

CREATION DESIGNS

WEBSITE PLANNING GUIDE

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

Organization Name: _____

Nature of Organization _____

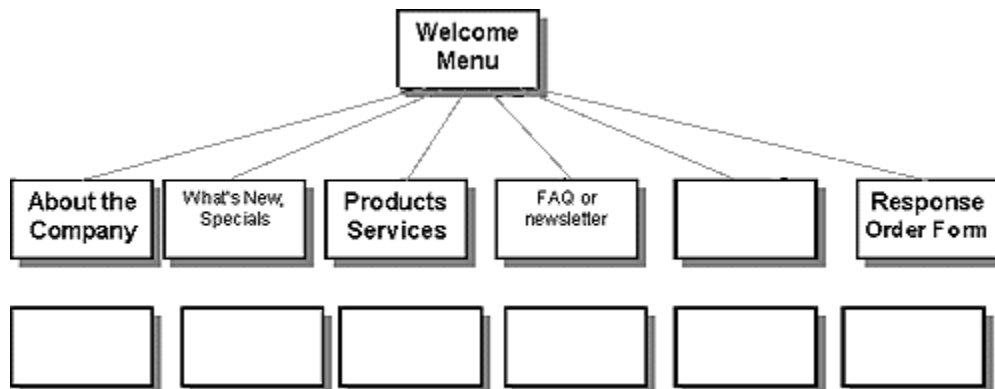
1. Purpose

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 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 _____

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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 Registerfly.com. If you do not have a domain you may check the availability of your desired name at Whofly.com

Domain name _____ Desired ___ Already Registered

Once your site design is complete please contact your registrar and give them the primary and secondary DNS number provided by your web hosting service. If you want us to handle this we need this information:

Registrar's website _____ User ID _____ Password _____

4. Masthead Graphic

Please 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 or graphic file.
 - Photo or drawing** of products?
 - If No Logo, indicate **Typeface** preference for Masthead _____
 - Other ideas (favorite url's) _____
-

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 band of color or a pattern running down the left margin of the webpage). Your preference:

Background: _____ Left Side: _____ Text Headings (if other than black) _____

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

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.

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- Left-Side Menus with text links are especially useful on larger sites. Included in sites of 6 pages or more. They can allow more detail 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. Small size bottom and/or top menus may also be useful.

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

- Left-Side "Buttons" can be used, 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 (Extra charge)
- 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 are not searchable by search engines. 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.
- 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 that appear on nearly every webpage on your site.

- 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: _____ (Serif or Sans Serif)
 - Navigation 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 at our hourly rate.

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

- Sound, either MIDI musical background or streaming Real Audio for music or voice.
- Slide Shows
- Video clips - Flash Animation – Java Scripts

9. Response Forms

What is the purpose of your response form?

- Guestbook** for visitors to record comments
- 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.

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 \$60 per year. We recommend to our clients choose web hosting services tailored to their specific needs. We require cgi-bin access and FTP access. You may contact your ISP (Internet Service Provider aka Dial-up Service) to inquire about hosting your site or use any other service that meets your budget needs. For larger sites that you set up and maintain yourself, we have used nomonthlyfees.com which charges a first year fee of \$99 and \$70 a year thereafter.

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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 _____

11. Registering and Advertising Your Website

Consider:

- *Advertising your Website to Web search engines that index the Web*
- *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*

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 Overture and Google sites that help you select keywords for your site at the tools page of Creation Designs: <http://www.creation-designs.com/tools.html> You may submit your site to various search engines.

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.

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12. Maintenance

Target Date for Site Completion _____

Package prices include minor updating and edits, a small number of price or product changes, etc. It does not include major content change, major edits, page and image additions. These will be billed at our hourly rate.

Target Date for final payment to be made and your Web Site to be advertised or submitted to search engines:

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 _____

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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, Works or Word Perfect format — 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 PC format, such as GIF, JPEG, BMP, EPS, CDR, PCX, etc.). If these are in Mac format, 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), and tell us the PMS color if you know it.*
- *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. Meta-tags will be added after final payment is received.*

You may send your package by US mail, or by UPS, FedEx, etc. 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!