

North Fork IT Services

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NORTH FORK IT SERVICES

www.WoodlandComputerRepair.com

Your neighborhood Information Technology department
for computer repair and web site design in Woodland.
(360) 314-7171

North Fork IT Services - Website Planning Worksheet

The objective of North Fork IT Services is to exceed client expectations in all aspects of your experience with our services. Thank you for providing us with an opportunity to serve your business

This agreement covers the Web Site Domain Name(s) listed on the line below:

This worksheet, used in conjunction with the Website Content Worksheet and the Website Design Contract will assist us in ensuring that your website is the best it can be. If you are purchasing an online store, please also complete the Store Planning Worksheet.

This questionnaire is designed to enhance communications between North Fork IT Services and our Clients. We recommend that you print this worksheet and have it handy when you discuss your project with a North Fork IT Services representative. Once you've completed this worksheet and have discussed it with us we will provide a photocopy for your records.

The Name of your Company, Organization, or Web Site: _____.

1. The Purpose of your website

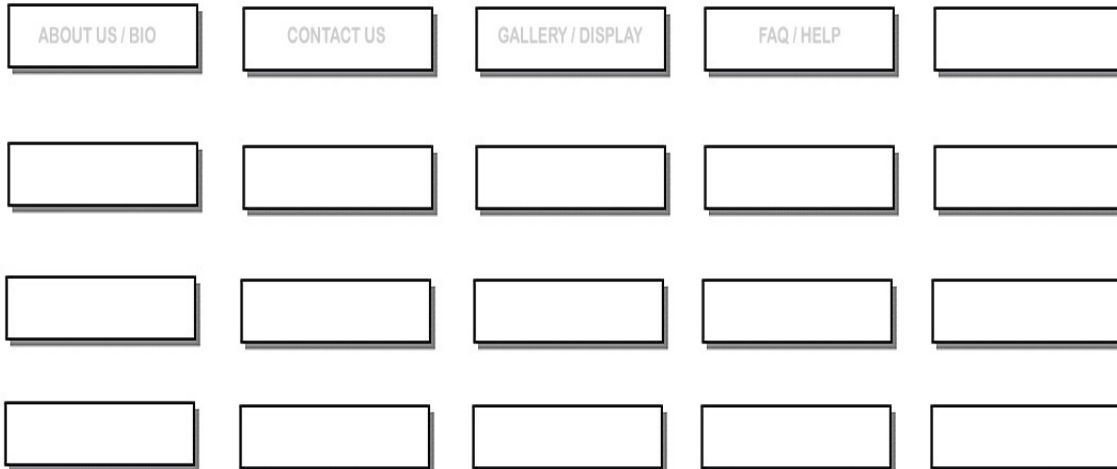
Please help us to understand the goals of your website. Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all.

- 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. The way your website will be organized

This section will assist us in understanding how many pages your web site will consist of. Please use the 'tree' below to tell us about how you want your web site to be structured. Total Number of pages: _____.

HOME PAGE



5. Navigation System

The navigation system of all our Basic 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. For certain sites this is placed at both the top and bottom. You are limited to a maximum of 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" in our Basic Site Packages. They are included in sites of 20 pages or more.
- **Left-Side Menus** with text links are especially useful on larger sites and are included in our Basic Packages for sites with 20 or more pages. They can allow more detail than an 8-item image map, and can enable visitors to see from any page how to get to any other. The font will be a contrasting color to the page background.

Optional Navigational Systems - Please check those you wish incorporated in your site.

- Left-Side "Buttons"** This feature adds an extra sharp look to your site but can be time consuming to maintain when a change or addition is made to the system. Also, it may take significantly longer to load many buttons than an image map of the same area (Extra charge).
- Internal Search Engine** This is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for. (Extra charge)

6. Basic Page Elements

A note about Browser Optimization: when North Fork IT Services creates your website it will be viewable by major internet browsers. This means that your web site will look the same in AOL, Internet Explorer, Maxthon, Mozilla Firefox, Mozilla, Netscape, and Opera.

These are the important items which appear on nearly every webpage on your site (except the "home" page).

