

Vertical Line Web Development Web Site Work Sheet

This work sheet is designed to help you and Vertical Line Web Development, to create your web site with your ideas. It is not necessary to fill in all information, although the more information you supply, the easier it will be to meet your needs.

Name: _____

Address: _____

City: _____

State: _____ Post Code/Zip: _____

E-Mail: _____ Phone: (____) _____ Fax
Number:(____) _____

Please circle one:

Are you online? Yes No

Do you have a ISP account or Web Host for your web site? Yes /No

Provider / Server name _____

Do you have your own Domain Name? Yes /No

List your Domain Name here _____

Do you plan on acquiring your own Domain Name? Yes /No

Do you currently have a web page? Yes/ No

If you have a web page, what is your URL address? _____

Purpose:

What purpose do you want your Web site to serve? _____

To develop an online presence for your company? _____

To sell products and Services online? _____

To provide up to date information to your web visitors? _____

What other purpose do you want your Web site to serve? _____

Site Outline:

Think of your Web site as an personal history of your company. And of your home page as being the outline cover with chapters appearing as text links on that cover. Each text link should be thought of as a page assigned to a chapter. Their content should be large enough to convey your message, yet small enough for fast downloading. Or use any layout that works for you..

Home Page (Front Cover/ Link Chapters)

Link Chapter 1. _____ Link Chapter 2 _____

Link Chapter 3. _____ Link Chapter 4 _____

Link Chapter 5. _____ Link Chapter 6 _____

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Depending on the size of your Web site you may need more or fewer chapters. Each chapter may consist of one or more pages.

Colors and Pictures:

There are 216 colors known as browser safe colors. These colors have a consistent look and tone across all computer platforms. We will use these as much as possible. Picture perfect is balanced against download time and its importance to your marketing needs. A picture or collage can also be used to navigate your site as in an image map. **** Legal requirement: You must sign a statement that you own or have permission to use any photos or clip art graphics you send us.**

Text:

Text should be enhanced by **color**, **bold**, *italic*, and size using the standard fonts. If you wish to display an unusual font your most practical solution would be to use an image of the font. This is the best solution because if your visitor does not have that font installed, it would default to something else; thereby canceling the effect you are trying to create.

Title and Logo:

Do you want your site name to appear in a logo? Yes /No

Do you have a Site Name or Logo? Yes/ No

Title which appears at the very top of your web browser. _____

Photo or drawing of logo in digitized format? Yes/ No

Note: Customer supplies Logo

Other ideas: _____

Placement of Links:

Site links can have many placement options as follows:

Top of the page _____

Left or right side of the page _____

Bottom of the page _____

All of the above or any combination _____

Unless you already have your site laid out this is better decided after an initial evaluation.

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Dividers and Accent Touches

These help to divide content and serve to accent specific areas. On short pages dividers or accent touches are a matter of your personal preferences. Horizontal rules or Colored lines, Etched lines compatible with color scheme and background, Colored 3-D balls, Checkmarks or buttons.

Interactive:

Sound, Animation, Forms can be used to gather useful information about visitors to your site. They can also help in identifying potential customers and developing prospect lists. Guest books for visitors to record comments.

* Auto Responders for your standard catalog or information Surveys about customer preferences Order forms which can be printed out, mailed, or faxed Special CGI script programming needed (*extra charge) Other Forms

Uploading, Testing and Page Maintenance

Development, initial testing, and final site testing will be provided on one of our free web hosting domains. An additional test of all links will be made once your web site is uploaded to its proper domain.

Domain Name must be registered through your Hosting Provider or ISP and approved before we or you can use your Web site.

Your Internet Service Provider's Hosting Name _____
FTP address/_____

User name_____

Password_____

Voice phone: Phone number (____)_____

E-mail address for support or help from your hosting site. _____ @ _____

Announcing, Promoting and Advertising Your Web Site

Once completed tested and approved by you, we can help you promote your site. Below are some of the advertising issues that should be addressed. Including your email and Web addresses on all your company's printed literature, stationery, business cards, and display advertising. Your Internet Service Provider can provide you with information about who, how many, and even the email address of your web site visitors. Key words for your Mega Tags to help search engines find your web site.

Web Site Work Sheet

These are the items that will make up the package you'll be sending to me: You need to make two copies of each the Work Sheet and Contract. Copy this Work Sheet form to a word processor first, fill out Work Sheet and Fill out Contract and Sign both copies, then contact me via email and I'll send you my postal address. Mail all copies plus one envelope #10 SASE.

Worksheets _____

Contracts _____

**Written content for your Web pages on a diskette in a word processor or ASCII character format
Copies of printed materials, i.e.; brochures, booklets, and other materials you currently use to
advertise or promote your organization.**

**Photos or graphics to be included - preferably on diskette, in any popular PC format; i.e.; GIF,
JPEG, BMP, EPS, PCX, TIF, or high quality graphics, logos and photos to be digitized into
electronic format.**