

# Smith Media Solutions

## Web Site Planning Worksheet

This questionnaire is designed to enhance communications between you and Smith Media Solutions by providing nearly all of the decisions to be made regarding your web site. A good idea would be to print this, and have it handy when we discuss your project in person or over the phone. After you've filled in the blanks, please make a photocopy for your records, and send a signed copy so development can begin. It provides a written memorandum of our mutually agreed plan. If a section of this worksheet does not apply to the web site you're interested in, please cross out the numbered title of that specific section. Or if you'd like Smith Media Solutions to choose a certain element listed on this worksheet for you, insert **SMS** next to it. Please feel free to call if you have any questions or concerns regarding your web site.

**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 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

To help give you an idea of the content you may want on your web site, A listing of common web page names has been provided. Please circle your desired pages and write in any others you may want.

Home	About the Company	What's New / Specials
Products / Services	FAQ	Newsletter
Order Form	Response	Resources
Directions	Projects / Clients	Profile
Portfolio	Help / How to...	News / Issues
Shopping	Events	Members Only
Join	Foundation	Publications
Message Board	Contact Us	Links
Subscribe	Email Us	My Account
Specialties	Biography	Hot Topics
Partners	Affiliates	Search
Site Map	Awards	Directories

Total number of pages you have decided upon: \_\_\_\_\_

### 3. Site and Domain Names

#### Site Name or Business Name on Masthead Graphic \_\_\_\_\_

A **Domain Name** must be registered through your web hosting service and approved by a domain registration service before you can use it. You may check the availability of your domain name at Network Solutions (<http://www.networksolutions.com>) There are many variables when choosing a Domain Name that need to be considered that will help your business succeed. For that reason you may wish to contact Smith Media Solutions to choose the best Domain Name for your web site. To help you acquire the best Domain Name, please list in order of preference your ideal name.

<input type="checkbox"/> Desired	<input type="checkbox"/> Already Registered	Domain name	_____
<input type="checkbox"/> Desired	<input type="checkbox"/> Already Registered	Domain name	_____
<input type="checkbox"/> Desired	<input type="checkbox"/> Already Registered	Domain name	_____
<input type="checkbox"/> Desired	<input type="checkbox"/> Already Registered	Domain name	_____
<input type="checkbox"/> Desired	<input type="checkbox"/> Already Registered	Domain name	_____
<input type="checkbox"/> Desired	<input type="checkbox"/> Already Registered	Domain name	_____

### 4. Masthead Graphic

It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, etc. so your online company image can be properly designed.

**Company Logo** incorporated in the masthead graphic? Please enclose a color copy.

**Photo or drawing** of product? \_\_\_\_\_

**Typeface / Font** preference \_\_\_\_\_

Preferred **colors** in palette (*PMS colors?*) \_\_\_\_\_

Other ideas \_\_\_\_\_

### 5. Color and Accents

For the most part, your current company colors are duplicated and added to, but you may want a different band of color or a pattern running down the left margin or across the top of the web page. If you are unsure or do not have a preference and would like help in choosing a color scheme please contact me and I would be glad to help you decide.

Your preference: \_\_\_\_\_

Background Color: \_\_\_\_\_

Graphics Colors: \_\_\_\_\_

Additional Colors: \_\_\_\_\_

## 6. Navigation System

The navigation system of all web site packages includes but is not limited to:

- **Links** from the home page and sectional pages to every page in the site to enable web search engines to "spider" and index content on every page.
- **Colored Bar "Text Map"** with a brief word or two indicating each page -- or, in larger sites -- each section of the web site. This appears at the bottom of every page. In some sites this is placed on both the top and bottom. You are limited to a maximum of nine (9) selections on this image map. A template Colored Bar Map is used to make it easy to expand the site at a later time without having to change the coding on each page of the site. This keeps costs down, but does not include the extra cost included with the expansion of navigational "buttons".
- **Left-Side or Top "Text Menus"** are especially useful on larger sites. They offer a secondary method of browsing your web site and provide more detail than a 9-item Colored Bar "Text Map". This navigational system also allows visitors to see how to get to any other page from their current one.

