



**WEBSITE DESIGN AND HOSTING**  
**SOFTWARE AND DATABASE DESIGN**  
**GRAPHIC AND MULTI-MEDIA DESIGN**  
**WWW.STONESOFTWORKS.COM**

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## Website Planning Worksheets

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These worksheets are designed to enhance communications between Stone Softworks and our clients. Please print it on your printer, and have it handy when you discuss your project on the phone with us. It provides a written memorandum of our mutually-agreed plan.

You'll find it's a considerable amount of work to prepare your company's materials for the Web pages we will construct for you. Think of us as your company's graphic designers. You supply the raw materials and we assemble them onto graphically pleasing, easy-to-read Web pages.

In our Web Site Packages we include everything the average business needs for Web pages. But be sure to see the limits of what is included in our packages; we charge extra for services required beyond our standard packages.

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

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone#:** \_\_\_\_\_

## 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.

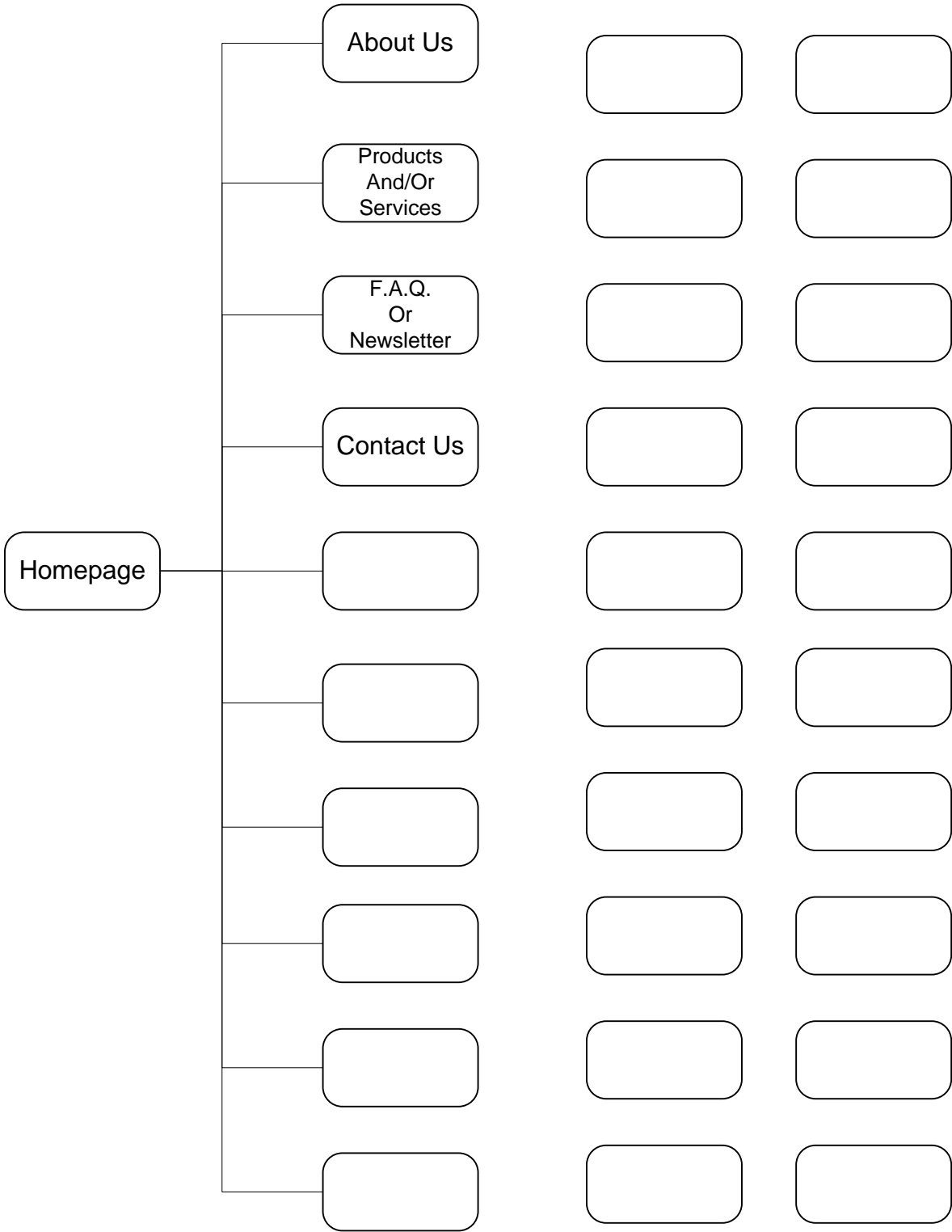
\_\_\_ To make available **product information and price lists** to customers.

\_\_\_ To strengthen **brand identification**.

\_\_\_ Other \_\_\_\_\_

2. Site Organization

Please label pages you desire and cross out the rest.



Total number of pages decided upon: \_\_\_\_\_

## Website 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 Microsoft Word**, 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 400 words may be subject to additional charges, especially if they require a good deal of formatting.

