hosting with integrity
Pure Web Hosting . Net

Web Site Design Proposal & Planning Guide

Date: _____

Introduction
Thorough planning is the foundation of an effective web site. To that end, we have designed this guide to take you step-by-step through the essential components and considerations of web site development.

Just like a fine wine, creating a quality web site takes time. You'll have to put considerable thought and effort into this process. The good news is that your completed web site will make all the hard work worthwhile!

This guide clarifies in both your mind and ours a basic ideal of what we are aiming to achieve on your proposed web site so we are both "pulling in the same direction." Please take time to carefully think through and respond as directed to the following planning steps. Feel free to include/attach any additional ideas and thoughts.

Contact Details
We will need to maintain contact with you by a variety of means while we plan, design and create your proposed web site. Please enter the necessary contact details in the form provided below.

Contact Name:
Email:
Business Name:
Business Address:
Business Phone #
Business Fax #
Cell Phone/Pager #
Secondary Contact Name & Number: (In case we can't get a hold of you.)

Describe your company/organization: (List the types of products and/or services you offer.)

_____
_____
_____

What is your timeline for completion? _____

Purpose

What do you want your web site to do? (Check all that apply)

- ❑ Project a positive image for your company/organization.

- ❑ Gather information about prospective customers/clients.

- ❑ Encourage site visitors to contact you and place orders.

- ❑ Encourage site visitors to contact you and request more information.

- ❑ Provide customer service for products/services already sold.

- ❑ Sell products/services using a shopping cart and secure transactions.

- ❑ Sell products/services using an order form and secure transactions.

- ❑ Provide pricing and product information to distributors.

- ❑ Other _____

End-user profiles (check only one)

In other words, what capabilities do you think your users computers will have?

- ❑ Low-end technology (slow modems, small monitors, etc.)

- ❑ Mid to High-end users (fast modems, multimedia computer systems, Internet knowledgeable, etc.)

- ❑ Unknown / Not Sure

Your Proposed Web Site Domain Name

a. What is your proposed Domain Name? (ex: www.yourbiz.com)
   _____
   (This can either be your company's name, or a word describing your core business. You can register more than one Domain Name for your web site. Check http://purewebhosting.net/domain.php for the availability of your proposed Domain Name. If you wish, we can check these names on your behalf.)

b. Have you already registered this name? **Yes** / **No**

c. If you answered **No**, do you wish us to register a Domain Name on your behalf?
   Yes / **No**

d. If **Yes**, state:

   - Your 1st choice Domain Name preference:

     _____

   - Your 2nd choice Domain Name preference:

     _____

Your Proposed Home Page Design

First impressions make all the difference. This page is probably the most important for grabbing the users attention and keeping them at your site. With a professional and pleasing look with easy navigation a user will remember your site and come back again and again. This page will usually contain the following:

1. Company logo (check one)
   - ❑ Use your existing company logo. (Include a floppy disk copy of logo.)
   - ❑ Please design one for me! (extra charges will apply)

2. A photo or drawing of your core business, product or service. (check one)
   - ❑ Yes, I will provide you with a photo(s).
   - ❑ Yes, but I will need you to come take pictures or find professional stock photos that fit what I need.
   - ❑ No, I do not want to use any pictures on this page.

3. An animation to catch the users eye, and emphasize your business, product or service. If you would like us to create one for you, please specify your ideas with sketches on a separate sheet of paper.
   - ❑ No, I do not want any animations.
   - ❑ Yes, I will provide you with one.
   - ❑ Yes, I would like you to create a simple animation.
   - ❑ Yes, I would like you to create a more complex animation.

4. Any other ideas? (sound, movie clip, etc.)_____
_____
_____

Company slogan:_____

Color Scheme

Indicate the color combination you would like on your site. It may be related to your company or organization, or simply your preference. Please try to be very specific on the shade of the color, or provide a paper sample.
_____
_____

Are there any examples of sites that you really like? Please explain why.
_____
_____
_____

Text and Graphics for your Web Site

The content for each of your proposed web site pages must be carefully planned. We've developed a web page content guide to help you through this process.

a. **Text**
   Please try to supply us with a draft copy of the text you want to use on your web site. Although we are able to develop text (content) ourselves it would be helpful to have the text for each web page in a separate word processor file, preferably Microsoft Word format.

   - ❑ Check this box if you would like us to create the web content. There is no additional cost, however it may be more time consuming.

b. **Graphics & Photos**
   Please send these to us as GIF (graphics) files, JPEG (photos) files or as a hard copy photo that we can scan to disk and return to you. If possible, please label each file or photo descriptively.

Web Page Content Guide *(optional)*
Specify file name(s) below to indicate which web page you want the graphic/photo or text to be inserted. Attach separate sheet if needed.

Page Name (insert page names from flowchart)	Name of Text File to be used	Name of Graphic to be used
Home Page		

Navigational System

Navigational systems enable your web site visitors to easily find their way around your site. The standard we use is an image map (navigation bar) that either sits at the top or left-hand side. This image map will stay there throughout the users visit. You can also select any optional means of navigation.

- ❑ Keyword Search – enables your visitors to enter keywords to seek and find the information they are looking for within your site.
- ❑ Jump Menu – which is a drop down list that the user can easily jump to another page.
- ❑ Standard Navigation Bar – The standard navigation menu appears usually at the upper portion or the right and/or left margin of the webpage. Typically these links are either a graphic or text links.
- ❑ Use a picture/graphic as an image map. (ex: Having a map of the United States, the user can click on the state they're from to go to a certain area of the site.)