**The Optional Navigational Systems:** *(Circle those you wish incorporated in your site)*

- **Left-Side or Top "Buttons"** can be used to replace the Text Menus provided, and offer a more graphical interface to your web site. While using buttons instead of text does slightly increase the visitors download time (possibly a whole second), your web site may need that added bit of visual appeal that only buttons can offer. For even further visitor interactivity and dynamic appearance, inquire about the Java script, Flash and DHTML Menus & Buttons.
- **Frames** provide the means of keeping a navigational system, company logo, masthead graphic or contact info in the visitors view at all times. The use of frames can be very beneficial by providing: (1) a consistent look and feel to your web site, (2) an easy to use navigational system in view at all times, (3) persistent contact information, and (4) better Brand Recognition of your company. Although some designers disagree with the use of frames, with some research and experimentation, the addition of some necessary programming can easily overcome their nearsighted vision and poor design techniques.
- **An Image Map** serves the purpose of creating an eye appealing navigational system with the use of a photo or graphic image. Specific areas are created as links for the visitor to click on, creating a visual interpretation of the different sections of your web site. Although they can provide a dynamic and visual appearance they are quickly losing value with the top Search Engines and, unless carefully thought out, they can sometimes be confusing to your visitors.
- **A Search Engine** is very useful on web sites with a lot of information or larger sites of 20+ pages to help visitors quickly find what they're looking for. By providing an easy way for your visitors to find the information they are looking for, you can increase the number of visitors that will return to your web site.

**Note:** For a listing of Additional Effects regarding your web site please visit the web site at <http://www.smithms.com>

## \*7. Basic Page Elements

These are the important items, which appear on nearly every web page of your site. Items marked with an "\*" indicate items that affect ranking among Search Engines.

- \* **Web Browser 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: \_\_\_\_\_
- \* **Text**. Body Font Style: \_\_\_\_\_ (ie. *Arial, Veranda, ...*)
- **Colored Bar "Text Map"**
- **A bookmark Icon** (Image supplied by you)
- **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

The 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 to Smith Media Solutions for your web site.

- **Clipart, Photos & Graphics** you supply either by sending the photos themselves to be scanned, optimize and return, or by sending the digitized images on a diskette or via email.
- Photos can be provided for you, but an additional charge may incur.

The following specialized services are offered to optimize your site by equipping your web pages with:

- **Sound**, either MIDI musical background or an introduction .wav file  
(Sounds can be converted from MP3 to .wav)
- **Animated GIF images**
- **Flash Animations**
- **Video clips**

## 9. Response Forms

What is the purpose of your response form?

- Request for information**  
 **Survey** of customer preferences

**Note:** A response form will not be set up as an order form, since these require secure servers, and secure order pick-up.

## 10. Web Hosting Service

Smith Media Solutions is not in the web hosting business. Instead, recommendations are made to clients, as to be tailored to their specific needs. Smith Media Solutions has worked with dozens of hosting services -- the good, the bad, and the ugly. Please allow a web hosting service to be recommended to you. Smith Media Solutions requires cgi-bin access and FTP access.

Web Hosting Service \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail for support or help \_\_\_\_\_

## 11. Marketing and Advertising Your Web Site

### Consider:

- Advertising your web site to web **search engines** that index the Internet
- Giving customers a good reason to visit by offering them **something FREE**
- 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 newsgroups** and bulletin boards
- 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

Smith Media Solutions will submit your information to **web search engines** to "register" your web site once, **FREE**, after final payment is received. Before doing this, we'll work on getting 50 to 100 Keywords and a carefully constructed 25-word sentence containing the most important Keywords in order to give your web site a higher ranking among Search Engines. Additional options are provided, such as the Octane Booster, to fine tune your web site and place it in the top Search Engine positions.

## 12. Maintenance

Target Date \_\_\_\_\_

Web site 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 web page*).

