



**C O'Malley & Associates LLC
Online Store/Ecommerce Worksheet**

This worksheet is to help us understand what kind of store you envision. Don't worry if you can't fill it out completely on your own, though try to figure the number of products, products with options, and categories. This helps us choose the best sales options for your store as well as allowing us to give a more accurate quote. Product features and layout are dependent on the shopping cart. Unless you prefer a totally custom programmed cart, there will be limitations to how items are displayed or features available. We try and find a cart that best fits as many of your desires as possible based on the information you provide here.

Tell me about your target customer at your store?

Will this mainly be an online endeavor or will it be in addition to an established brick-n-mortar operation?

Online In addition to brick-n-mortar store

Who is your competition?

Do you have a business plan? Yes No

How much do you expect to earn from the site?

How much will you need to earn?

Who will handle day-to-day admin? Do they need training & support? Yes No

Do you have existing branding or will you also require this to be created? Yes No

How will you market the site?

When does the site need to be launched?

How will you encourage repeat purchases and customer loyalty?

Will the cart storefront be enough or will you have a website with information as well? Yes No

Will you need to the look and feel of your store to match your site? Yes No (Some carts lend themselves more to customizing the layout more than others.)

Are you willing to pay for a totally customized shopping cart to get exactly the look and features you want (this starts at \$10,000+)? Yes No

Will you be considering an eBay or Yahoo store in addition to your online store? eBay Yahoo Other

Will we be setting it up? Yes No What kind of payment will you take from this store?

Content and Product Administration

Will you need a built-in Content Management System (CMS) for managing products, categories, web (content) pages, and links. Yes No

What computer system & browser will you use to view, edit?

How technically savvy do you feel? Internet novice comfortable with email & internet comfortable with filling in forms and have learned some programs I can figure anything out

Any particular administration features you specifically need?

email list inventory tracking bulk product submissions statistics banner manager

Store-Building Software

- Smaller stores 5 to 500 products
- Medium stores 100 to 2,000+ products
- Larger Database-Driven Stores - larger catalog stores 1,000 to 100,000 products
- Other

I have a cart in mind that I like (url or cart name)

Does it allow a database for the cart if needed? Yes No What kind? Access MYSQL Other

Do you need a fully supported commercial solution, or are you happy to go 'open source'? (realizing there may be limitations to what open source can do or how much it can be customized – there will still be set up costs even though it is often “free”) Want to be able to customize completely (more expensive) Open Source

Type of Sale

- Retail (sale to end user)
- Wholesale, business-to-business (to resellers or manufacturers)
- Desire to do both

Products

Type of Products:

How many products (separate SKU numbers) do you plan for your store?

Do these SKU numbers represent different colors or sizes for the same product? Yes No

Options (color, size, etc. in a drop-down menu).

This number of products has an average of options each.

Did you count each of the options as a different product above? Yes No

Are all product descriptions done? Yes No

Do you have the weight of each product? Yes No

Do you already have all the product images ready in thumbnail and larger form? Yes No

Will you want personalization? Yes No

Will you want to be able to upload pictures, etc.? Yes No

Will you need Inventory tracking? Yes No

How extensive?

Product Photos

A substantial part of the cost of developing a store is in preparing the product photos. But, of course, they are often what motivate people to purchase.

Number of product photos Will you require thumbnails as well as full size photos? Yes No

Format to be submitted to us:

- Prints Transparencies Digital or prescanned
- Web Ready (digitized, sized, optional border, background removed, JPEG or GIF format)

Product Information Format

Typical product information needed (depending upon the complexity of your site):

- SKU
- Product Name
- Product Description
- Weight
- Price
- Picture File Name
- Category
- Subcategory
- Related product SKUs for cross-selling
- color/size options of SKU
- other descriptive fields (such as ISBN for books), etc. These will usually be fields in a spreadsheet or database.

Will all products have the same options (color, size) or will they differ by category?

