



# Website Content Agreement

This questionnaire is designed to enhance communications between kHo Webdesign and our clients. You can print it out and fill it out yourself, edit it in Microsoft Word and email it back, or simply print it and have it with you when I speak to you about your website.

Organization Name: \_\_\_\_\_

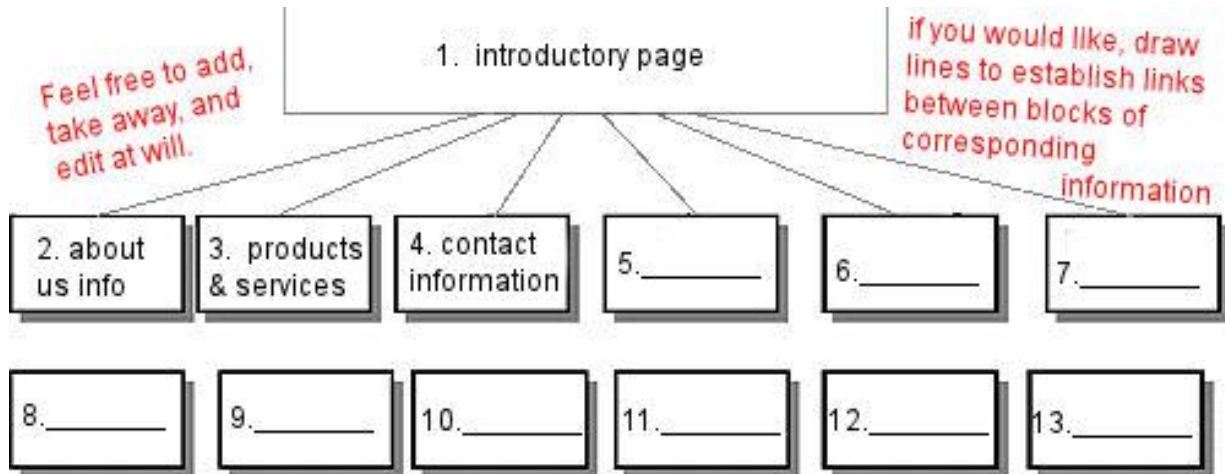
## 1. Purpose

Give the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all. You may also just put a mark next to those which are important to you if you don't feel you can rank them.

- 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 \_\_\_\_\_

Feel free to fill in the actual boxes or make a list 1, 2, 3. You can include subjects only or go into detail if you like.  
(example: 1. introductory: splitting site into 2 sections)

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### 3. Site and Domain Names, Hosting Plans

**Site Name on Masthead:** (company name, etc) \_\_\_\_\_

**Domain Name/Hosting** You may check the availability of your domain name at any hosting plan/domain name registration site you prefer. I will need the account username and password and ftp information in order to access it for uploading and editing of your site. I recommend GoDaddy.com, JustHost.com, or Bluehost.com. Please see <http://www.khowebdesign.com/webhosting.html> for my write up regarding hosting and which is best for what types of businesses.

**The hosting/domain is a separate charge from the design charge.**

Domain name \_\_\_\_\_ \_\_\_Desired \_\_\_Already Registered

Domain name \_\_\_\_\_ \_\_\_Desired \_\_\_Already Registered

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### 4. Graphics

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

\_\_\_ **Company Logo.** If so, please bring a color copy.

\_\_\_ **Photo or drawing of product/s?** If so, please bring a color copy.

\_\_\_ **Typeface** preference \_\_\_\_\_

\_\_\_ **Do You Need A Logo Designed?** (Additional design cost \$100)

**Description, details, etc:**

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### 5. Color and Accents

For the most part, we recommend a light background and dark text or a dark background with light text for best readability and contrast. Please let me know what color schemes appeal to you. (ex. White background, black text... black background, grey text... etc.) If you'd like to link me to sites that resemble the overall look and feel of what you have in mind please feel free.

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### 6. Photos, Graphics, Animations, Sound, and Video

- **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 stock photo sites.
- We are available to take photography as well, if needed, at the hourly rate of \$60/hour.

You can either send in pictures and we will pick and choose what goes where, or you can tell us what pictures should go in what section (if this is the case, please either label the pictures with numbers or names so that we can be sure the correct picture is being used.) You can also combine the two, ie "I want these pictures to go here, but the others you pick and choose."

The best way to send bulk pictures is to zip them with a zip program such as winzip (free trial) or 7zip (free) before emailing them to us, otherwise you may have to send multiple emails to get them to me. Another way would be to burn them to a disk and mail them to in.

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## 7. Response Forms

What is the purpose of your response form?

**Feedback**, "let us know what you're thinking"

**Request for information**

**Survey** of customer preferences

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## 8. Gift Shop, Making Orders Online, Etc.

Do you need a store?

Do you have a few items but not enough for a store?

Digital downloads or tangible items?

How many?

Do you currently have a method with which to get paid? Ie: Chase Paymentech, Paypal, etc.

Our pricing on stores runs based on your needs. If you are running a predominantly eCommerce website the cost will run you \$200 for the first 25 items, and \$50 for each additional set of 25. However, if you only have a few items to set up there are several methods we can use, the easiest of which is through paypal, and that would just be an additional cost of \$75.

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## 9. Maintenance

The initial agreement includes minor updates and changes for the first month after the site is initially uploaded. Major changes or updates after this, such as constructing new pages or adding features will be billed at our hourly rate, which is \$60/hr with a minimum of 1 hour.

Minor updates, such as quick changes, additions, or uploads, can be charged at the hourly rate as well, or, if you expect regular updates being needed we can set up a monthly service fee. For instance, if you think that likely all you will need will be 1 or 2 ten minute updates a month we could set up a payment of \$180 for 6 months of updates.

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## 10. Additional Services:

Do you have a need for additional products, such as letterhead, business cards, flyers, brochures, pamphlets, catalogs, email signature designs, etc? If so please list and give any details:

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**11. Target Date:**

We have mutually agreed that the initial draft of the website will be done within \_\_\_\_\_ days of kHo Webdesign having received the required materials to get your website up and running. If approved it will be finalized within 24 hours of that time. If additional changes are requested a new target date will be agreed upon at that time.

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**12. Designed By Link:**

May we include a small link at the bottom of each page which reads "**designed & maintained by kHo Webdesign**" with a link to a new window going to our website?

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**13. Customer Service/Training/Etc.**

We are dedicated to your full satisfaction and as such are available for customer service by phone or in person. For minor questions and clarifications there will be no charge but for more extensive problems or issues or training needs (such as training for running your own ZenCart shopping cart) there will be an hourly rate charged at \$60/hour. You will not be charged without it being discussed beforehand.

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**Agreement:**

On behalf of my organization I approve the above plan which has been developed between \_\_\_\_\_ of \_\_\_\_\_ and \_\_\_\_\_ of **kHo Webdesign** to construct a website, and I authorize **kHo Webdesign** to use this Website Content Agreement as the basis of the project.

On behalf of the Client: \_\_\_\_\_ Date \_\_\_\_\_

On behalf of Consultant: \_\_\_\_\_ Date \_\_\_\_\_