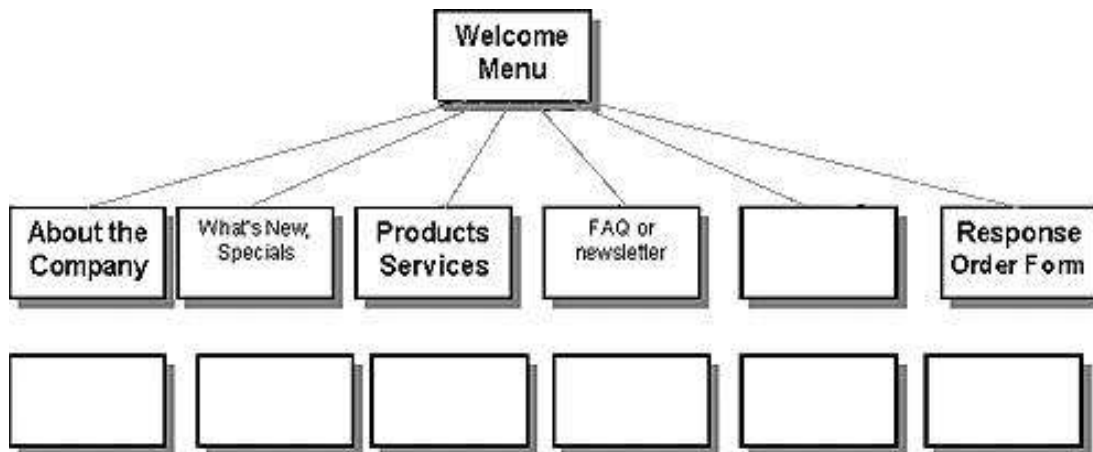
1. Purpose

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 _____

2. Site Organization

Please label pages you desire and cross out the rest.



Total number of pages decided upon _____

3. 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 1&1Internet Inc. (<http://www.1and1.com>)

Domain name _____

Desired _____

Already Registered _____

4. Masthead 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 enclose a color copy.

Photo or drawing of product?

Typeface preference _____

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

Other ideas

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 of the welcome page which reads "**Website Designed by C.H.A.D.S Designs Services**"?

(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.

LeftSide Menus with text links are especially useful on larger sites. Included in sites of 6 pages or more. These may be white or lightcolored over a dark leftside color or pattern, or black or dark over a light leftside color or pattern.

Optional Systems. Circle those you wish incorporated in your site.

LeftSide "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 a text link.

Frames System where, typically, a scrolling menu remains on the left side to provide navigation. We do not recommend frames in practically any situation, since they are a design disaster. They do not always print out, cannot be bookmarked easily, and often make the page design look "tacky" with their ugly gray scroll bars. We see them as the amateur's way to look cool. In a very few cases, they are useful: (1) to display large databases of information, (2) purposely hide URLs of content pages, (3) send visitors to other sites while making it easy for them to come back. (Extra charge)

Search Engine is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for. (Extra charge)

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 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)

Image Map

Standard company ID near bottom of page

Email

Response link to the following email 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.
For an extra charge, we can equip your webpages with:

- **Sound**, either MIDI musical background or streaming Real Audio for music or voice.
- **Animated GIF images.**
- **Shockwave Animations**
- **Video clips**

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 pickup. For one or two products we recommend using Paypal. We charge extra to set up the ordering system on other shopping carts

10. Web Hosting Service

We are not in the web hosting business. We recommend to our clients web hosting services tailored to their specific needs. We've worked with dozens of hosting services the good, the bad, and the ugly. We usually do not recommend hosting on your local dialup ISP, since they too often are not wellprepared to meet specialized business site hosting needs. Their main business is usually dialup access, and hosting is only a sideline for them. Please let us recommend a Web host service for you. We require cgibin access and FTP access.

Web Hosting Service _____

Phone: _____

Email for support or help _____

11. Registering and Advertising Your Website

Advertising your Website to Web search engines that index the Web
Giving customers a good reason to come by offering them something
Finding industrywide 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" miniad attached to all your email messages
Making your website part of one or more of the many "malls."
Including your email and Web addresses on all your company's print literature, stationery, and display advertising
Email newsletters

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 containing the most important keywords.

12. Maintenance

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 our 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 C.H.A.D.S Design to construct a website, and I authorize C.H.A.D.S Design 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:

1. Website Planning Worksheet
2. Website Design Contract – No site work will begin until a signed contract is received.
2. Website Content Worksheet

which will define for us the:

Written content for your webpages (preferably on a diskette formatted for *Word for Windows* [2.0, 6.0, 7.0, 8.0, or 2000], *Word Perfect* [5.1, 6.0+], or other word processor. We can translate from most word processor formats with ease.)

Photos or graphics to be included. You may send graphics and photos which we can scan into electronic form.

Even better, send us a 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 3digit extension, such as .jpg to indicate the format in which it is given.

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.

Check for at least 50% of the total.

You may send your package to Sandra Green, C.H.A.D.S Designs
C.H.A.D.S Designs
1057 US RT 3
Columbia, NH 03590

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