Database Format

My products are:

- Not currently in database or spreadsheet
- Excel
- FileMaker Pro
- Access
- Foxpro
- Sybase
- Oracle
- Other or Unknown

Anything other than Excel and Access may need to be converted to a web-based system for ease of use at additional cost.

Product Batching allows you to add, edit, or update several products at once. Will you need to insert many products at a time? Yes No

The larger the store, the more categories you'll need. Site menus and search engines use these categories to group products so shoppers can find them quickly. We'll need a list of these from you. You'll also need to put the category and subcategory(ies) in fields in your database.

Number of Main Categories or "Departments"

Total number of Subcategories in all "departments"

Sketch Your Preferred Product Page Layout(s)

Show preferred placement of: (1) product photo, (2) product name, (3) product SKU, (4) product description, (5) price, and (6) order button.

Will you need the site to maintain your inventory as well? Yes No

Product Kits & Bundling

Kitting allows you to combine required and optional products and sell as a single item. (A great feature for designing computer systems, gift baskets, and more. Offers more flexibility than product options.) Will you need this feature?

Yes No (if yes, please describe how you might use it)

Vendors, and Affiliates

Are Search and member group features needed? Yes No

For customers? Yes No

Vendor notifications? Yes No

Affiliate system with automatic signup? Yes No

Warehouses allow you to specify the ship from locations of your product inventory.

Will you be doing Discounts, Promotions, and Specials?

Will you want to create your own discounts? Yes No

Coupon promotions? Yes No

Time sensitive product specials? Yes No

Gift certificates? Yes No

Special product promotions? Yes No

Discount codes? Yes No

Wishlist? Yes No

Gift registry? Yes No

From certain groups? Yes No

For volume purchases? Yes No

Special Order Form Instructions

Gift wrapping

Gift card inscription

Shipping instructions

Other

An e-mail manager allows you to create many different custom emails and send them individually. Will you have need for this for Mailing list feature? Yes No

Will you want Fulfillment emails automatically sent for orders, shipments, etc. Yes No

ESD - Electronic Software Delivery

Will you use ESD to sell digital goods from your store such as software or e-books Yes No

Reporting and Statistics

What kind of statistics will you need?

Will you charge Sales Tax Yes No

Some stores require the ability to configure and collect taxes on your orders per country, state, or zip. Yes No

Do you need to setup taxes that are specific to products? Yes No

Do you need to apply multiple taxes? Yes No

Shipping & Integrated Shipping Services Yes No

You can setup your own custom shipping methods UPS OnLine® Tools\USPS® FedX® CanadaPost DHL All together or just check the ones you need.

Shipping Options Offered

Ground 2nd Day Overnight

Carrier: UPS FedEx Airborne DHL Postal Service Other

Shipping Calculation Methods

Not all shipping methods are available on all carts. Check the ones you prefer to use if possible.

Disable shipping calculation

Link to UPS or other shipper shipping cost calculator (not available with ShopSite)

Flat Rate for all items (e.g., up to three books for \$8)

Price Threshold (e.g., \$8 for orders between \$25 and \$50)

Weight Threshold (e.g., \$8 for orders weighing between 10 and 12 pounds)

Shipping Price specified for Each Item (useful for items with special packing or crating)

Other

Shipping Areas or Zones

Many merchants start with UPS zones and then average them so there are 3 or 4 zones for the continental US or other major market area. In the US, you will probably also have zones for Canada, and Alaska/Hawaii. For international customers state: "We will calculate the exact shipping amount and charge it to your card prior to shipping." Some merchants provide a flat rate for the continental US, particularly if they use Priority shipping.

Will you require tables for shipping rates, or a way of calculating for States or Counties where collection is required?

Yes No

Will you need to calculate exact tax in many states where you are required to collect tax Payment Transaction?

Yes No

Will you require your site to tie into an existing UPS, FedEx or other database to calculate shipping (expensive)?

Yes No

Will you require package tracking? Yes No

Payment Methods Available

Visa MasterCard American Express Discover COD Purchase Order Reseller Account No.

