

WEBSITE QUESTIONNAIRE

1. What Do you want your Key Words to be?

Key words are part of your Meta tags. Keywords are one word phrases that summarize your site. (eg. a local rock band named buzz-kill would use [band, local, rock, buzzkill, jeff, jack, Jason, Jamie] as a few of their descriptive words.)

2. What would you like for your Color Scheme to be?

Normally Black and White are excellent backgrounds to have, graphics are harder to smoothly work into other colored backgrounds, however, it is not impossible. Once you have an idea about your background be it solid or a picture, you must pick a color for your Text, text links, visited links, and active links.

3. Would you like a solid background or a picture background?

Solid Backgrounds are better more often than not. Sometimes overly active backgrounds as in pictures or graphics that move as a background distract and anger your potential browser. However, if your picture is watermarked properly, it can work effectively. I strongly disagree with picture backgrounds because of resolutions that each computer and each browser your site will be seen on. Resolutions are 800x600 or 1024x768, these are examples of the sizes you view your computer and internet browser.

4. What Links would you like?

I suggest as a starting off point (without much knowledge of what you want to accomplish) you use: Home, About, Contact, Merchandise, News, and Links. These are pretty standard from page to page and hold the most interesting and sought after information, they are not all you should have though. You need to tailor your site to what you want your browsers to know.

5. Where on the page would you like the links placed?

On the Left side, Right side, Top, or Bottom? I would deter you from just the bottom, but using the bottom is a great 2nd place to have them.

6. Do you want your link list on every link (page) you have?

Basically, if someone hit your news page by accident, and were interested enough not to hit the back button, you would need a list of where else you can look on the site.

7. Would you like an intro page or do you want it to go straight to your opening?

This can be anything from a flash intro to just an opening graphic. Think of it in terms of a book, and the index page/opening page is your cover.

8. What are your Copyright / Trademark years?

Do you have a copyright or trademark, if you don't would you like a symbol on your page to scare people into thinking you do? On certain sites people have the copyright symbol and the year they started to the current year.

Basically everything on the Internet is copyrighted as yours unless someone published it to the net before you did.

9. Do you want a counter?

A counter is a numbered box somewhere on your page that shows you the popularity of your site. If you have it visible then everyone who views your site will know how many people have visited your page, if it is invisible you would log onto your counters page and track your results through their site. If you decide on a counter you also have to decide on a counter graphic style, which I will provide you at a later date. You will also need to know if you want a counter per hits per page or per hits per visit.

10. Do you want a message board?

This is a place where your visitors can leave messages for you and others to respond to which is viewable to all visitors. You have the capabilities to block and delete any unwanted messages.

11. Do you want a guest book?

Like the Message board, this is a place where your visitors can leave messages for you and others about their thoughts on your site, which is viewable to all visitors. You have the capabilities to block and delete any unwanted messages.

12. If so, do you want it HTML accessible / Cuss words allowed?

You have the power to immediately eradicate any cuss words from the message as well as block anyone who tries to sign the guest book using HTML - I don't suggest blocking either.

13. Do you want a mailing list?

This is great for people who are interested in having updates. I suggest this if you plan on having more than two people on your mailing list (by mailing list I mean email list) and you plan to update them once or twice a month.

14. Do you have a dotcom dotnet or dotorg?

We can buy .com, .net, .org, .tv, .info, .biz, .us and many others. .com's are common and easily remembered. If you want to buy a name, it is 11.95 if it available. You will also need to have a Server provider that holds the information to your site. Some web hosting companies do both. I recommend ehostpros or network solutions as your Server provider and where to buy your dotcom.

Have more questions? I would too...just think about them and ask as you go along!

Sites I created:

<http://www.thevoiceconnection.com>
<http://www.vamacoustics.com>
<http://www.timdoylelandscaping.com>
<http://www.tsrcentre.com>
<http://www.bydesignshop.com>

Sites I maintain:

<http://www.movinmusclecars.com>

PRICES

I have a standard Website Set up fee. Most clients fall under that rate. However depending on the complexity of your site, the price may increase. We can negotiate that when the time comes.

This standard and negotiated rate includes meetings leading to website design, design, phone consultations until site is live, resources used, website setup, graphics designed for site including logos for use, basic flash development, email responses, and up to 20 hours of work on site development.

AS A RETAINER CLIENT:

Retainer clients receive the reduced rate of fifty dollars (\$50) per hour. The monthly retainer fee is one hundred dollars (\$100.00). Retainer contracts cover a one (1) year period with the client having the option to renew at the end of the one (1) year period.

The daily charge for expenses (including meals and lodging) will not exceed two hundred and fifty dollars (\$250). Mileage is billed at the IRS allowable rate. Copies are billed at ten cents (\$.10) per page. Faxes received are not billed; faxes sent are billed at \$1.25 per page. Charges such as Federal Express/UPS/USPS are billed at the actual amount with copy of receipt provided.

All time is billed in one-quarter ($\frac{1}{4}$) hour increments, including telephone calls, except telephone calls of less than five (5) minutes, which are billed as "no charge". Travel time is billed as portal-to-portal.

For retainer clients, we provide per unit project cost or work by the hourly rate.

We bill at the beginning of the month for the previous month's work, and payment is required upon receipt.

Included in the monthly retainer fee, retainer clients receive 5 hours of Design, all calls under 15 minutes, and all emails which take under 15 minutes to answer.

NON-RETAINER CLIENTS:

Non-Retainer clients will be charged seventy-five dollars (\$75.00) per hour.

The daily charge for expenses (including meals and lodging) will not exceed three hundred twenty-five dollars (\$325.00). Mileage is billed at the IRS allowable rate. Copies are billed at fifteen cents (\$.15) per page. Faxes received are billed at \$1.00 per page and faxes sent are billed at \$1.50 per page. Charges such as Federal Express/UPS/USPS are billed at the actual amount with receipt provided.

All time is billed, including call of less than five (5) minutes and emails. Time is billed in one-quarter ($\frac{1}{4}$) an hour increments with travel time being billed portal-to-portal.