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Publications
Desktop Publishing
Business Organizing
Web Design/Maintenance



Web Site Planning Worksheet

Print this worksheet. Fill in all the sections you can before your consultation appointment. If you have any questions, make notes in the margins.

Business Name _____
Contact Name _____
Phone _____
Email _____
PBS Consultant _____

Web Site Purpose

Rate the following with "1" being the most important, "2" being the next, and so on. Leave those blank which do not interest you at all.

- _____ Connect with public, members, customers, vendors, etc.
- _____ Develop a list of prospects
- _____ Sell products or services
- _____ Promote branding
- _____ Announce special sales, events, new products and services
- _____ Social Networking
- Other _____
- _____
- _____
- _____

Web Site Organization

A standard Web site includes the Home page and 6 additional pages. Cross out the pages you won't need, add labels to the blank pages, and add more pages, if necessary.

Home Page					
What We Do	Products Services	What's New	Forms	About Us	Contact Us

Total number of pages _____

Site and Domain Names

Site Name: The site name and domain name are not always the same. Usually the site name is the business name.

Site Name _____

The domain name is the URL (or address) of the Web site. Domain names are registered and used by your service provider. You can check for availability of the domain name you want to register by going to <http://www.domainsearch.com/>. **Do not register at this time.** Only use this Web site as a tool. If you prefer to have PBS assist you, leave this section blank for now.

Domain Name Wanted _____

Available? _____

Alternative Name _____

Available? _____

Branding

Businesses usually want the company branding to be used on the company's Web site. It creates continuity. If your business already has a style guide, refer to it to answer the questions below. (Note: If your business does not have a style guide, you may want PBS to assist with creating one.)

Logo/Emblem:

_____ Providing image in JPG format

_____ Providing hardcopy

Color Palette:

_____ Providing the CMYK numbers for branding colors

_____ Providing the RGB numbers for branding colors

_____ Providing the hexadecimal numbers for branding colors

Linotype/Fonts: Read about Web-safe fonts at

<http://www.theinternetdigest.net/archive/websafefonts.html>

_____ Providing preferred branding fonts

_____ Providing preferred Web site content fonts

Graphic Elements

_____ Providing images in JPG format of other graphic elements used in publishing

_____ Providing hardcopy of other graphic elements used in publishing

Current Letterhead

_____ Providing pieces of current letterhead (stationery)

Current Collateral

_____ Providing pieces of current collateral (brochures, fliers, business cards, etc.)

Color and Accents

It is best for you to look at Web sites noticing how easy it is to read the content, do the colors and images add or take away from the message, how does the "page" fit on the screen, and what just makes you crazy about some sites. PBS wants your site to be what you envision; however, we will make recommendations aimed at building a site you can be proud to share.

Notes here:

Web Site Navigation and W3C Compliance

The navigation system of a PBS standard Web site includes:

- **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.
- **Left-Side or Top Menus** with text links to the major sections of the Web site are found on each page of the site.
- **Buttons** are images that act as links to other pages, content on the same page, or external sites.
- **Internal Search Engine** can be added to your site for an additional charge. This is especially useful on very large sites. (Note a site map page can be just as useful.)
- The **World Wide Web Consortium** is the current standard for all Web sites. Every effort is made to follow W3C guidelines which assist with continuity across the Internet and search engine activity.

Basic Page Elements

These elements will be found on each page of your Web site.

- **Page titles** which show at top of Web browser only
- **Header** which includes the business branding
- **Content** which will remain static unless or until you request a change. (Additional charges may apply.)
- **Standard company ID** and **E-mail response link** in the footer of each page.
- **Copyright and/or trademark information** in small print at the bottom of each page. (Note: All Web sites and their content are considered to be intellectual property. The copyright symbol © will be automatically added to the footer of each page.)
- Link to the **Policy Statement**, a separate page providing the user with information about your company's responsibilities and the user's rights to privacy. PBS uses a standard statement or you may provide your own legal-eze.

- _____ Providing company contact information
- _____ Providing copyrights and/or trademarks, as necessary
- _____ Providing company privacy policy

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 provide to PBS for use on the site.

- **Clipart** is no longer appropriate on a Web site. PBS recommends using photos or graphics saved in a JPG format.
- **Photos** will be supplied by you, either by sending the photos for us to scan and return or by sending the digitized images on a diskette or email attachment.
- **Stock photos** can be obtained from various stock photo sites. You will probably need to pay a small fee to have access to stock photos.