Other:

Money orders or checks may require an additional set up area to obtain the order then wait for receipt of the check/money order. This is an extra feature that is not in all carts.

Will you need this? Yes No

Credit Card Authorization

Payment Methods and Processing Customize the methods of payment you accept for your store. Choose a popular payment gateway for real-time payment processings - people tend to trust what they know. Manual processing is fine but someone will have to manually obtain and input the credit card numbers for payment. Real time processing is more expensive but the amounts will automatically be credited to your bank account.

Do you have a merchant account that accepts internet payments and what is the gateway? Yes No

Gateway: (company that processes the payment securely)

Which processing method do you want to use:

- Real-time on-line credit card authorization (recommended if you're setting up a Web business from scratch)
- Desktop credit card processing after order is received (begin here if you have an existing Merchant Credit Card Account)
- Secure Order Reception
- Store software e-mails you when an order arrives, but it won't e-mail sensitive credit card information. You'll need to get that in a secure manner.
- View completed order in Web browser and print out orders on printer (for low volume stores)
- Download order file for transfer to accounting system (for higher volume stores. You'll need to have a programmer write a macro to import into your order fulfillment software, this will be in addition to the store quote)

Accounting Program Used

Not all carts have the capability to download this information without customization. Program you use for accounting:

- QuickBooks Peachtree Mail Order Manager Other

Do you want to integrate Web orders with your accounting program if possible? (special programming probably required) Yes No Maybe later

Do you want to integrate Web orders with an inventory program? Yes No (We don't handle this, but can refer you to a programmer.)

Order Processing and Administration

Will you need to search your store's order history? Yes No

Names of "Regular" Pages.

Product pages are usually designed on the basis of templates and may be included with the cart. "Regular" pages must be hand-designed using HTML, with custom photo insertion, etc. As such, they are more expensive. Typical "regular" pages are your "home" page, FAQ, about the company, articles, newsletters, and (sometimes) ordering instructions or forms.

- Welcome/Menu
- About the Company
- FAQ
- Newsletter
- Other:

Response Forms (besides the order form)

You may have a form where shoppers can ask questions, subscribe to a newsletter, get customer support, etc. We do not include your ordering system here. You may not need a structured feedback form; an e-mail response link may be all that is necessary.

Number of response forms (up to 20 fields each)

Purpose of response form(s):

Web Hosting

Due to the complexity of installing and hosting store-building software and relational databases, it is important that you accept our recommendations for Web hosting services. We charge for the additional time expended researching, installing and configuring stores on Web hosting services other than those we recommend. On the other hand, we have shopped for the best cost/performance/reliability in Web hosting services.

If you would like us to work with web hosting you have already purchased, we will need detailed information such as password/user and more. Web Hosting Service used:

Digital Certificate of Site Security

SSL Secure Servers use a Digital Certificate signed by a recognized authority (currently VeriSign or Thawte) which tells the shopper's Web browser that the store is what it purports to be. The configuration of some Web hosting services requires each store to have its own Digital Certificate (at a cost of several hundred dollars per year). Others

allow store owners to use the server's digital certificate. If you need a separate Digital Certificate, for an additional fee, we will interface with VeriSign and Thawte for you, saving you a considerable hassle.

Is manual security input required? (this stops automated bots from crashing your store with bogus orders) Yes
 No

Do you have a host with a shared secure server certificates well as being able to have a private certificate? Yes
 No

Or does the host allow SSL at all on their plan? Does the host have a recommended certificate? Yes No

Globalization

Once your store appears on the Web you will have a global business. You will get orders from other countries, since many countries are not able to purchase these items locally. How will you make your site more comfortable for international customers?

Some integrated shipping services support shipments from international destinations

International Features allow you to set up your own currencies and exchange rates. There are several ways to accomplish this, please let us know which you think you will need:

- Link to currency exchange calculator (Your credit card company handles exact exchange rates)
- Provide multiple languages for product names, product descriptions, order form details (name, address, phone), shipping instructions
- Provide instructions about international shipping options
- Provide international shipments with "International Air Waybill," "Commercial Invoice," or "Shipper's Export Declaration (SED)" as required. (You may obtain more information about requirements from your postal office or courier shipping service.)