- **Individual page titles** which show at top of Web browser
- **Top-of-page** graphic based on the design of the masthead graphic
- **Page Title** in larger type. Your preferred heading font style: _____
- **Text** Your preferred body font style: _____
- **Image Map** bar [Your web site's navigation menu]
- **Standardized company/organization ID** at the bottom of every 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 _____

7. Graphics & Photos

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 unprofessional on websites. We recommend photos or custom graphics.
- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette/CD/via email.
- **Stock photos** obtained from Photodisc (<http://www.photodisc.com>), Corel (<http://commerce.corel.com>), or PictureQuest (<http://www.picturequest.com/>). You will need to write down the photo number and inform us of your choices, and which page each photo goes on. We can help you select the photos, but we would need to bill you for our time at our hourly rate [listed in Section 5 of your Website Design Contract]
- **Individual page titles** which show at top of Web browser

8. Animations, Sound, and Video

For an additional charge we can equip your webpages with the following extra features. (Please check all that apply)

- Sound** Either MIDI musical background or streaming Real Audio for music or voice
- Animated GIF images** High quality photo images are available from PhotoDisc (<http://www.photodisc.com>) and other sources. We can also make animations for an extra charge.
- Macromedia Flash or Shockwave Animations**
- Video clips**

9. Contact/Response Forms

What is the purpose of your contact/response form?

- Guestbook** for visitors to record comments
- Request for information** - contact form that lets you receive emails from your website
- Survey** of customer preferences
- Other** _____

10. Marketing and Promoting Your Website

- 3 Keywords** for advertising your Website to Web search engines that index the Web **(Included in Basic Package)**
- Finding industry-wide linking pages** and negotiating reciprocal links to and from their webpages (There may be extra charges related to this type of advertising and extra consulting charges apply)
- Purchasing Web advertising** - North Fork IT Services has a network of contacts to assist in advertising your website at a reasonable cost with a proven ROI (Extra consulting charges apply)
- Assisting you with marketing your business** by including your e-mail and web addresses on all your company's print literature, stationery, and display advertising (Extra consulting charges apply)

If you choose North Fork IT Services as your web host you will receive weekly reports that outline the number of visitors you receive each week, as well as other important business monitoring metrics relating to your website. If you choose another hosting service Information about number of visitors to your website can usually be obtained from your Service Provider, from statistics generated daily by such programs as WWWSTAT, GETSTATS, or Analog on the host computer. We do not include page counters on our Basic Website Packages.

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 as well as listing the 3 keywords mentioned above in the header section of every webpage in your site.

11. Maintaining your Website

Package prices include minor updating over the first six months of the contract. This covers minor price changes, product changes, text updates, 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. The specifics of this maintenance are outlined in your Website Design Contract.

- I would like to purchase an Annual Maintenance Contract from North Fork IT Services.**
The North Fork IT Services Annual Maintenance Contract for Websites is a smart investment if you have a site which requires new content and major updates. The contract charge is \$1,200 annually and covers all updates, maintenance, back-ups and most new page content. The specifics are outlined in the Maintenance Contract.
- I will perform the maintenance on my website and pay the additional hourly charges for North Fork IT Services to renew the content and upload the updates.**

12. Project Target Completion Date

The Target Date is the date that your website will go 'live' on the internet. I would like this date to be _____

SIGN-OFF

This section states that you have reviewed the items bulleted below with a representative from North Fork IT Services, Please initial the lines by each bullet.

- I have reviewed the Website Planning Worksheet _____
- I have reviewed the Website Design Contract _____
- I have reviewed the Website Content Worksheet _____

The Website Content Worksheet provides North Fork IT Services with:

- > **Written content for your webpages** (Preferably on a diskette formatted for Word for Windows [2.0, 6.0, 7.0, 8.0] or Microsoft Word [95, 97, 2000, XP, 2003])
- > **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/CD/email with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, PCX, etc. No Mac formats please.
- > **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.
- > If the website quote is over \$2,500, a Check or Credit Card Payment for at least 50% of the total quoted price is due upon signing of the Website Design Contract. If the quote is under \$2,500 a Check or Credit Card Payment for 100% of the quoted price is due upon signing of the Website Design Contract. Payment to be made on _____.

On behalf of my organization I approve the above plan which I have developed with North Fork IT Services to construct a website, and I authorize North Fork IT Services to use this Website Planning Worksheet as the basis of the project.

Client Signature

Date

North Fork IT Services Representative Signature

Date

