



## WEBSITE PLANNING WORKSHEET

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**MkMx Computer Solutions**

*1225 Franklin Avenue – Suite 325*

*Garden City, NY 11530*

*516.512.8979*

# WEBSITE PLANNING WORKSHEET

**Thank you for considering MkMx Computer Solutions to develop your website!**  
 This questionnaire is designed to enhance communications between MkMx Computer Solutions and our clients. *Please print it on your printer, and have it handy when you discuss your project on the phone with an MkMx Computer Solutions representative.*  
 After we've filled in the blanks as we discuss your design, please sign the bottom. It provides a written memorandum of our mutually-agreed plan.

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

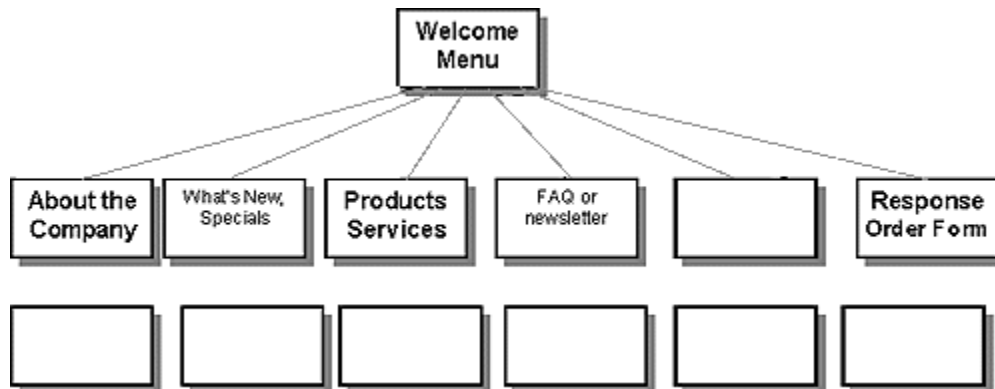
## 1. Purpose

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. (use an extra page if needed.)



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.Register.com> .

Domain name \_\_\_\_\_  Desired  Already Registered

If Already Registered, with who?: \_\_\_\_\_

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### 4. Masthead Graphic

It is very helpful if you include a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image. If you do not currently have a Company Logo/Image, we can design one for you (extra charge).

**Company Logo** do you have one?

**Incorporated in the masthead graphic?** If so, please enclose a color copy.

**Photo's or drawing** of product(s)?

**Typeface** (Font) preference \_\_\_\_\_

**Preferred colors** in palette? PMS (pantone matching system) colors?

\_\_\_\_\_

Other ideas:

\_\_\_\_\_

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## 5. Original Design vs. Template Design

In researching your website design, you've probably realized that there is a wide range of prices out there to design a simple website. Some designers work for only a few hundred dollars and some require thousands. There are many aspects to consider when choosing a designer. Of course, the main one is the quality of work and service. The other is whether your designer is using pre-made templates and then editing in your individual information or if they are designing the website from scratch as an original design. Needless to say, starting with a template is a much less expensive option because hours of work are done in advance, as well, the customer can see the basic design and agree to it before any work is ever done. The downfall of it is that website templates are available on the internet to any designer and once purchased are not removed from the web for further purchases. This means that there can be several websites that have the same basic design within the same industry. Clarifying this, there are currently over 3 million websites on the internet. The probability of your design being the same design as a close competitor of yours and a potential client seeing both of them and realizing it is quite small, but nonetheless is possible and worth mentioning here. At MkMx we try to work within each customer's expected budget and offer both website template designs and original designs. Our original designs are never "templated" or "reused". You are assured that this design is used exclusively on your site. For Template designs prices range from \$600 and up. For original designs, prices range from \$1000 and up. The choice is yours... You may view our available website templates on our website at: [www.mkmx.com/templates.html](http://www.mkmx.com/templates.html) and our original designs in our portfolio on our website at: [www.mkmx.com/portfolio.html](http://www.mkmx.com/portfolio.html).

### Which do you prefer:

- Template Design** My expected budget for this project is \$\_\_\_\_\_.
- Original Design** My expected budget for this project is \$\_\_\_\_\_.

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## 6. Color and Accents

For the most part, we recommend a light colored background coupled with darker colored text for best readability and contrast, with a band of color or pattern to create the webpage margins. Your preference?:

May we include a link at the bottom of the welcome page which reads "**Website design by MkMx Designs**"? (You are under no obligation to say yes.)

\_\_\_Yes \_\_\_No

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## 7. Our Standard Website

Our Standard Websites include:

- **Web Design consultation** by appointment, e-mail or phone
  - **Employment of Current Web Standards** MkMx adheres to the guidelines set forth by the Web Standards Committee by using CSS and XHTML for your site's coding. This ensures your site's longevity for the foreseeable future, accessibility in non-standard browsers such as Palm Pilots and WebTV, and accessibility for the disabled, in conformity to the Disabled Rights Act of 1999. This not only saves you money in the long run, but also increases your possible market.
  - **Home Page Design** and template design for additional pages. Including Masthead graphic on first page (simple custom graphic incorporating your existing company logo). Top of page graphic for all other pages in your website. Colorful lines and bullets, and colored and/or textured background.
  - **Links** from the Home page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.
  - **Words of Text** supplied by the client of 200 words per page approximate maximum. Web pages with more than 200 words or those that require additional formatting may be subject to added fees.
  - **Basic Search Engine Optimization** Meta-tag keywords and paragraph descriptions embedded into your site which allows for higher rankings in search engine results. (results not guaranteed)
  - **Standard Buttons** (CSS rollovers, flat, single color, simple shape)
  - **2- Optimized Photo's per page** (restoration or retouching is extra) in addition to Masthead and top of page graphic.
  - **Pre-testing of all pages and functions**
  - **Uploading your finished site to your Website host**
  - **Post-testing of all pages and functions on LIVE site**
  - **Minor updates and changes** updating links and or making minor changes to text or paragraphs for a period of 30days from the time the site is live and past the "post-testing" phase of production. (Totally replacing old text with new is not considered minor changes and may incur additional fees.)
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## 7b. Website Add-on Systems (extra fee's apply for all of the following)

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

- **Logo/Corporate Image Design**
- **Business Card Design and Printing to match your web image**
- **Other Promotional materials to match web image**
- **Custom Image Buttons** can be eye catching to target your specific audience. We can design a button from any idea or picture.
- **Search Engine Database** is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for.
- **Flash Intro's or Animations**
- **Shopping Carts & Ecommerce**
- **Bulletin boards & Guest books**
- **Photobooks, Portfolios or Slideshows**
- **Dynamic Menu's:** Popup Menu's & Jump Lists
- **Forms and handling scripts** \*see "Response Forms" section below
- **Photoshop manipulations** such as retouching, restoration, image enhancements
- **Sound** streaming Real Audio for music or voice
- **Animated GIF images**
- **Video clips**
- **Guaranteed Search Engine Rankings**
- **Website & Email Hosting**

## 8. Other 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
  - **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, and/or 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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## 9. 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 electronically.
- **Stock photos** obtained from Photodisc (<http://www.photodisc.com>), Corel (<http://commerce.corel.com>), or PictureQuest (<http://www.picturequest.com/>). (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 web pages with:

- **Sound** either MIDI musical background or streaming Real Audio for music or voice.
- **Animated GIF images.** High quality photo images are available from PhotoDisc (<http://www.photodisc.com>) and other sources. We can also make animations for an extra charge.
- **Shockwave Animations**
- **Video clips**

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## 10. Response Forms

What is the purpose of your response form?

**Guestbook** for visitors to record comments

**Request for information**

**Survey** of customer preferences

**Other** (please detail) \_\_\_\_\_

**Note...** Because response forms are not "secure", it is not possible to set them up for e-commerce. If you require "order taking" on your site, please request a shopping cart.

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## 11. Web Hosting Service

If you already have a web host, we can most likely work with their servers. We require cgi-bin access and FTP access. And depending on your needs for the website, may also require .ASP, PERL, & PHP access.

If you do not already have a web host provider, we do offer this service (monthly fee's apply) and we can set you up with exactly the service you require at a very reasonable rate.

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

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

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

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## 12. Search Submitting and Advertising Your Website

Consider:

- Advertising your Website to Web search engines that index the Web.
- Utilizing pay per click advertising with the major search engines such as Google Adwords & Yahoo Sponsored Search.
- Giving customers a good reason to come by offering them something.
- 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.
- 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, from statistics generated daily by such programs as WWWSTAT, AWSTATS, GETSTATS, or Analog on the host computer.

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## 13. Finished Product

**Target Date** for final payment to be made and your Web Site to be LIVE is:

\_\_\_\_\_

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## 14. Authorization

On behalf of \_\_\_\_\_ I approve the above plan which I have developed with MkMx Computer Solutions to construct a website, and I authorize MkMx Computer Solutions to use this Website Planning Worksheet as the basis of the project.

**Authorized Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

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## 15. So what's next? How do I start?

### 4 Steps to creating a website with us:

- 1) Fill out the Website Planning Worksheet and Discuss with MkMx rep.
- 2) Await your Website Design Contract. Once received, review it and sign it.
- 3) Gather your content. (Text, Logos, Photo's, other Images and/or sound files)
- 4) Send the full package of these items back to us (via US Mail, Fed Ex, UPS, DHL, etc.).

**Mail To:**

MkMx Computer Solutions  
1225 Franklin Avenue – Suite 325  
Garden City, NY 11530

### Your Return Package to us should include:

- **Completed Website Planning Worksheet**
- **Signed "Original" Website Design Contract** (Also keep a copy for yourself.)
- **First Installment Check** for 50% of the total contract.
- **Your Website Content** which will define for us the:
  - **Written content for your web pages** preferably on diskette, CD or via e-mail. Must be formatted and proofread.
  - **Photos or graphics** to be included. You may send graphics and photos which we can scan into electronic form. Even better, send us a diskette, CD or Email with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, PSD, TIFF etc.). Note... the higher the quality of your images, the better your website will look! If you need photo's we, on your behalf, can purchase high quality prints and the legal rights to use them from stock photography vendors. There are additional licensing fee's associated with this service that are collected by these stock photography vendors. Or we can work with a professional photographer to take pro shots of your products and offerings.
  - **Your company logo** (if any), and tell us the Pantone color if you know it.
  - **Samples of your printed materials** -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image.

***Thank You... We are looking forward to receiving your materials and beginning your website!***

***-MkMx Computer Solutions - Design Staff***