Ignore this section and skip to the end if you have filled out one of our other website worksheets along with this one.

Images & Photos

Approximately how many photos will be included?

Will you have a "staff page" and if so, how many biographies/photos?

How will these photos be supplied? (e-mailed, postal mailed photographs that need scanning, on CD?)

Do you have a logo? Yes No Will you want us to create one? Yes No

My budgeting priorities are: (choose ONLY 2) Good Fast Cheap

Please select the budget you had in mind for designing your web site? (we ask because it helps us prioritize your website needs so that we can concentrate on the features most important to you first)

- <\$700 (1-2 page business card site)
- \$700-\$1000 (2-3 page static site)
- \$1000-2500 (simple CMS site)
- \$2500-5000 (simple ecommerce site)
- \$5000-10,000 (complex dynamic site)
- >\$10,000 (very complex dynamic site)

Will you want to market your web site as a business? Yes No or Community service Yes No

Will you need us to update your site periodically? Yes No, I know HTML and can do it myself I'd like an easy way to do updates myself such as a CMS (content management system)

Getting found & Statistics: Do you want RSS feed? Yes No Will you import RSS feeds? Yes No

Google XML Site Map? Yes No Robot Text (keeps search engines out of some areas)? Yes No Google Analytics software for tracking? Yes No Yahoo Analytics? Yes No

Facebook page for your business? Yes No Blogging software? Yes No

Meta tags & keywords? Yes No Optimized pages (with keywords you provide)? Yes No

Permanent redirects from a previous site? Yes No (How many pages approx?)

Do you want to have access to your server's log for statistical purposes? Yes No

Timeframe: When will you want your site to be complete? I'm flexible Don't know

Special offers: Would you like to use a special offer we've advertised? Which one?

How technically savvy are you? beginner comfortable with email & internet only very savvy with most programs such as Word or Outlook I've built my own simple website with a program such as Front Page or Sitebuilder

Every website has a "style" or "look" that evokes feelings about the company. What sort of style do you want to project to your visitors?

What "style" do you want to portray? (all that apply)

<input type="checkbox"/> Plain	<input type="checkbox"/> Whimsical	<input type="checkbox"/> Bright & Fun
<input type="checkbox"/> Pastels	<input type="checkbox"/> Conservative	<input type="checkbox"/> Geometric
<input type="checkbox"/> Elegant	<input type="checkbox"/> Colorful	<input type="checkbox"/> Soft/muted
<input type="checkbox"/> Stylish	<input type="checkbox"/> Respectful	<input type="checkbox"/> Retro
<input type="checkbox"/> Corporate	<input type="checkbox"/> Clean & Simple	<input type="checkbox"/> Monochromatic (1 color)
<input type="checkbox"/> Children's	<input type="checkbox"/> Offbeat-unusual	<input type="checkbox"/> Like others in my industry
<input type="checkbox"/> Hi-Tech	<input type="checkbox"/> Flashy w/Movement	<input type="checkbox"/> Other
<input type="checkbox"/> Professional	<input type="checkbox"/> Themed with buttons/graphics	<input type="checkbox"/> Artsy/Innovative

Please describe

Please list some Website URL's you like:	Please list some Website URL's you DO NOT LIKE
--	--

Where do you want the navigation? Top Side Bottom Right (check all that apply)

Do you prefer a "busy" site with lots of information and links packed on the page, or a simple site with a clean look?

Busy Simple Somewhere in the middle Leave room to add items later

I prefer sites that fit on all screens even if there's blank areas I want to use every available space

Do you have color preferences?

Do you want a search box? Yes No Will you want statistics? Yes No

What would you like the statistics track? (Stats cannot tell you the name or email of visitors unless you specifically ask for and are granted that information – typical is screen resolution, operating system, IP address, country of origin)?

