



Website Planning Worksheet

This questionnaire is designed to enhance communications between JonHod Publishing Services and our clients. Why don't you print it on your printer, and have it handy when you discuss your project on the phone with a JonHod Publishing Services 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 us. It provides a written memorandum of our mutually-agreed plan.

Organization Name: _____

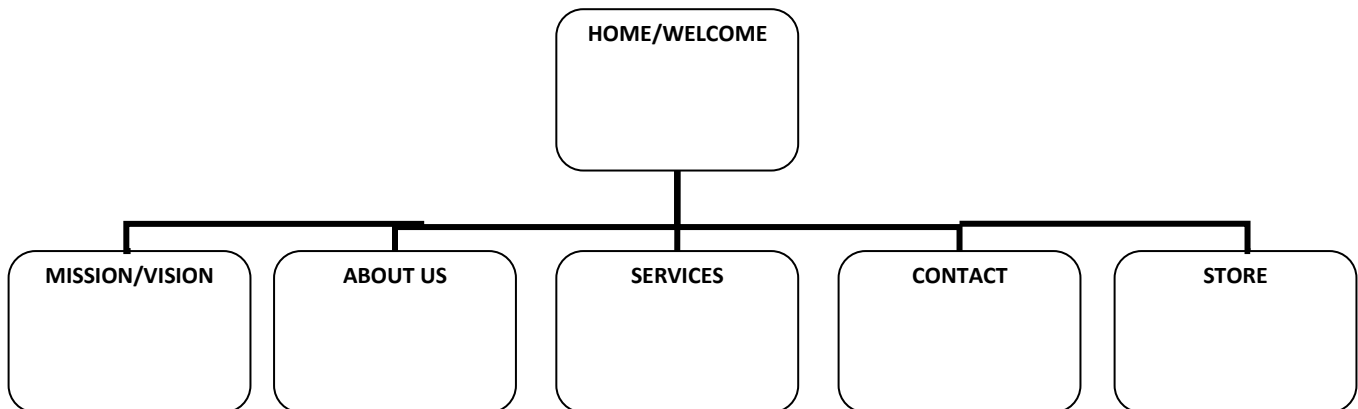
1. Purpose

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 circle pages you desire, cross out the ones you don't, and fill in your own desires.



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 and/or purchase of your domain name at Spiritdomains.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** _____

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 with Care by JonHod Publishing 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.

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)
- **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.

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 by email, or by sending the digitized images on a disc.
- **Stock photos** purchased from ClipArt.com and other stock photo sites.
(You write down the photo number and inform us of your choices, and which page each photo goes on.)

For an extra charge, we can equip your webpages with:

- **Sound**, either MIDI musical background or mp3 files for music or voice.
- **Flash Animations**

- **Video clips**
 - **Photo album**
-

9. Response Forms

What is the purpose of your response form?

- Guestbook** for visitors to record comments
- Request for information**

Note: We do not set up sites that use the response form as an order form.

10. Web Hosting Service

Web Hosting Service is available for \$75 a year.

11. Registering and Advertising Your Website

- Giving customers a good reason to come by offering them something
- 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 e-mail messages
- Making your website part of one or more of the many "malls."
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- E-mail newsletters

Information about **number of visitors to your website** can usually be obtained from your Internet Service Provider or Google Analytics. We do not include page counters on our Standard Website Packages

12. Maintenance

Target Date _____

Package prices include minor updating for the first month 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 JonHod Publishing Services to construct a website, and I authorize JonHod Publishing Services 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:

- ✓ **Website Planning Worksheet**
- ✓ **Website Design Contract**
- ✓ **Written content for your webpages** (preferably on a disc or by email. We only accept MS Word documents.
- ✓ **Photos or graphics** to be included. You may send graphics and photos by email or on a disc in any popular PC format, such as GIF, JPEG, BMP, EPS, etc.)
- ✓ **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 or money order** for \$600.00 of the total.

You may send your package to **JonHod Publishing Services**, by US mail to:

576 Valley Rd. #266
Wayne, NJ 07470

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