



Website Planning Worksheet

*Thank you for considering
MkMx Computer Solutions
to develop your website!*

MkMx Computer Solutions

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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 or in person 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: _____

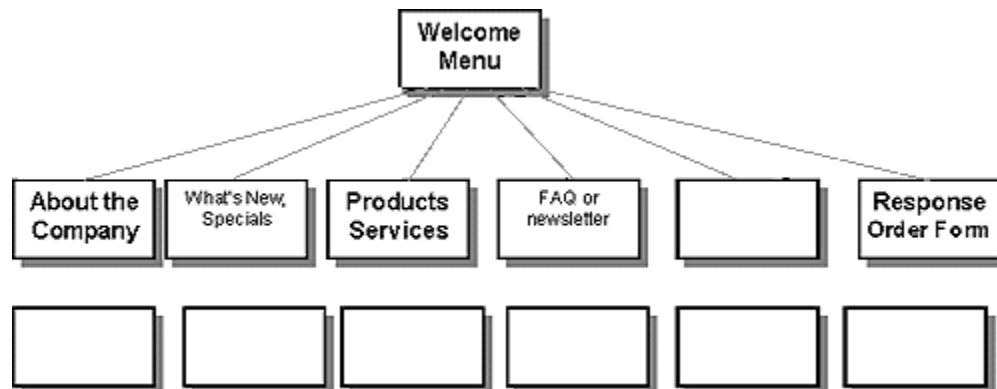
1. Purpose Of your Site

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 _____

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?: _____

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 _____
- Other ideas:

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 (unless the purchase pays a steep premium for this). This means that there can be several websites that have the same basic design within the same industry. Clarifying this, there are currently over 2 billion indexed 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 customers 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: <http://www.mkmx.com/website-templates> and our original designs in our portfolio on our website at: <http://www.mkmx.com/mkmx-portfolio-menu>

Which do you prefer:

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

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?:

Preferred colors in palette? If you have PMS (pantone matching system) colors or Hex Codes please supply these #'s to us. _____

7a. 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 on a multitude of devices, 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**
- **Cross Browser 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.)

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 Marketing 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.
- **Social Site Integration**
- **Blog Integration**
- **Shopping Carts & Ecommerce**
- **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
- **Video clips**
- **SEO & Content Marketing Services**
- **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.

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 may be obtained from FOTOLIA (<http://www.fotolia.com>), I-Stock (<http://www.istock.com/>) or other Stock Photography sources. If there are particular images you want, write down the photo number and inform us of your choices, and which page each photo goes on. We can also help you select the photos for each page.

For an extra charge, we can equip your web pages with:

- **Sound** either MIDI musical background or streaming MP3's for music or voice.
 - **Video clips**
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10. Response Forms

What is the purpose of your response form?

- Request for information**
- Survey** of customer preferences
- Customer/Prospect Information Intake**
- 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.

11. Site Design By

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.) [This helps us with referral business. We also will reciprocate and provide the back link from our site to yours.](#)

- Yes No

11. Web Hosting Service

If you already have a web host, we can most likely work with their servers. We require FTP access so we may upload/download your content and work on your site. 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.

Yes, We need hosting: No, We have a host already: (please note info below)

Your Existing Web Hosting Service: _____

Phone: _____ Support Email: _____

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
- Write Blogs
- Social Sites (create and get active on the social sites)

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 Google Analytics, Moz, WWWSTAT, AWSTATS, GETSTATS, or Analog on the host computer.

13. Finished Product

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

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** _____

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

5 Steps to creating a website with us:

- 1) Fill out the Website Planning Worksheet and discuss with your 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) Create a NEW FOLDER on your desktop and put all of the above items into it. Then ZIP it (compress the folder) by Right clicking it and choosing SEND TO . COMPRESSED ZIP FOLDER.
 - 5) Send the ZIPPED FOLDER of these items back to us via email to your MkMx Rep.
Note...If the size of the folder is beyond 10MB, you may need to use a third party software such as Dropbox or Wetransfer.com to allow the larger attachment. If you require help just let us know.
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Thank You!
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We are looking forward to receiving your materials and beginning your website!

MkMx Computer Solutions - Design Staff

