

JaTo Services

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This questionnaire is designed to enhance communications between JaTo Services and our clients. Please fill in the blanks and make a photocopy for your records, and mail a signed copy to us. It provides a written memorandum of our mutually-agreed plan.

Organization Name: _____

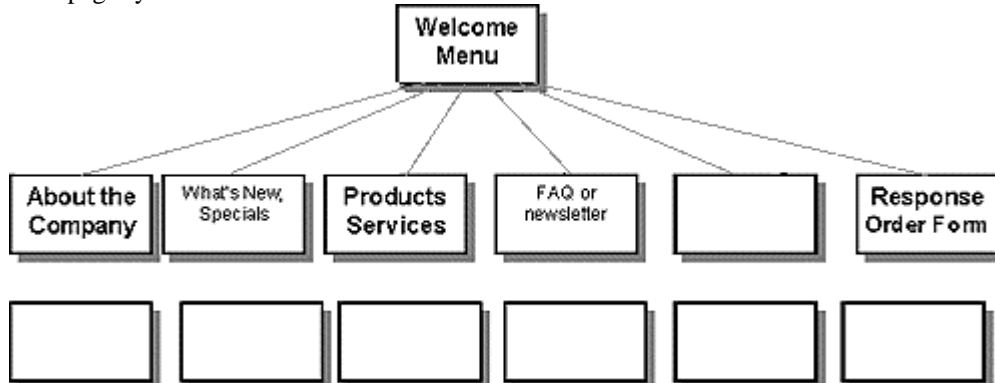
1. Purpose

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.



Total number of pages decided upon _____

3. Site and Domain Names

Site Name on Masthead: _____

Domain Name It must be registered and approved by a domain registration service before you can use it. We can check the availability of your domain name for you, and provided it is available, we can see that it is registered.

Domain name _____ Desired ___ Already Registered

4. Masthead Graphic

It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image.

- Company Logo** incorporated in the masthead graphic? If so, please enclose a color copy.
- Photo or drawing** of product?
- Typeface** preference _____
- Preferred **colors** in palette (PMS colors?) _____
- Other ideas _____
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5. Color and Accents

For the most part, we recommend a white background for best readability and contrast, with a band of color or a pattern running down the left margin of the webpage. Your preference:

May we include a link at the bottom of the welcome page which reads

"**Website Designed by JaTo Services**"? (You are under no obligation to say yes.) Yes No

6. Navigation System

The navigation system of all our Standard Website Packages include:

- **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.
- **Colored bar "Image Map"** with a brief word or two indicating each page -- available in sites of 6 or more pages. This appears at the bottom of every page. In some sites we put this both top and bottom. You are limited to a maximum of about eight (8) selections on this image map.
- **Left-Side Menus** with text links are especially useful on larger sites. Included in sites of 6 pages or more. They can allow more detail than an 8-item bottom image map, and can enable visitors to see from any page how to get to any other. These may be white or light-colored over a dark left-side color or pattern, or black or dark over a light left-side color or pattern.

Optional Systems. Circle those you wish incorporated in your site.

- **Left-Side "Buttons"** can be used, but we do not recommend them, since they are more expensive and time consuming to maintain when a change or addition is made to the system. Also, it takes significantly longer to load many buttons than an image map of the same area (Extra charge)
 - **Frames System** where, typically, a scrolling menu remains on the left side to provide navigation. We do not recommend frames in practically any situation, since they are a design disaster. They do not always print out, cannot be bookmarked easily, and often make the page design look "tacky" with their ugly gray scroll bars. We see them as the amateur's way to look cool. In a very few cases, they are useful: (1) to display large databases of information, (2) purposely hide URLs of content pages, (3) send visitors to other sites while making it easy for them to come back. (Extra charge)
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7. Basic Page Elements

These are the important items which appear on nearly every web page 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: _____ (recommend Arial Bold or Verdana)
- **Text.** Body Font Style: _____ (recommend Times New Roman)
- **Image Map** by Image Map bar
- **Standard company ID** near 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 have any trademarks or service marks? 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.

- **Clipart** tends to look a bit tacky on web sites. 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.
- **Stock photos** obtained from a stock photo site. You will be responsible for obtaining the photos unless otherwise agreed upon in advance, as we would need to bill you for our time at our hourly rate.

9. Response Forms

What is the purpose of your response form?

Guestbook for visitors to record comments

Request for information

Survey of customer preferences

Note: We do not set up sites that use the response form as an order form, since these require secure servers, and secure order pick-up.

10. Web Hosting Service

We are not in the web hosting business. We recommend to our clients web hosting services tailored to their specific needs. We've worked with dozens of hosting services -- the good, the bad, and the ugly. We usually do not recommend hosting on your local dial-up ISP, since they too often are not well-prepared to meet specialized business site hosting needs. Their main business is usually dial-up access, and hosting is only a sideline for them. Please let us recommend a Web host service for you. We require cgi-bin access and FTP access. Our no-extra-cost response form also requires a Unix system with Perl language available. Our preferred web hosting providers are doteasy.com. We have dealt with them for over 5 years now with out a single complaint. We can set up the necessary hosting package with your Basic, Silver, Gold, or Diamond web design package. Please sign here if you'd like us to set up your hosting account for you at no extra charge: _____ Date: _____

11. Registering and Advertising Your Website

- Advertising your Web site to Web search engines that index the Web
- 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 web site 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

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 WWWSTAT, GETSTATS, or Analog on the host computer. We do not include page counters on our Standard Web site Packages

We submit your information to **Web search engines** to "register" your web site after final payment is received. Before doing this we work with you to get 50 to 100 keywords and a carefully constructed 25-word sentence contain the most important keywords.

12. Maintenance

Target Date _____

Package prices include minor updating over the first six months of the contract. This covers minor price changes, product changes, etc. It does not include major changes, such as changing newsletter content (which essentially involves constructing a new webpage), which is 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 JaTo Services to construct a web site, and I authorize JaTo Services to use this Web site Planning Worksheet as the basis of the project.

Signature _____ **Date** _____

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- These are the items that will make up the package you'll be sending to us:
 - Web Site Planning Worksheet
 - Web site Content Worksheet
 - Web Site Design Contract

Web Site Content Worksheet which will define for us the:

- **Written content for your web pages** (preferably on a diskette formatted for *Word for Windows* 2.0, 6.0, 7.0, 8.0, or 2000, or other word processor. (We can translate from most word processor formats with ease.)
- **Photos or graphics** to be included. You may send graphics and photos which we can scan into electronic form. Even better, send us a diskette or ZIP file with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, AI, PS, etc.). If these are in Mac format, make sure each picture has a 3-digit extension, such as .jpg to indicate the format in which it is given.
- **Your company logo** (if any), and tell us the PMS color.
- **Samples of your printed materials** -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image.
- **Check** for at least 50% of the total.

You may send your package to Jane Lindeman, JaTo Services, **by US mail** to:

7325 Buchanan Drive
Port Richey, FL, 34668 USA
or by **UPS, FedEx**

We are looking forward to receiving your materials and constructing your web site!