

Website Planning Worksheet

Deciding what to place on your website can be a time consuming task. In order to make this process easier, Jett Fuel Productions has developed this Website Planning Worksheet. It is an effective way for you to communicate with us exactly what you expect out of our partnership.

Organization Name: _____

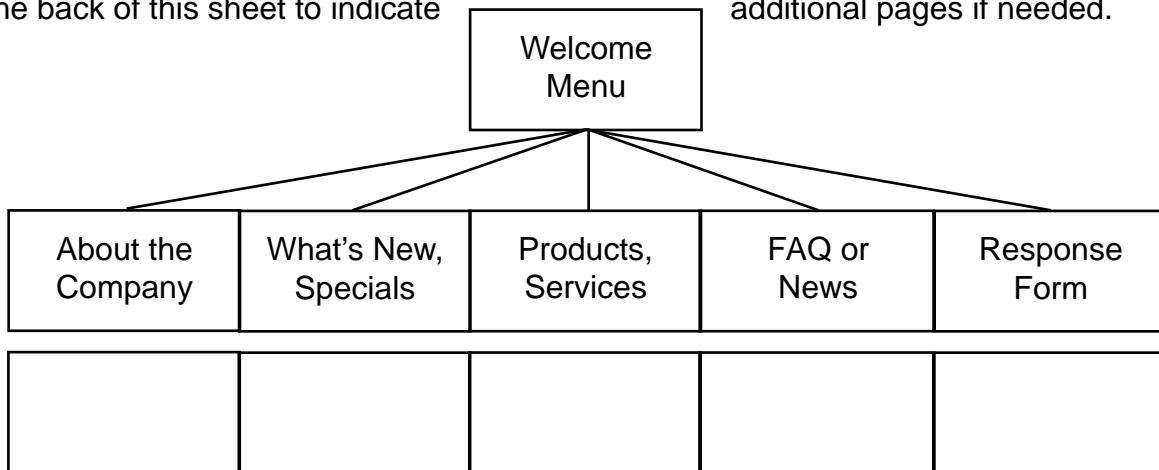
1. Purpose of This Website

Give the most important purpose a "1", next most important a "2". Leave blank those 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 customers
- ___ To strengthen brand identification

2. Site Organization

Please label pages you desire and cross out the rest. The first row is a suggested site map. Use the back of this sheet to indicate additional pages if needed.



Total number of pages decided upon _____.

3. Domain Name and Site Name

Site Name on Title Graphic: _____

Domain Name: It must be registered through us or another web hosting service. Please indicate your choices for a domain name if you have not already registered it.

1) Domain name: _____ ___Desired ___Already Registered

- 2) Domain name: _____ (second choice)
3) Domain name: _____ (third choice)

4. Title Graphic

Please enclose any letterhead, brochures, or catalogs so that we can properly engineer your website to match your corporate image.

Company Logo incorporated in the Title Graphic? ___Yes ___No

If so, please enclose a color copy.

Photo or drawing of product? ___Yes ___No

If so, please enclose.

Typeface preference _____

Preferred colors in palette _____

(if your logo uses specific PMS colors, please indicate the PMS numbers)

Other ideas _____

5. Color and Accents

For the most part, we like the freedom to determine the background color, type color, and accent colors for your website. However, if you have specific choices for these design elements, please indicate them below:

Background Color: _____ Type Color: _____

Accent Color: _____

May we include a graphic at the bottom of the first page which reads "Powered by Jett Fuel"?

___Yes ___No

6. Navigation System

The navigation system on our Basic Website Package includes a "footer" on each page that has a link to each page on the site. Optionally a "Button" system can be incorporated.

Do you want us to develop a "Button System" of navigation? (This is included in some of our website packages).

___Yes ___No

7. Service/Trademarks

What registered trademarks and/or service marks (owned by others) does your company want displayed on the website?

Does your company have any registered trademarks or service marks that you wish to display on this website. If so, please list them here and indicate which are registered trademarks.

8. 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.

- Clip Art May be used on the website and we have an extensive library of royalty free art available for use.
- Photos You supply by sending the photos themselves for us to scan and return, or by sending the digitized images on a diskette or ZIP disk. (We are equipped for digital photography at an additional charge or stock photos may be selected.) Prepare captions for each photo. You may affix a post-it note to the back of the photo to indicate its caption and which web page it goes on. Stock photos may be selected from our royalty-free library.

For an extra charge, we can equip your webpages with:

- Sound
- Animated GIF images
- Flash Animations
- Video clips

9. Text

Please send us your final version and not a draft of your text. We expect to make minor changes after the Web pages are completed but we charge extra to format and insert brand new text. Web pages which contain more than 1,200 words may be subject to additional charges.

Set up a separate Word processor file for each Web page. We can convert a wide variety of file types. You may also choose to cut and paste your text in an e-mail to us. Please use a separate e-mail for each page.

10. Response Forms

A response form is an easy and effective way for your visitors to contact you. What would be the purpose of a response form on your website?

- Request for more information
- Request for a follow-up contact
- Survey of customer preferences

11. External Links

If you would like external links on your web pages, please list the, name, complete URL address and indicate which page you would like these links on.

12. Web Hosting Service

Website hosting is available through Jett Fuel Productions. We prefer to host sites we create because we have a library of scripts, counters, and other items already set up for use on our servers. Hosting with another service may incur an additional design charge based upon what services are available through that host.

13. E-mail Address

Please indicate your preferred e-mail address(es). (Ex. info@mydomain.com)

14. Registering Your Website

Registering your site with search engines (Yahoo!, Altavista, HotBot, etc.) will allow users to find your site by searching with keywords or phrases. In order to effectively register your site we need to have a list of approximately 25 to 50 keywords that you believe a prospective visitor would use to find your website. Please list the keywords below, separated by commas.

15. Maintenance

Maintenance agreements are also available. These will need to be negotiated individually based upon the amount of updating necessary and the anticipated frequency updates

Do you anticipate that your site's content will frequently require updating?

Yes No

Frequency of Updates? (i.e. daily, weekly, monthly, etc.) _____

Type of content to be updated: _____

CONGRATULATIONS! YOU'RE ALMOST DONE!!

On behalf of my organization I approve the above plan which I have developed with Jett Fuel Productions to construct a website, and I authorize Jett Fuel Productions to use this Website Planning Worksheet as the basis of the project.

Signature _____ Date _____
Company Name _____
Phone number _____ E-mail address _____

These are the items that make up the Website Development Package to send to us:

- 1) Website Planning Worksheet
- 2) Website Design Contract (may be completed after submission of this worksheet)
- 3) Text content for your webpages (preferably on a diskette)
- 4) Photos or graphics to be included
- 5) Your company logo
- 6) Samples of your printed materials - brochures, letterheads, business cards, etc.
- 7) Initial payment

You may send or drop off your package to:

Jett Fuel Productions
1510 U.S. Hwy 281, Suite 104
Marble Falls, TX 78654
(830) 798-8723
(830) 798-0902 fax

**THANK YOU FOR YOUR BUSINESS!
WE LOOK FORWARD TO SERVING YOU!**