The following may be added, as negotiated:

- **Sound**, either MIDI musical background or mp3 files for music or voice.
- **Animated GIF images**. We make animations for an extra charge.
- **Shockwave Animations**
- **Flash Animations**
- **Video Clips**
- Once the initial Web site is published, any changes of media will incur additional fees.

Online Contact Forms

Select the reason(s) below for using online contact forms:

- _____ **Blog** for visitors to record comments
_____ **Request for information** such as email addresses (consider using Constant Contact)
_____ **Survey** of customer preferences

PBS does not build shopping carts. You may want to review <http://shopsite.com/> which offers a secure server. PBS will charge extra to set up any ordering system.

If you decide to use an electronic newsletter to stay in contact with your clients, customers, or members review Constant Contact, Vertical Response, or iContact. These businesses charge fees based upon the number of emails sent and the number of email addresses sent to. PBS will assist with the set up of one of these companies and inclusion on your Web site for an additional fee. PBS also offers the management of online emailed newsletters through any one of these major contact business for an additional fee.

Web Hosting Service

PBS does not provide Web Hosting. Our consultants can make recommendations and will assist with the set up of a service such as Yahoo/AT&T Web Hosting. Otherwise, PBS will make recommendations for local hosting services.

If you already have a service, fill in the form below:

Web Hosting Service _____
Email for Support _____
Phone _____
Name of Contact, if known _____

If PBS does not set up the hosting service for your Web site, the PBS consultant will require the following information:

Host Name _____
User ID _____
Password _____

Maximizing Your Web Site

PBS will establish an account with Google Analytics (GA) and place a link on each of your Web site pages so that GA will be able to monitor your site for the purpose of feedback regarding users and their visits. PBS will provide detailed reports, as agreed upon, for an additional fee. Otherwise, someone within your company will be trained on how to access the information.

PBS will require a **description** of your business (generally, 200 to 250 characters). This should be in sentence form. PBS will assist with the description, as necessary.

PBS will require **keywords** describing your business (include up to 25 words or phrases). This should be in list form with words and phrases separated by commas. PBS will assist with the keywords, as necessary.

Upon final payment and when the Web site is launched, PBS will submit the URL to the major Search Engines at Google, Yahoo, and Bing. PBS will manage additional registration for an additional fee. PBS is not a Search Engine Optimization (SEO) specialist. You may want to seek a professional SEO consultant once your site is published to the Internet and running for a while.

Other ways you can maximize your new Web site include:

- Negotiate with other like businesses to add a link from your Web site to theirs if they reciprocate
- Sell space for advertizing on your site to other related businesses
- Build awareness of your site by “advertizing” it in your newsletters, including your URL in all collateral, add the URL to your letterhead and all business cards, place a sign announcing the URL at reception, use the URL in all press releases
- Develop a hardcopy and/or e-newsletter including Web site information in every issue
- Offer a coupon or special savings if clients or customers come to the Web site
- Pay close attention to the pages users visit the least often and for the shortest period of time to give you an indication of which pages need to be upgraded or removed

Initial Maintenance

Once the Web site is published, PBS will make **simple** changes (with less than 15 minutes of time required) to text, links, and images as a part of the original agreement for up to the first three months at no additional charge. After the first three months, PBS will either negotiate a maintenance contract with your business or charge for upgrades at the current rate.

Planning Agreement

Name of Business or Organization

enters into an agreement with Papillon Business Solutions© for the purpose of the creation and publication of a Web Site using the plan above.

Target Date for Start of Project _____

Target Date for Completion of Project _____

On behalf of my business or organization, I approve the above plan which I have developed with PBS to build a Web site.

Representative's Name _____

Signature _____

Date of Signature _____

Document Submission

The following documents are to be included in the submission packet before PBS can begin building the new Web site:

- _____ This **Web Site Planning Worksheet**
- _____ **Web Site Content Worksheet** including text and image files
- _____ **Web Site Development and Publication Contract**
- _____ All the items checked in **Branding**, above
- _____ All the items checked in **Basic Page Elements**, above
- _____ Down payment **Check** (as per Contract)

Send your submission packet to:
Lou Thompson, Papillon Business Solutions
2121 Crosspoint Avenue
Santa Rosa CA 95403