



Web Design
(916) 787-0484

Website Organizer

Please provide as much information as you can regarding your website.

- **Contact Information (Please Print or Type)**

Your Name _____ Title _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cellular _____ Fax _____

Second Phone _____ Toll Free Phone Number _____

E-mail _____ Current URL _____

Industry _____

- **What type of website you are interested in:**

Informational E-commerce Re-Design of current website Personal

Target date for completing your website _____

What "Domain Name" do you want us to register for your website?

First Choice _____

Second Choice _____

- I will register my own domain with Network Solutions. (www.networksolutions.com) or another company
- I already registered my domain. The name is: _____

• **What purpose do you want your website to accomplish?**

- To provide information about our company to our customers and potential customers.
- To advertise specials on our products or services.
- To make product pricing and information available to our customers.
- To allow customers to order our products and services over the Internet.
- To encourage customers to visit our business location.

Other: _____

• **How many web pages do you anticipate you will need?** _____

• **What printed materials can you furnish that will provide us with information about your company?**

- Company brochure
- Flyers
- Print Advertising
- Annual Report
- Company Stationary

Other: _____

• **How will you be providing the text for your web pages?**

- Email Word Doc (prefeere method)
- On typed pages
- On 3 1/2" diskette or CD ROM using Word or WordPerfect

If you send us your text on disk, we prefer that you set up a separate Word processor file for EACH Web page. Use the last page of this worksheet to indicate which file names correspond to which web pages.

We prefer Microsoft Word, although we can convert a wide variety of file types. **Please do not send us a "draft" of your text. Send us your final version.** We expect to make minor changes here and there after the Web pages are prepared. Most word processors allow you to count the approximate number of words. Web pages, which contain more than 1000 words may be subject to additional charges.

• **How many photographs do you anticipate you will need?** _____

The appearance of your Website has a lot to do with the photos or graphics you choose for your web pages. Clipart can be used, but photos are probably best. They look much more professional. You may send photos and graphics to us in either JPEG or GIF format, or send us the originals (no larger than 8 x 10), and we will scan the photos and return them to you. Prepare captions for each photo. You may affix a Post-It Note to the photo to indicate its caption and which web page it goes on.

• **How will you provide us with your photos?**

- Photos will be scanned by Cobalt Images On 3 1/2" diskette or CD ROM in .gif or .jpg format
- We will pay for photos that Cobalt Images chooses and we approve from a stock photography site.
- Email (which is our preference)

• **What additional options would you like on your website?**

- Search Engine Response Form Scrolling Text Box
- Multi Media (sound/video) E-Commerce

Other _____

• **A Few Words About Color and Backgrounds**

The color scheme of your website should be as close as possible to the colors you are already using in your printed materials. (i.e. brochures, letterhead, business cards, etc.) NOTE: The colors on your website may not appear exactly as they do in your printed materials. The colors seen on a monitor depend on the quality of the monitor and the monitor's settings.

Usually the best background for a website is white, but just about any color or pattern can be used. We strongly suggest that you do not use a photograph or graphic for the background. Images will cause the web page to appear "busy" and make the text difficult to read.

• **How do you want us to design the color scheme for your website?**

- Use the colors that we use in our printed materials, which we will provide.
- Use these colors _____
- Use this color for our background _____
- We will leave it up to Cobalt Images to choose and coordinate our color scheme.

If you do not have a preference, that's ok, we will choose and coordinate the colors for you.

- **Keywords**

Please list as many "Key" words as you can think of that describe your business and what your website will be about. These "Key" words will be used in "Meta Tags" that will help the search engines guide people to your website who are looking for the products and services that you provide. **Please list the words in the order of their importance. List only words that are relative to your business and website.**

1. _____	11. _____
2. _____	12. _____
3. _____	13. _____
4. _____	14. _____
5. _____	15. _____
6. _____	16. _____
7. _____	17. _____
8. _____	18. _____
9. _____	19. _____
10. _____	20. _____

- **E-Commerce**

I do not want an E-Commerce website.

What major credit cards do you currently accept for payment?

VISA MasterCard American Express Discover Other _____

- **Roughly how many products do you want to include on your website?** _____

- **If you plan on adding new products on a regular basis, approximately how many products will you be adding each month?** _____

- **Do you want to include a photograph of each product?** YES NO

- **How will you provide us with the product photos?**

- Emailed in JPEG or GIF format
- On 3 1/2" diskette or CD ROM in JPEG or GIF format
- Cobalt Images will scan photos
- Cobalt Images will download the photos from our suppliers websit

Please indicate below which pages you want on your website. If you want a page that is not listed, write the name in the blank spaces. Please also indicate the filenames for the text and images, and which pages the images belong. If you need more room, feel free to make copies of this page.

WEB PAGE NAME	FILENAME FOR TEXT	APPROX. # OF WORDS	IMAGE FILENAME IF NONE STATE "NONE"
Home Page			
About Our Company			
Services/Products			
What's New			
FAQ			
Contact Information			