Online Response Forms

There are several optional response forms available. Please check below the type(s) of forms you would like if any.

- ❑ Guest book for visitors to record comments about your site, company, product, etc.
- ❑ Contact/request form that allows your web site visitors to seek further information. If so, what email address should this go to?_____
- ❑ Survey form that allows you to gather information regarding customer preferences concerning one of your products or services.
- ❑ Online order form.
- ❑ Shopping cart with online order form.
- ❑ A membership signup form for an area that is password protected.
- ❑ Other_____

Will the user need to download files? Yes / No
Explain:_____
_____

Will you need a database? (such as a shopping cart, newsletter) **Yes / No**
Explain:_____
_____

Web Hosting Service (check only one)

❑ Please take care of setting up the hosting service.

❑ Please upload the finished web site on our existing web hosting service provider account as below:

Web hosting service provider contact information:

My present URL (if any)_____

Name of web hosting service (ISP)_____

FTP Host address_____

User name_____ Password_____

Search Engine Registration and Site Promotion

Would you like us to register your web site URL with 200+ major search engines? **Yes** / **No**

(Note that submission of your web site to the search engines will be undertaken after final payment is received.)

If **yes**, then fill out the following information:

Description – Please provide in 25 words or less, a description of your business with most important words first. (This is to embed in META-TAG for display by search engines when reporting the page as a "hit" to an end-user.)

_____
_____
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Keywords – Specify most important keywords and keyword phrases (separated by commas) that you want embedded in your web pages. Try to provide between 15 to 30 different keywords.

_____
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We also require that your website carry a brand mark of PureWebHosting.Net. The link will appear at the bottom of each page on your site, and will read something like this:

Site Design & Hosting © 2003 PureWebHosting.Net

Web Site Maintenance & Updating
Customer satisfaction is very important to us. That is why in our web design package we will include minor updating for one entire year of the contract. This covers minor price changes, product changes, etc. Changing newsletters or major content (which essentially involves constructing a new web page) is billed at our hourly rate of $35.00 per hour. We do also offer a maintenance program, which is billed on a monthly rate of $30.00 to perform regular updates (6-month minimum.)

Contract Agreement

You and PWH have agreed to the price of **$300.00** for the site design and creation services. Please note that some sites may be higher than our current design special (such as full e-commerce or sites requiring custom coding.)

- ❑ Yes, I would like PureWebHosting.Net to maintain my website also. I understand it will be an additional $30.00 per month that will include regular monthly updates, but does not include any website building or programming. I also understand that any additional work is billable at the regular rate of $35.00 per hour.
- ❑ Yes, I understand that PureWebHosting.Net includes (six) months worth of free web hosting in the design package.
  - ❑ I will prepay for (six) additional months now for an additional $ _____ per month.
  - ❑ I will except/use just the (six) FREE months at this time.
  - ❑ I exclude myself from deciding at this point.
- ❑ Domain Name Registration. I understand that if I choose to register the domain name through PureWebHosting.Net that I will be invoiced $9.95 per year that I renew the domain name.
- ❑ I understand that the agreed terms are a down payment of 50% of the total cost of the web site development, with the balance (full and final payment) to be paid at the completion of the project.
- ❑ I understand that if I cancel the job the deposit is forfeited for work completed. And can be held liable for the balance due. By making payment I acknowledge and accept the terms in this agreement.
- ❑ Attached addendum for sites requiring detailed work such as popup windows or any extra functions to promote the use of the website.
- ❑ See attached detailed invoicing for payment schedule and total cost of services.

On behalf of myself (organization) I contract PureWebHosting.Net to develop the proposed web site as detailed in this web site-planning document.

Signature_____ Date_____

Final Checklist of Items to Give Us

Along with your completed Web Site Design & Planning Guide Document, please make sure you include the following (if applicable):

	Samples of your company's printed material: (ex: brochures, letterheads, cards, booklets, etc.) We want to get a feel for how your company currently presents itself to the world.
	Your company logo, preferably in digital format on disk.
	Any color scheme samples you can provide.
	Photos/Graphics – either as hard copy (prints) or as GIF or JPEG files on disk.
	Text – preferably on disk, Microsoft Word format, spell-checked, clearly labeled. (Note: If you are going to create the web content and you need more time to prepare the text to put into your site, you may keep working on it while we are focusing on the graphics and design stage first.)

Please send the Web Site Proposal form and any additional materials to:

PureWebHosting.Net
PO BOX 7173
Surprise, AZ 85374
designers@purewebhosting.net

If you have questions, please contact:

Frank Frein
Phone: 623.298.4296
Email: ffrein@purewebhosting.net

Site Organization Flowchart

How many pages do you feel your site will require? _____

Please fill in the boxes below with the page titles you would like. These titles will appear as links/buttons on the navigation bar. (Attach a separate sheet if there are more sub-sequential pages.)

(For some ideas, here are examples of titles the average site contains: **About Us, Contact Us, Products, Services, What's New, Special Offers, Newsletter, FAQ, Order Form)**

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                          ┌──────────────────────┐
                          │   Welcome/ Home Page  │
                          └──────────────────────┘

   ┌────────┐  ┌────────┐  ┌────────┐  ┌────────┐  ┌────────┐  ┌────────┐
   │        │  │        │  │        │  │        │  │        │  │        │
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