Collecting Information

Will you want to collect information from visitors to your site? Yes No

Such

as?

Will this information be Emailed to you Collected in a database for later use

Do you desire to send newsletters to visitors? Yes No Do you want a "favicon" (custom icon)? Yes

No

If you intend to collect information from visitors, law requires you provide a Privacy Disclosure statement somewhere on your site. (make sure you check that as one of your pages)

Content

We will need your text and photos to provide content to the pages. Please send finished, proofread copy, preferably in digital format (in email, word or plain text files on CD, Zip or email). Written content is important for search engines to find your site. Please provide content clearly labeled as to which page you'd like the information placed on.

Will you need copywriting assistance?

Yes No

I would like Custom error Pages (instead of getting a generic 404 Page Not Found, you will get one that redirects visitors back to your site (if hosting compatible). These can be even quite fun reflecting the personality of the site owner though their function is to keep you on the site even if a page moves.

Additional Features you may be interested in using on your site:

I-Frame content (include content from other sites in your site)

Pop-up windows

Weblog (a blog is a way to keep content fresh easily)

Login/Password protected areas

RSS Feed (broadcast information to worldwide feeds for distribution)

Web cams (real time video)

Photo galleries

Flash masthead, banner or splash page

Flash Pages (this is the ONLY way you can really protect your photographs and images from theft)

Privacy statement (should be included in all websites per the law)

Masked photos (decorative element added to photos to make them stand out – such as a soft fade effect or cutout effect)

Webcast/Video information (video is either downloaded or streaming. Streaming requires special server capabilities)

Database and Interactivity needed

If your project requires any interactivity that will need a back end database, please describe your needs specifically as possible below. Examples of database functionality are log in areas where users can populate information and record storage/manipulation/retrieval.

Explain the type of functionality you'll need. Be as detailed as possible

Hosting, Domain & Email Services

We recommend to our clients web hosting services tailored to their specific needs and can assist with finding and setting up hosting. We recommend hosting on your local dial-up ISP or FREE hosted sites ONLY if your page is very simple and basic since they are usually not well-prepared to meet specialized business site hosting needs. We can recommend a Web host service for you in your price range. Your hosting and domain are not included in your web design costs; they are an ongoing yearly charge.

Hosting: If you have special needs or requirements are related to bandwidth or storage, you may require a virtual dedicated server so your increased bandwidth doesn't impact others on the host machine. Generally we recommend shared hosting for most clients and the provider and features needed will depend on what you plan to do with your website.

Do you currently have hosting or know where you would like the site hosted? Yes No

If you have hosting, do you have log-in and ftp information to access the hosting? Yes No

If not, can you obtain this information? Yes No Explain any special circumstances:

Would you like us to obtain hosting for you? Yes No

About how much are you willing to spend per month? Don't know

How much traffic do you expect per day? 1-10 visitors 10-100 visitors More than 100 visitors

Do you have any ideas regarding your need for bandwidth? Storage space?

Any features that are important to you? (speed, downtime, telephone tech support, spam control, specific programs, etc.)?

Domain name:

Have you purchased a domain name? Yes No Name?

Do you have the log-in information to your registrar? Yes No Can you obtain this? Yes No

If not, would you like us to obtain a domain name for you? Yes No

If so, first choice 2nd choice

Preferred domain extension: (www.yourname.ORG) .org .com .net .info .biz Country of origin (.ca = Canada for example) .name .sr (Seniors) .us (USA) .ws (website) .md (healthcare) .cd (music industry) .cc (similar to com) .am (radio station) Note: domains other than .com/.net/.org are usually more expensive to purchase. If a domain is taken, it may still be available on a secondary market at additional cost.

Should we pursue this if your first domain choice is not available? Yes No

Shall we obtain any derivatives of that name? org net biz com us if available? Yes No

Will you want email accounts with your domain names? Yes No If so, how many?

