

WEBSITE PLANNING WORKSHEET

This questionnaire is designed to enhance communications between Cybermagic Designs and our clients. Why don't you print this out, and have it handy when you discuss your project on the phone with a Cybermagic 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 at 909 Pheasant Dr. Kirksville, MO 63501. It provides a written memorandum of our mutually agreed plan.

Organization: _____

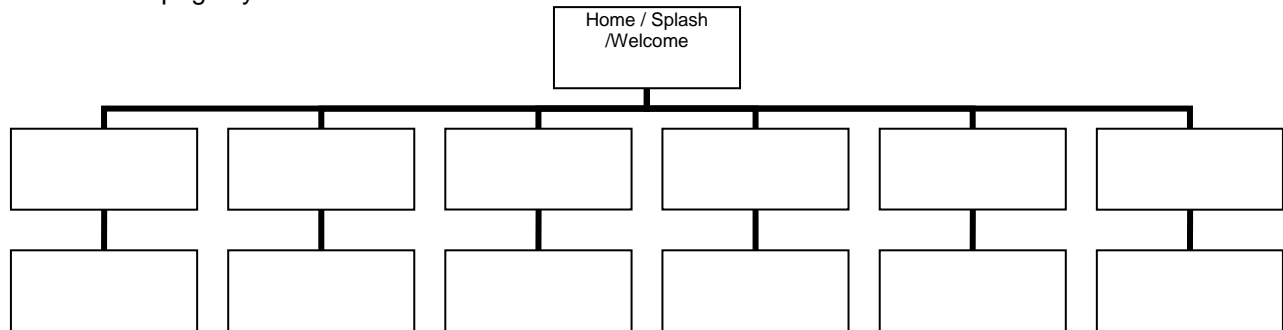
Purpose

Please rate the list below from most important to least important in making your website a success, 1 being the most important and 8 being the least important.

- ___ 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** in order to consummate a sale
- ___ to help future or current customers with **valuable information**.
- ___ to make available **product information and price list** to customers
- ___ to strengthen **brand identification**
- ___ other _____

Site Organization

Please label pages you desire.



Total number of pages decided upon. _____

For each page above please enclose a outline of what you would like on that page.

Site and Domain Names

Site Name on Masthead: _____

Domain Name: _____

You may check for availability of your domain name at GoDaddy (www.godaddy.com)

Masthead Graphic

It is very helpful for you to 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 _____

___ **Color preferences** in palette _____

___ **Other Ideas** _____

Advanced Features

We offer lots of toys for you website, many of which will not be relevant to the content of your website.

- Date and time stamp
 - All different kinds of calculators
 - Hit Counters
 - Scrolling status bar text
 - Scrolling title bar
 - Drop down menus for navigation
 - Flash movies
 - Photo slide shows
 - Photo Gallery
 - Scrolling Marquee
 - Pop ups
 - Flash Buttons
 - Dynamic Pages
 - Site Search
 - Favorite Icon
 - Jump menus
 - Cascading Style Sheets
 - Image Rollovers
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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 ISP's Server, since they too often are not well prepared to meet specialized business site hosting needs. Their main business is usually residential internet access, and hosting is only a sideline for them. Please let us recommend a web hosting service for you. We require that the hosting server be running a Windows Platform.

Web hosting service: _____

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 industry-wide linking pages and negotiating reciprocal links to and from their web pages.
- 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 email messages
- Including your email and web addresses on all your company's print literature, stationary, and media advertising.

Information about number of visitors to your website can usually be obtained from you web hosting company. We do not include hit counters on our Standard 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 containing the most important keywords.

Maintenance

Package prices include minor changes 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. Target Date for final payment to be made and your website to be advertised: _____

On behalf of my organization I approve the above plan which I have developed with Cybermagic Designs to construct a website, and I authorize Cybermagic Designs to use this website planning worksheet as the basis of the project.

Signature _____ Date _____