

# CREATION DESIGNS

## WEBSITE PLANNING GUIDE

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This questionnaire is designed to enhance communications between Creation-Designs.com and our clients. If this seems complicated, you may indicate areas of indecision or ask for help.

**Name / Business / Organization name:** \_\_\_\_\_

**Nature of Business:** \_\_\_\_\_

### 1. Purpose

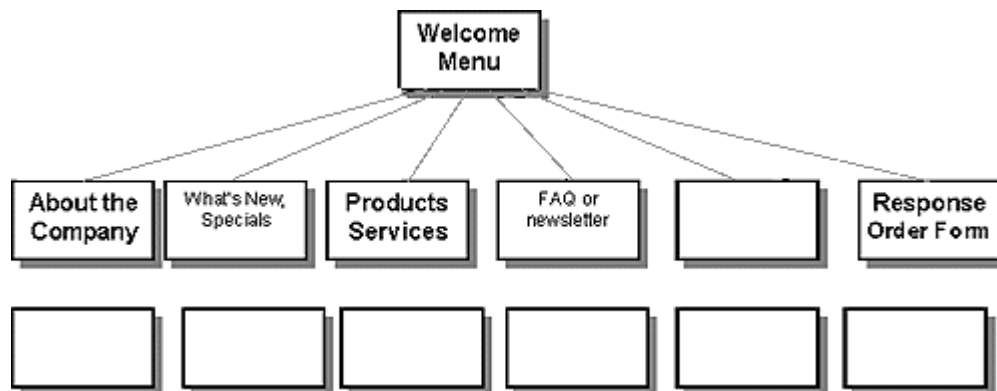
Number the most important purpose "1", next most important "2"  
Leave those blank which do not interest you at all:

- To gain a **favorable impression** of your service, 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 you by phone or mail** to consummate a sale.
- To make available **product information and price lists** to distributors or customers.
- To strengthen brand identification.
- Other \_\_\_\_\_

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### 2. Site Organization

Please label pages you desire and cross out the rest.



Total number of pages decided upon \_\_\_\_\_

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### 3. Site and Domain Names

Site Name on Masthead: \_\_\_\_\_

**Your Domain Name** must be registered through your web hosting service and approved by a domain registration service before you can use it. We recommend Namecheap.com. If you do not have a domain you may check the availability of your desired name at allwhois.com

Domain name \_\_\_\_\_ Desired \_\_\_ Already Registered

Once your site design is complete we will contact your registrar and give them the primary and secondary DNS number provided by your web hosting service.

Registrar's website \_\_\_\_\_ User ID \_\_\_\_\_ Password \_\_\_\_\_

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### 4. Masthead & Other Graphics and Photos

Please include a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image.

I do not have a logo and would like a custom design for my masthead. Simple designs can be done in-house. However, we have artists who we can recommend to work with us in this capacity for logo design and other specialized images.

I wish to have my **Company Logo** incorporated in the masthead graphic. If so, please enclose a color copy or graphic file in the highest resolution you have available.

Do you want other photos or drawings to be incorporated into the website presentation?

List of masthead or web design styles you like \_\_\_\_\_

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### 5. Color and Accents

For the most part, we recommend a very light or very dark background for best readability and contrast (with an option of a pattern, graphic background, multiple columns, or a band of color or a pattern running down a margin of the page). If you have a preference, state your ideas here:

Background: \_\_\_\_\_ Side: \_\_\_\_\_ Background Graphic: \_\_\_\_\_

Text Headings (if other than black) \_\_\_\_\_

We have provided a web safe color design page at: <http://www.creation-designs.com/ColorCube/ColorCube.htm>

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### 6. Navigation System

The navigation system of all our Standard Website Packages includes:

- Menu links to enable Web search engines to "spider" and index content on every page.
- Side and top menus may be useful as well as a brief bottom menu.

**Optional Systems.** Circle those you wish incorporated in your site (extra charge).

- Drop down or graphic based menus can be used, although they are more expensive and time consuming to maintain when a change or addition is made to the system.
- Image map (large graphic with links as roll-overs or text links)
- Search Engine is useful on larger sites with lots of content or products to help visitors quickly find what they're looking for.