Will you want auto-responders on those email accounts? Yes No Spam filters? Yes No

Will you want those accounts to feed into your current email account, or be "POP" mail – set up in your mail program or online access? Forward to current email POP Mail Online Access or Webmail

We will require a Credit card on file to obtain a domain name and/or hosting for you as well as any required software that pertains to your site. Credit Card information cannot be sent through email, it must be provided over the phone or by postal mail (email is NOT secure).

Site features:

The following are features that are commonly used on websites. Please check any you desire. If you are not sure or don't know what they are, leave unchecked.

Scripting & Interactive Software Features

- Informational articles to download (PDF or HTML) How many?
- Events Bulletin Board
- Events Calendar
- Community Chat Room
- Counter/Traffic Meter
- Files for Download
- Guestbook
- Web Cast
- Media Streaming
- Password Protected Area
- Image Rollovers (change look, position or color when clicked on)
- Video/Audio Streaming
- Virtual Tours
- Mailing List Software
- CMS (content management system)
- Search Site
- Form Validation
- CAPTCHA (discourages spambots from filling out bogus forms)
- Scrollers & Sliders for images
- Ecommerce
- Find Nearest Location
- ASP, PHP, Perl and other programming for custom applications
- eFriend Scripts (dating, community)
- Search by Zipcode
- Education (create online courses)
- Wiki (collaboration tool)
- Blogs (personal publishing tool)

- Community Software with login
- Classified Ads
- Customer Relation software
- Discussion Boards
- Billing Software
- Auctions
- Email Newsletter
- Booking Software
- Interactive Maps & Directions
- Helpdesk
- Journal
- Live Help
- Polls/Surveys
- Classified Advertising
- Banner Rotator
- Photo Albums
- Cost estimation script
- FAQs Generator
- Image Galleries
- Project Management
- Scheduling
- Industry Specific

Other - Explain:

Complete this section only if you plan to have visitors buy or pay for items from your website.

Paypal Donation, Subscription, Shopping Cart or Payment Link

To accept credit cards through Paypal you will need a Verified Business Paypal account or be willing to set one up. Email address and Paypal log-in information is required to provide a working link that will pay into your Paypal account.

Do you have a Paypal account in place? Yes No

Will you be taking payment online through Paypal or another source?

Paypal Other Payment Source Will not be taking payments online

Type of link: Donation Product Purchase Donation Subscription

Will you require a shopping cart? Yes No Number of products?

With the Paypal shopping cart you can use up to 2 custom fields used for all items. (ie: color, size)

1. 2.

Simple Ecommerce Site (Paypal or no shopping cart) No more than 5-10 items

Will you want to take credit cards apart from Paypal? Yes No

Do you have a payment provider in mind? Yes No

What Features will you need in your shopping cart?

About how many products and what types of products will you sell?

Will they be unique, one of a kind items or will you have many of the same thing?

Will you need additional criteria such as size, framed, unframed, color for each item? (If so, what) Yes No

Will your items need categorizing (tshirts, sweats, patches) Yes No

We will need prices and descriptions for each item.

Will you want other features in your shopping cart such as coupons, sale items, "most popular" items featured?

What features will you need? Yes No Which features?

Will you want mailing list capability (this may or may not be included in a shopping cart)? Yes No

Contact & Response Forms

Sometimes you might want interested persons to contact you. A reply-type form uses different kinds of programming. We can add a response form to one of your pages. This is done from the server with PHP, CDO or CDONTS. Which you can use is dependent upon the server's capability. **Note:** You can set up sites that use the response form as an order form, but it will not include a secure server and secure order pick-up, so you cannot take credit card or any sensitive information in this way. This may be fine for requesting literature, information, etc. We charge extra to set up a secure ordering system.

I would like a form: Yes No

Email to submit to: (email address)

Form's fields (check all you want): Name Address Country Phone Email Comments Other Fields?

Page to put form on:

Other features you might want on your website. If you think you might want them, check the box. It's ok if you do not know what something is, don't check it.

