

44OZ DESIGN – WEBSITE DESIGN CONTRACT

This contract with all signatures, dates, and content all belong to 44oz Design / 44oz Productions. If found please contact us at 480.570.2813/ PO Box 2954, Chandler, AZ 85244

This questionnaire is designed to enhance communications between 44oz Design and our clients. We ask everyone these questions to ensure we know what you want. We have found through the years that customers are not looking for a website, they are looking for customers. With this worksheet we can work with you to make it happen.

Organization Name: _____

1. Purpose

Please select the most appropriate:

- 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 produce 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

Names of "Regular" Pages.

Typical "regular" pages are your "home" page, FAQ, about the company, articles, newsletters, and (sometimes) ordering instructions.

- Welcome/Menu
- About the Company
- FAQ
- Newsletter
- Products

Other: _____

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 of your domain name at GoDaddy.com (<http://www.godaddy.com>) We also offer the service of registering the domain for you



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under our account. We can insure renewal doesn't become an issue. Yes, you will still own the domain if you register with us. We are not in the business of taking peoples' domains hostage.

Domain name _____ Desired ___ Already Registered

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. Which of the following would you like to include in the masthead graphic.

Company Logo If so, please enclose a color copy.

Photo or drawing of the product/s

Motto/ Slogo _____

Other ideas _____

Typeface preference: _____

Preferred **colors** in palette (html colors): _____

Please include the digital version or rendering of your logo if available. Additional charges may be assessed if we have to build or rebuild your logo.

5. Color and Accents

We recommend a contrasting 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 by 44oz Design**"? Allowing us to do this may result in cross linking traffic and a discount will be applied to your total bill. (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 to enable Web search engines to "spider" and index content on every page.
- **Menus** are necessary and are usually part of the masthead graphic. An additional text link line will be added to the bottom of the page to insure the easy accessibility of all pages.

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



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- **Left-Side "Buttons"** can be used, but we do not recommend them, since 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)
- **Site Map** is a link is a separate page to your site with a complete list links to every page.

7. Basic Page Elements

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

- **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: _____ (recommend Times New Roman)
- **Image Tags**
- **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 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 themselves for us to scan and return, or by sending the digitized images on a diskette.
- **Stock photos** obtained from ClipArt.com and other stock photo sites.

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

- **Sound**, either MIDI musical background or mp3 files for music or voice.
- **Animated GIF images.** We make animations for an extra charge.
- **Shockwave Animations**
- **Flash Animations**



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- **Video clips**
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9. Response Forms

Do you have a response or contact form?

Yes ___ No ___

What is the purpose of your response form?

___ **Guestbook** for visitors to record comments

___ **Request for information**

___ **Survey** of customer preferences

Other: _____

Note: We do not set up sites that use the response form as an order form, since these require secure servers, and secure order pick-up. For one or two products we recommend using OsCommerce with a secure server. We charge extra to set up the ordering system.

10. Web Hosting Service

We are in the web hosting business. We recommend to our clients web hosting services tailored to their specific needs. We do not recommend hosting on your local dial-up ISP, they are not usually well-prepared to meet specialized business site hosting needs. Please let us recommend a Web host service for you. We require cgi-bin access and FTP access, and strongly recommend telnet access.

Web Hosting Service _____

Phone: _____

E-mail for support or help _____

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
- Finding industry-wide linking pages and negotiating reciprocal links to and from their webpages.
- 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



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- E-mail newsletters

Information about **number of visitors to your website** can usually be obtained from your Host Provider or Google Analytics. We do not include page counters on our Standard Website Packages and in most cases make a website look very amateurish.

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.

12. Maintenance

Package prices include minor updating over the first one year 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 44oz Design to construct a website, and I authorize 44oz Design to use this Website Planning Worksheet as the basis of the project.

Signature _____ **Date** _____