## Website Graphics

- The quality appearance of your Web site has a lot to do based on the photos or graphics you choose for your Web pages. Clipart can be used, but photos tend to look more professional.
- You may **send graphics to us in either digitized form (preferred) or hard copy photos** which we will scan.
- Prepare **captions** for each photo. You may **affix a Post-It Note** to the photo to indicate its caption and which Web page it goes on.
- If you need us to prepare **specialized graphic elements** in addition to our custom site graphics package, please explain clearly, and perhaps include a sketch. We charge for such items on an hourly basis.
- You may select **stock photos** from your pages and give us the name of the photograph supplier and 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.
- See our website for details regarding number of images included in the website package you choose. There is an additional charge for extra items not included in each package.

Feel free to use your own form if that is more convenient.

Content Description	File Name for Text	Approx. # of words	Photos or Graphics (If none state "None")
Home	.	.	.
About the Company	.	.	.
Order/Response Form	.	.	.
Services/Products	.	.	.
.	.	.	.
.	.	.	.
.	.	.	.
.	.	.	.
FAQ	.	.	.
Newsletter	.	.	.
.	.	.	.
.	.	.	.
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.	.	.	.
.	.	.	.

### 3. Site and Domain Names

**Site Name on Banner:** \_\_\_\_\_

**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 [www.domain.com](http://www.domain.com)

Domain name: \_\_\_\_\_ ☐ Desired ☐ Already  
Registered

### 4. Masthead/Banner 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(s) or drawing(s)** of product?

☐ **Typeface** preference: \_\_\_\_\_

☐ Preferred **colors** in palette: \_\_\_\_\_

☐ Other ideas: \_\_\_\_\_  
\_\_\_\_\_

### 5. Color and Accents

For the most part, we recommend a white background for best readability and contrast, with band(s) of color or a pattern strategically placed on each webpage.

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

May we include a link at the bottom of each page which reads "**Site Design By: Stone Softworks**" with a link to our website? (You are under no obligation to say yes.) ☐ Yes ☐ No

### 6. Navigation System

The navigation system of all our Standard Website Packages includes:

- **Links** in the footer of each page to enable Web search engines to "spider" and index content on every page.
- **Top, Left-Side, Right-Side Menus:** We recommend Left or Right side menus for sites with 6 pages or more.

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

- **Top, Left-Side, Right-Side "Buttons"** can be used for an extra charge as 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.
- **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 often make the page design look "tacky" with their ugly gray scroll bars. We see them as the amateur's way to look cool. 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. (Extra charge)

## 7. Basic Page Elements

These are the important items which appear on nearly every webpage on your site.

- **Page titles** which show at top of Web browser only
- **Top-of-page graphic (Banner)**
- **Page Title** in larger type. Heading Font Style: \_\_\_\_\_ (recommend 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.

## 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, CD, or e-mail.
- **Stock photos** obtained from stock photo sites.
  - ✓ Write down the website name and photo name or number 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.)

## 9. Response Forms

What is the purpose of your response form?

- ☐ **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. We charge extra to set up the ordering system.

## 10. Web Hosting Service

Although we are in the web hosting business, we can work directly with YOUR host if you have one already. If you need a web host, we have very competitive rates and would like to opportunity to host your site for you. We require cgi-bin access and FTP access to your hosting service and will contact you to obtain the necessary information.

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

## 11. Registering Your Website

We submit your information to 30 of the most popular **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.

We **DO NOT** guarantee or promise search-engine ratings and/or position within search-engine results.

## 12. Maintenance

Target Date: \_\_\_\_\_

Package prices include minor updating 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 (which essentially involves constructing a new webpage).

**Target Date** for final payment to be made and your Web Site to be advertised: \_\_\_\_\_

## 13. Miscellaneous Notes

On behalf of my organization I approve the above plan which I have developed with Stone Softworks to construct a website, and I authorize Stone Softworks to use this Website Planning Worksheet as the basis of the project.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

These are the items that will make up the package we will be working with:

- **Signed Website Planning and Content Worksheet** (this document) which will define for us:
    - ✓ **Written content for your webpage's** (preferably formatted for *Word for Windows* or other word processor. We can translate from most word processor formats with ease. You can e-mail your content files to us if you prefer or send them to us on CD or diskette.)
    - ✓ **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 e-mail us a ZIP file with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, PCX, etc.).
  - **Your company logo** (if any)
    - ✓ Preferably in color or tell us color scheme
  - **Samples of your printed materials**
    - ✓ Brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image.
  - **Signed Website Design Contract**
    - ✓ This will be sent to you for review after our initial consultation and will detail all costs for the design of your site.
  - **Payment for at least 50% of the total must be made prior to any work being performed.**
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**You may send your package to:**

Stone Softworks  
c/o: Chris Stone  
5949 North Burdick Street  
East Syracuse, NY 13057

OR

**e-mail this package to:** [cstone@stonesoftwareworks.com](mailto:cstone@stonesoftwareworks.com)

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