Popular small script features:

- | | |
|--|--|
| <input type="checkbox"/> News feeds | <input type="checkbox"/> Small feedback form |
| <input type="checkbox"/> RSS | <input type="checkbox"/> PNG replacer (for PNG images) |
| <input type="checkbox"/> Printer friendly pages | <input type="checkbox"/> No Right Click |
| <input type="checkbox"/> PDF pages | <input type="checkbox"/> Colored scrollbars in IE5 only |
| <input type="checkbox"/> Scroll boxes | <input type="checkbox"/> Static background in IE only |
| <input type="checkbox"/> Popup Windows | <input type="checkbox"/> Marquee |
| <input type="checkbox"/> Links to other sites' databases | <input type="checkbox"/> Counter |
| <input type="checkbox"/> Page redirect | <input type="checkbox"/> No Right Click (makes it more difficult to steal images) |
| <input type="checkbox"/> Watermark background | <input type="checkbox"/> Sound files (auto play) <input type="checkbox"/> MP3 <input type="checkbox"/> Midi <input type="checkbox"/> WAV <input type="checkbox"/> MPEG |
| <input type="checkbox"/> Hide email from spammers | Video (you MUST be the copyright owner to use MP3's on your site) |
| <input type="checkbox"/> No explorer Image bar | <input type="checkbox"/> Browser detection & redirect |
| <input type="checkbox"/> Static Map | <input type="checkbox"/> Java applet (ie: shimmering lake) |
| <input type="checkbox"/> Bookmarks | <input type="checkbox"/> Translation link |
| <input type="checkbox"/> Copyright | <input type="checkbox"/> Text Rollovers (text changes color on click) |
| | <input type="checkbox"/> Something else? <input type="text"/> |

Flash is an interactive and very classy way of presenting images and content on your website. It is also fairly expensive. It is used to draw attention to important items or just make your website stand out from the crowd. It is not particularly search engine friendly so we do not recommend doing an entire site in Flash.

Flash & Splash I would like to include:

- Flash Movies (a secure way to copy protect movies)
- Flash Splash Pages (fancy introductions)
- Flash Banners (to draw attention to important links or areas of your site)
- Flash Games or Interactives
- Onsite People (*people that appear to be alive on your screen talking to you*)
- Disjointed rollovers (*mouse over a picture, and the text changes is an example*)
- Please describe anything else you need:

Alternative Advertising

Would you be interested in printed materials to match your website? Yes No

Your website on CD as a promotional tool or backup? Yes No Promotional tool Backup

Basic Search Engine Optimization services? Yes No (this includes title tags, basic submissions – it does NOT include keyword searches or optimizing, submissions to many search engines, meta tags or XML site maps)

Copyright

Do you have copyright or license to your current site? Copyright License Don't know Neither

Maintenance

Website creation does not include future updates. If you are interested in a maintenance package, let us know. We have several inexpensive packages (as well as pay-as-you-go updating) available that can keep your website fresh, interesting and up to date. Many clients will occasionally add a page now and then as their business grows so that their web presence keeps pace with their brick-and-mortar business. Will you be interested in maintenance services? (we have discounted rates for signing up for 1 year of maintenance services – standard pay-as-you go services are at our regular rate).

I think I would like a maintenance package and would like to talk to you about what is available?

Yes No

Is there anything else you'd like us to know, want to add or would like to include that we haven't covered above? Please describe what you desire:

The content described within is confidential and the form shall not be used, disclosed or reproduced, in part or in whole for any reason other than for us to estimate or create your web development needs. Estimates are based on information provided in this document and are subject to change if the scope of the project changes.

Your Contact information:

Name

Business/Org: Phone

Address:

Email

When will you be ready to get started? Expect completion?

This form outlines our plans for our website. On behalf of _____ I have authority to approve the above plan. I authorize C O'Malley & Associates Web Design LLC to use this information as the basis of the project in accordance with the Web Site Development Agreement.

Signature _____ Date _____