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### 7. Basic Page Elements

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

- 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.
  - Text Style: \_\_\_\_\_ (Serif or Sans Serif)
  - Navigation (menu) bar
  - 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 copyright information, registered trademarks, or service marks does your company want to indicate here?
  - Text link: "Website by Creation-Designs" in small print at the bottom of every page.
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## 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 sending the photos themselves for us to scan and return, or by sending the jps or tif images on a disk, CD, by email or ftp upload.
- We will scan photos and resize photos at our hourly rate of \$50 per hour.

We can also equip your web pages with media:

- Sound streaming audio for music or voice (recommended to play only by choice of visitor).
- Slide Shows
- Video clips

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## 9. Response Forms

What is the purpose of your response form?

- Request for information**
- Survey** of customer preferences
- Newsletter** request
- Secure Order Form** (extra charge)

**Note:** For secure orders we also suggest Pay Pal or a merchant shopping cart system. We charge extra to set up the ordering system.

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#### 10. Web Hosting Service

Our service does not include web hosting, but we offer to set you up with a moderate size site with email, form handling, ftp access and control panel access for an average of \$75 per year. This includes e-mail and ftp setup. If you have a hosting service already, we will need ftp and control panel access.

Web Hosting Service Website \_\_\_\_\_ Contact Name \_\_\_\_\_

User Name \_\_\_\_\_ FTP Password \_\_\_\_\_

Authorization: Tell your Hosting Service contact that you authorize Creation-Designs to access this account, and authorize them to provide Creation-Designs with "write permission" for your webpage directory, cgi-bin directory, telnet and FTP access, and any other directories or programs which need to be accessed for this project.

Hosting Service Phone: \_\_\_\_\_

Primary DSN number \_\_\_\_\_ Secondary DSN number \_\_\_\_\_

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#### 11. Registering and Advertising Your Website

We will register and verify your website with Google once it is completed.

Also, you may wish to increase traffic to your site using other means:

- *Giving customers a good reason to come by offering them something*
- *Negotiating reciprocal links to and from web pages that are complementary to your business or service.*
- *Purchasing Web advertising.*
- *Becoming active in several 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 shopping or advertising "mall."*
- *Including your e-mail and Web addresses on all your company's print literature, business cards, stationery, and display advertising*
- *E-mail newsletters*

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Your site will need meta-tags to make it searchable by the many crawlers and search engines on the web. This requires selecting 50 to 100 keywords and a carefully constructed descriptive paragraph containing the most important keywords. You will find links to Google sites that help you select keywords for your site at the tools page of Creation Designs: <http://www.creation-designs.com/tools.html>

Information about number of visitors to your website can usually be obtained from your hosting service on which Web Statistics are generated daily. We do not include page counters on our Standard Website Packages.

### 12. Maintenance

Target Date for Site Completion \_\_\_\_\_

Minor updates and edits are billed at a minimum fee of \$5. Other content change, edits, page and image additions will be billed at our hourly rate of \$50 per hour.

**Unless a payment plan is arranged**, once final payment is made, your website will be uploaded using your own domain name and submitted to Google.

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

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**Extensive SEO (Search engine optimization) and web marketing services are separate from web design and are not handled by Creation-Designs.**

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These are the items that will make up the package you'll be sending to us:

- Website Planning Worksheet
- Website Design Contract
- Website Content Worksheet which will define for us the:
  - *Written content for your web pages (preferably by email attachment or on diskette in MS Word format (.doc or .docx) or as a .txt or .rtf file.)*
  - *Photos or graphics to be included. You may send graphics and photos, which we can scan into electronic form. You may send us a CD with your graphics in any popular format such as JPEG, PSD, TIF, etc.). If these are generated by an Apple Macintosh computer, 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).*
- *Samples of your printed materials — brochures, letterheads, cards, booklets, etc.—so we can see how you present your company image.*
- *Once we have agreed upon a price for your site, we will begin its construction after receiving a check for at least 50% of the total. Your website will be uploaded to a private location until completed and approved by the client. Uploading your site under its own domain name, plus the addition of meta-tags and its submission to Google will occur after final payment is received (unless a payment plan is approved).*

*You may send your package by e-mail, or sent to our physical address:*

Jerri-Jo Idarius  
Creation-Designs  
40 E. San Francisco Avenue  
Willits, California 95490

Please call to go over any details of this questionnaire at any time. Our number is (707) 459-0241. We are looking forward to receiving your materials and constructing your website!