**Target Date** for final payment to be made and your web site advertised: \_\_\_\_\_

On behalf of my organization I approve the above plan, which I have developed with Smith Media Solutions to construct a web site, and I authorize Smith Media Solutions to use this Web Site Planning Worksheet as the basis of the project.

Signature \_\_\_\_\_ Date \_\_\_\_\_

These listed items will make up the package you'll be sending to Smith Media Solutions:

- Web Site Planning Worksheet
- Web Site Design Contract
- Web Site Content Worksheet which will define for me 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])
  - **Photos or graphics** to be included. You may send graphics and photos, which can be scanned into electronic form. Even better, send me a diskette or ZIP disk with your graphics in any popular PC format, such as (GIF, JPEG, BMP, EPS, PCX, 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 provide the PMS colors used.
- **Samples of your printed materials** -- brochures, letterheads, cards, booklets, etc. -- so your current company image is in mind when development begins.
- **A payment** for at least 50% of the total.

Send completed "Web Site Planning Worksheet" via email to [webfuel@webfueldesigns.com](mailto:webfuel@webfueldesigns.com)

To send other items which cannot be sent via email please contact Smith Media Solutions at (805) 441-7469 for shipping information.

Smith Media Solutions is looking forward to receiving your materials and begin construction of your NEW web site!

**Smith Media Solutions**

*Form last updated January 30, 2002*

# Web Site Content Worksheet

You'll find it's a considerable amount of work to prepare your company's materials for the web pages that will be constructed for you. By completing these worksheets you'll save time and assure you get the web site you want. Think of Smith Media Solutions as your company's graphic designer. You supply the raw materials and Smith Media Solutions will assemble them onto graphically pleasing, easy-to-read web pages.

## Text

- You must set up a **separate Word processor file** for each web page. Use this worksheet to indicate which file names correspond to which web pages.
- **Microsoft Word** is preferred, though can be converted from a wide variety of file types.
- Please do not send a draft of your text. **Send your final version.** While it is expected to make minor changes here and there after the web pages are prepared, there is an extra charge to format and insert brand new text. Most word processors allow you to count the approximate number of words. Web pages consisting of more than 1,200 words may be subject to additional charges, especially if they require a lot of formatting.

## Graphics

- The quality appearance of your web site has a lot to do with the photos or graphics you choose for your web pages. Clipart can be used, but tends to make the pages look amateurish. Photos are probably best.
- You may **send graphics in either digitized form or hard copy photos**, which will be scanned and optimized for the web.
- 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.
- If you need Smith Media Solutions to prepare **specialized graphic elements**, please explain clearly, and perhaps include a sketch.
- All web site packages **include an average of 1.5 photos** or graphics per page. Beyond that an additional fee is added for placing photos.



# Store Planning Worksheet

This worksheet is designed to be **used over the phone** as a communication piece with Smith Media Solutions. 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 before we talk. When completed this allows us to give you an accurate price quote for your store. It should be used in conjunction with the Web Site Planning Worksheet, Web Site Content Worksheet and the Web Site Contract.

## Store Name:

### Store Building Software

- Regular eShop Site – smaller stores with 5 to 100 products  
 Supreme eShop Site – medium stores with 100 – 1,000 products  
 Premium eShop Site – larger catalog stores 1,000 to 100,000+ products  
 Other

### Type of Sale

- Retail  
 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 \_\_\_\_\_

### 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: \_\_\_\_\_

**Format:** \_\_\_\_\_ Prints \_\_\_\_\_ Transparencies \_\_\_\_\_ Digitized (*scanned*)  
\_\_\_\_\_ Web Ready (*digitized, sized, optional border, 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 option of SKU, other descriptive fields (*such as ISBN for books*), etc. These will usually be fields in a spreadsheet or database.

