



www.lindenthaldesign.com / contact@lindenthaldesign.com

Web Planning Worksheet

This questionnaire is designed to enhance communications between LINDENTHAL DESIGN 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 LINDENTHAL DESIGN representative. Please make a photocopy for your records, and mail or FAX (888-482-5727) a signed copy to me. It provides a written memorandum of our mutually agreed plan.

Organization Name: _____
Contact: _____
Phone: _____
Date: _____

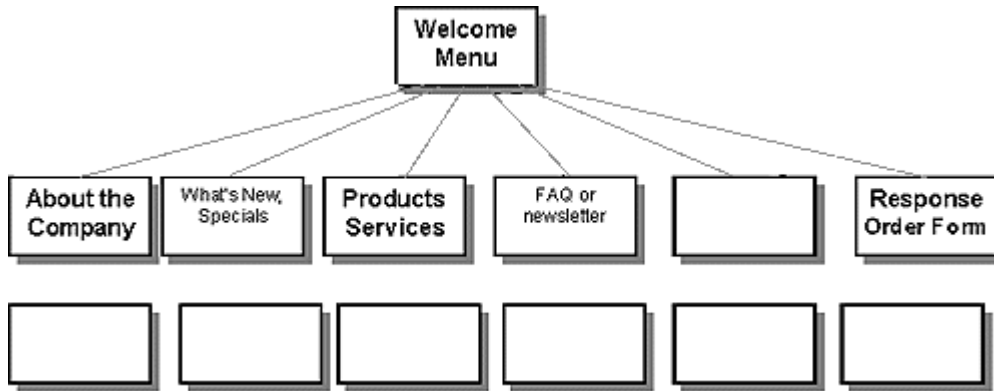
1. Purpose

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 _____

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 [Network Solutions](http://www.networksolutions.com) (<http://www.networksolutions.com>)

If you would like LINDENTHAL DESIGN to research, and register your domain and/or find a hosting company, please indicate here.

___ Yes, I want LINDENTHAL DESIGN to **register domain name** for my business.

___ Yes, I want LINDENTHAL DESIGN to find a **hosting company** for my domain.

If no, please provide the following information:

Domain name _____

Hosting Company (see #10)

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 and black and white copy (digital format preferred).

___ **Photo or drawing** of product?

___ **Typeface** preference _____

___ Preferred **colors** in palette (PMS colors?)

___ Other ideas

Your background color preference: _____

For advertising promotional purposes, we include a very small text link at the bottom of each page that reads "**Website designed & maintained by LINDENTHAL DESIGN**". You automatically receive a \$75 discount for allowing this link.

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.
- **Header and Footer Navigation Menus** our standard packages include a navigation system at the top and bottom of each page linking to the main sections of the site. Larger web sites, such as an auto parts store, may require additional navigation into sub categories. This is achieved through the additional development of a side bar navigation menu or adding drop down navigation to the top navigation menu
- **Left-Side Menus** with text links are especially useful on larger sites. Included in sites of 6 pages or more. They can allow for more increased access to all of a web site's sub category pages and can enable visitors to see from any page how to get to any other. Usually located on the left side, vertically oriented 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. *Additional charges apply.*
- **Drop Down Navigation Menus** with text links are especially useful on larger sites. Included in sites of 6 pages or more. They can allow for more increased access to all of a web site's sub category pages and can enable visitors to see from any page how to get to any other. This menu system works by a user hovering their pointer over a "button" and a menu with more options appears to "slide" out below. *Additional charges apply.*

Optional Systems Circle those you wish incorporated in your site.

- **Left-Side "Buttons" or "Images"** 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 text links *Additional charges apply.*
- **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 are not easily search engines friendly. 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. *Additional charges apply.*

- **Search Engine Optimization** standard web site package includes basic search engine submission. Please refer to our SEO Planning Worksheet to learn more about our advanced optimization services.
- **Email Newsletter** we can help you launch a newsletter system that you will be able to manage yourself. Your newsletter can be used to deliver information about specials, new releases, and company news and information to a captive audience that actually enrolled to receive your information. This option includes a customized template to help maintain consistency between your site and your newsletter and installation of a sign up box on appropriate web pages so your visitors can enroll.

7. Basic Page Elements

These are the important items that will appear on nearly every web page on your site

- **Page titles** which appear at the top of Web browser only
- **Top-of-page graphic** based on the design of the masthead graphic
- **Copy**
- **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. Here are some guidelines to follow when sending us graphics.

