

## Website Content “Getting Started” Worksheet

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Designing and developing a website can be

### Text

- You must set up a **separate Word processor file** for each Web page. Use this worksheet to indicate which file names correspond to which Web pages.
- **We prefer Notepad or TextEdit**, though we can convert a wide variety of file types.
- Please do not send us a draft of your text. **Send us your final version**. While we expect to make minor changes here and there after the Web pages are prepared, we charge extra to format and insert brand new text. Most word processors allow you to count the approximate number of words. Web pages which contain more than 200 words may be subject to additional charges, especially if they require a good deal of formatting.
- Custom copy-writing service can be provided by us at an additional cost.

### Graphics

- The quality appearance of your Web site has a lot to do with the photos or graphics you choose for your Web pages. Clipart can be used, but tends to make the pages look amateurish. Professional photos are best. Content is king.
- You may **send graphics to us in either digitized form or hard copy photos** which we will scan.
- Prepare **captions** for each photo. You may **affix a PostIt Note** to the photo to indicate its caption and which Web page it goes on. Of course, do not write on the PostIt Note *while* it's on the photo.
- If you require a new logo or update your existing, please explain clearly, and perhaps include a sketch. We charge for such items on an hourly basis.
- You may select **stock photos** for your pages and give us the photograph number. We will purchase and download the appropriate photo, place it on the Web page indicated, and bill you for the photo cost. If you want us to find and select photos, we charge our hourly rate.
- Our Standard Web Site Packages **include an average of 2.5 photos** or graphics per page. Beyond that we charge an additional fee for placing photos.

Please include this Web Page Content Worksheet with the materials you send to HallMarc Websites. Feel free to use your own form if that is more convenient.

<b>Content Description</b>	<b>File Name for Text</b>	<b>Approx # of words</b>	<b>Photos or Graphics</b> If none state "None"
Home	.	.	.
About the Company	.	.	.
Order/Response Form	.	.	.
Services/Products	.	.	.
Hours/Contact Us	.	.	.
FAQ	.	.	.
Newsletter	.	.	.
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# Website Planning Worksheet

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This questionnaire is designed to enhance communications between HallMarc Websites and our clients. Please review and have it handy when you discuss your project on the phone with a HallMarc Websites 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. It provides a written memorandum of our mutually-agreed plan.

**Organization Name:** \_\_\_\_\_

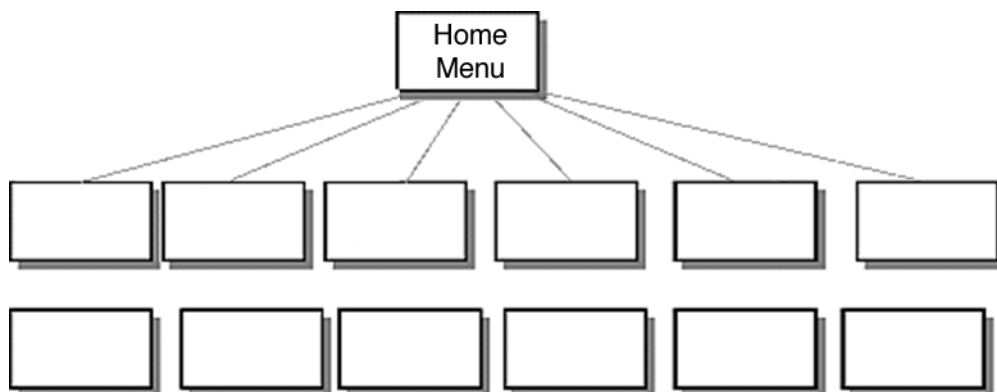
## 1. Purpose

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 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: \_\_\_\_\_

**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 <http://www.hallmarcwebsites.com/hosting/domainchecker.php>

Domain name \_\_\_\_\_

Check one:

Desired or  Already Registered

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### 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. Please, provide a digital copy.

**Company Logo** incorporated in the masthead graphic? If so, please enclose a color copy.

**Photo or drawing** of product?

Preferred **colors** in palette (PMS colors?) \_\_\_\_\_

Other ideas \_\_\_\_\_

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### 5. Color and Accents

For the most part, we recommend a white background for best readability and contrast.

Your preference: \_\_\_\_\_

May we include a link at the bottom of the welcome page which reads "**Website Designed by HallMarc Websites**"? (You are under no obligation to say yes.)  Yes  No

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### 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.
- **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 than an 8-item bottom image map, 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.

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

- **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)
- **Search Engine** is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for. (Extra charge)

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## 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 HelveticaBold/Arial Bold)
- **Text.** Body Font Style: \_\_\_\_\_ (recommend Times New Roman)
- **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.

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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. Think of your site as a "First Impression" introduction.
- **Photos** you supply either by sending the photos themselves for us to scan and return, or by sending the digitized images.
- **Stock photos** obtained from stock photo sites such as i-Stock Photo.
- (You write down the photo number and inform us of your choices, and which page each photo goes on. We can help you select the photos, but we would need to bill you for our time at our hourly rate.)

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**
- **Video clips** .mp4, .wmv, etc.

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## 9. Response Forms

What is the purpose of your response form?

- Support request**
- Request for information**
- Survey** of customer preferences

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## 10. Web Hosting Service

We offer web hosting. Our web hosting service guarantees 99.9% uptime and we only allow legitimate clients to be hosted on our servers. No spammers allowed. If you already have a hosting account elsewhere please provide the details below:

Web Hosting Service \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail for support or help \_\_\_\_\_

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## 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
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- E-mail newsletters
- Keep your content fresh

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.

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On behalf of my organization I approve the above plan which I have developed with HallMarc Websites to construct a website and I authorize HallMarc Websites 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 webpages**
  - **Photos or graphics** to be included. You may send graphics and photos which we can scan into electronic form. Even better, send us a disc, diskette, or ZIP disk 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.

- **Samples of your printed materials** -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image.
- **Check** for at least 50% of the total.

You may send your package to:

Marc Hall  
HallMarc Websites:  
1824 Windsor Park Lane  
Havertown, PA 19083, USA

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

Form last updated February 12, 2009