

Organization Name: _____

1. Purpose

Number 1-6 by importance:

- Gain a favorable impression of your company or organization.
- Acquire a list of prospects
- Online sales with credit card acceptance over the Internet
- Product availability / product information and price lists.
- To inform and educate the public concerning _____
- Other _____

2. Site Organization

Use the diagram below to label pages you desire, or create your own.

Total number of pages decided upon _____

*** Attach additional sheet(s) if necessary.

3. Site and Domain Names

Site Name on Masthead: _____

Domain name _____

Desired _____ Already Registered _____

4. Masthead Graphic

Include a copy of your company's letterhead / Logo

Company Logo incorporated in the masthead graphic
(enclose a color copy)

Photo or drawing of product

Font preference _____

Preferred colors in palette

Other ideas _____

5. Navigation System

Links from the front page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.

Optional: Circle items you wish include.

(extra charges apply)

Frames System where, typically, a scrolling menu remains on the left side to provide navigation. The disadvantage of using frames is that

(1) legal issues may arise when external sites are brought within your website frame without the

written consent or authorization of the owner or author,

(2) they do not always print out, and

(3) cannot be bookmarked easily.

The advantages are

(1) capable of displaying large databases of information,

(2) purposely hide URLs of content pages,

(3) send visitors to other sites while keeping them at yours.

Local (Internal) Search Engine is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for.

6. Standard 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

Page Title in larger type.

Heading Font Style: _____

Text. Body

Font Style: _____

Company ID at bottom of page

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, trademarks, and service marks does your company want to indicate here?

Do you own trademarks or service marks? If so, please list them here and indicate which are registered trademarks.

7. Photos, Graphics, Animations, Sound, and Video

Our contract includes a statement verifying that you own the copyright to, or have permission from the copyright owner to use any photos or graphics you send us.

Clipart looks unprofessional on websites, photos are recommended.

Photos you supply for us to scan and return, or by sending the digitized images on a diskette, CD or via email to: admin@sites4unions.com.

Stock photos obtained from Photo disc, (You write down the photo number and inform us of your choices, and which page each photo goes on), for

an extra charge:

Sound, either MIDI musical background or streaming Real Audio for music or voice.

Animated GIF images. High quality photo images are available from Photo Disc and other sources. We can also make animations for an extra charge.

Shockwave Animations, or Flash

Video clips (RealVideo): Process involves video conversion from analog to digital. AVI (Audio Video Interleave) files are then converted into RealVideo format (hi and low speed.) and published to your site. Requires about 2-4MB per minute.

8. Response Forms

What is the purpose of your response form?

Guestbook for visitors to record comments

Request for information

Customer Surveys

Service / Product Information

Note: We do not set up response forms for ordering products.

Shopping Cart systems are supplied for this purpose at additional cost..

9. Web Hosting

If using alternate hosting company, we require FrontPage extensions enabled, cgi-bin access and FTP access, and strongly recommend telnet access. Ability to handle Perl language is also required.

If using alternate hosting company:

Hosting Service name: _____

Phone: _____

E-mail for support or help: _____

10. Ways to Advertise Your Website

Advertising your Website to Web search engines that index the Web giving customers a good reason to come by offering them something

Purchase Web Advertising

Internet news groups

E-mail "signature" mini ad attached to your e-mail messages

Include your e-mail and Web addresses on all your company's printed literature, stationery, and display advertising

E-mail newsletters

We submit your information to Web search engines after final payment is received.

Provide keywords and 25 word sentence describing your company or organization.

11. Maintenance

Target Date: _____

Package prices include updating as specified under Annual Maintenance Credit Hours (see Price List). This covers price changes, product changes, etc. It does not include major changes, such as changing nearly all the text and information on a web page. Major changes are billed at our hourly rate.

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

On behalf of my organization I approve the above plan which I have developed with Sites4Unions.com, and I authorize Sites4Unions.com to use this Website Planning Worksheet as the basis for the project.

Signature _____

Date _____

Items you will need to send to us:

- Website Planning Worksheet
- Website Design Contract
- Website Content Worksheet which will define for us the:
- Written content for your web-pages Send via email / floppy disk or as an attached document.
- Photos or graphics to be included. You may send graphics and photos which we can scan into electronic form. We prefer that you send a diskette, CD or ZIP disk with your graphics in any popular PC format, such as GIF, JPEG, BMP etc.).
- Your company logo (if any)
- Samples of your printed materials -- brochures, letterheads, cards, booklets, etc.
- A Check for at least 50% of the total, payable to Sites4Unions.com

You may send your package to by US mail, UPS, FedEx to :

Sites4Unions.com

4014 Ohio Avenue

Tampa, FL 33616-1232

We look forward to receiving your materials and beginning your website!

Thank you for your business