- **Clipart** vector clipart works best
- **Photos** we prefer to receive photos in an electronic format (on a cd-rom or email for example). If necessary we can scan and digitize your photos for you. *Additional charges apply.*
- **Stock photos** obtained from stock photo sources such as istockphoto (<http://istockphoto.com>), Photodisc (<http://www.photodisc.com>), Corel (<http://commerce.corel.com>), PictureQuest (<http://www.picturequest.com/>), Eyewire (<http://www.eyewire.com>) If not already purchased, you write down the photo number and inform us of your choices, and which page each photo goes on. You will be billed for the cost of the license and our hourly rate to properly optimize the images for display on the internet. 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 web pages with:

- **Sound**, either MIDI musical background or streaming Real Audio for music or voice.
- **FLASH Animation** High quality flash animation can be created for use on your web site
- **Video clips** convert video to appropriate, optimized format for download

9. Response Forms

All Standard Packages include a basic form with up to 20 fields on your Contact Us page for requesting information. Additional forms can be created for an additional fee.

What is the purpose of your response form?

Guestbook for visitors to record comments

Request for information

Survey of customer preferences

Note: We do not set up sites that use the response form as an order form, since these require secure servers for payment processing, etc. Please refer to our E-Commerce Planning Worksheet for more information.

10. 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 dial-up ISP, since they too often are not well prepared to meet specialized business site hosting needs. Their main business is usually dial-up access, and hosting is only a sideline for them. Please let us recommend a Web host service for you. We require cgi-bin access and FTP access, and strongly recommend telnet access. Our no-extra-cost response form also requires a UNIX system with Perl language available.

If you wish for us to find a hosting service for you please indicate here _____.

Otherwise, please provide the following:

Web Hosting Service _____

Phone: _____

Host Service E-mail support or help _____

FTP Info:

Host: _____

Directory: _____

User Name: _____

Password: _____

11. Registering and Advertising Your Website

Items to consider when marketing your website that LINDENTHAL DESIGN can assist you with for an additional charge.

- Advertising your Website to Web **search engines** that index the Web
- Creating a campaign to entice visitors into taking advantage of your offer
- 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 e-mail messages
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising. LINDENTHAL DESIGN's graphic design team can help you with all your offline marketing efforts
- E-mail newsletters

Information about **number of visitors to your website** can usually be obtained from your Internet Service Provider, from statistics generated daily by such programs as WWWSTAT, GETSTATS, or Analog on the host computer. We do not include page counters on our Standard Website Packages but free statistical software is included with our recommended Hosting Accounts.

- Standard Web Site Design packages include basic site submission to the major search engines. We will 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 4-8 keywords and a carefully constructed 25-word sentence containing the most important keywords that will appear as a short description on the Search Engine's results pages. Please refer to our SEO Planning Worksheet to learn more about our advanced optimization services.

12. Maintenance

Target Launch Date _____

Package prices include minor updating over the first 3 months of the contract. This covers minor price changes, product changes, etc. It does not include major changes, such as adding new pages, creating new navigation menus, etc. which is billed at our hourly rate. Ask about our Low Cost Maintenance Plan that can save you money on both your hosting fees and updates.

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

Signature _____ **Date** _____

These are the items that will make up the package you'll be sending to us:

- **Website Planning Worksheet**
- **Website Content Worksheet** which will define for us the:

- **Written content for your web pages** (preferably on a diskette formatted for *Word for Windows* [2.0, 6.0, 7.0, 8.0, 2000 or XP] or other word processor. We can translate from most word processor formats.
- **Photos or graphics** to be included. You may send graphics and photos to be scanned into electronic form. Even better, send us a diskette or CD with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, TIF, 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) preferably in an electronic, vector format. Vector files allow for resizing with no degradation. We can convert your existing logo into a vector format for an additional fee. Don't have a logo, don't worry, LINDENTHAL DESIGN can develop an effective logo for you! *Additional fees apply.*
- **Samples of your printed materials** -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image. This allows us to become familiar with your company and its products/services which are instrumental in designing an effective, unique, web site for your company.

Using the information from this work sheet and our initial consultation we will create an itemized quote for your project. Once we have developed a proposal cost, we must receive back a signed copy of the **Website Design Contract** and a **Check** for the initial startup cost to begin.

You may FAX (888-482-5727) this document or send your package to

LINDENTHAL DESIGN

Attn: Sunny
909 Maplewood Court
Winston-Salem, NC 27103

I look forward to receiving your materials and constructing your website!

Thank you,



Sunny Lindenthal
LINDENTHAL DESIGN
contact@lindenthaldesign.com
www.lindenthaldesign.com
909 Maplewood Court
Winston-Salem, NC 27103
FAX (888-482-5727)