## Database Format

Not currently in database or spreadsheet  Excel  FileMaker Pro  Access  
 Foxpro  Sybase  Oracle  Other \_\_\_\_\_

## Categories of Products

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)

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

## Shipping

### Shipping Options Offered

Ground  2nd Day  Overnight

### Carrier:

UPS  FedEx  Airborne  Postal Service  Other

### Shipping Calculation Method

Disable shipping calculation  
 Link to UPS or other shipper shipping cost calculator  
 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*)  
 Other

**Shipping Areas or Zones** (*6 included at no extra charge*). 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."

**Sales Tax** (*one state table at no extra charge*)

States or Counties where collection is required:

## Payment Transaction

### Payment Methods Allowed

Visa  MasterCard  American Express  Discover \_\_\_\_\_  
COD  Purchase Order  Reseller Account No. \_\_\_\_\_  
Other: \_\_\_\_\_

## Credit Card Authorization

- Real-time on-line credit card authorization  
(Recommended if you are 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)

## Accounting and Inventory

### Accounting Program Used

- QuickBooks  Peachtree  Mail Order Manager  Other

Do you want to **integrate** web orders with an **accounting program**?  
(special programming probably required)  Maybe Later  Yes  No

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.)

### Special Order Form Instructions

- Gift wrapping  
 Gift card inscription  
 Shipping instructions  
 Other

### Names of "Regular" Pages.

Product pages are usually designed on the basis of templates. "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.

- 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. Smith Media Solutions charges for the additional time expended 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. We do not resell hosting, but have you arrange your own contract with approved hosting services.

*Web Hosting Service:* \_\_\_\_\_

### **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.

### **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?

\_\_\_ 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.*)

This form outlines our company's plans for our online store.

Signature \_\_\_\_\_ Date \_\_\_\_\_

# Smith Media Solutions Web Site Design Contract

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Contact Name \_\_\_\_\_  
Phone \_\_\_\_\_ FAX \_\_\_\_\_  
Company/Client \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_ ZIP \_\_\_\_ Country \_\_\_\_  
E-mail address \_\_\_\_\_  
Present WWW URL (if any): \_\_\_\_\_  
Username \_\_\_\_\_ Password \_\_\_\_\_

In order to better satisfy you, the client, we will make clear our understandings with each other. These are the terms of our agreement together:

**1. Authorization.** The above-named client is engaging Smith Media Solutions, located at 10000 Santa Lucia, Atascadero, California 93422, as an independent contractor for the specific project of developing and/or improving a World Wide Web site to be installed on a web hosting service's computer. The client hereby authorizes Smith Media Solutions to access this account, and authorizes the web hosting service to provide Smith Media Solutions with "write permission" for the client's web page directory, cgi-bin directory, and any other directories or programs which need to be accessed for this project. The client also authorizes Smith Media Solutions to publicize their completed web site to web search engines, as well as other web directories and indexes.

**2. Web Site Package Elements.** (For Web Site Packages Only. Cross out for online stores.)  
Smith Media Solutions includes the following elements in their Web Site Packages:

**FREE Domain Name Registration** (URL or <http://www.domain-name.com>)

If you do not already own a Domain Name Smith Media Solutions will register one for you free of charge with any Web Site Package developed exclusively with Smith Media Solutions.

**E-mail/phone Consultation** Up to 2 hours total general Internet orientation education, marketing strategy, web design consultation, and helping clients learn to use their own web page.

Telephone long distance charges are in addition to package rates quoted. Additional education and consultation is at our hourly rate.

**Unlimited Words of Text** supplied by the client, in digital document form (.doc, .txt, .pdf...) web pages of more than 1,200 words of text may be subject to additional fees, if they require a great deal of formatting.

**Links** to external pages, up to an average of \_\_\_\_ per page.

**Custom Graphics Package** Masthead graphic at top of the web site pages (*simple custom graphic incorporating company logo*). Up to \_\_\_\_ Horizontal Line Styles, \_\_\_\_ Background Styles, \_\_\_\_ Bullet Styles, and up to \_\_\_\_ Font Selections.

**Photos and Graphic Images** supplied by client, up to a total of \_\_\_\_ with this Web Site Package, in addition to masthead and/or your logo graphic.

**E-mail response link** on each web page and up to \_\_\_\_ additional email links throughout the web site.

**1 Bookmark Icon** Used in the address bar and Bookmarks/Favorites to distinguish your web site from others.

**META Tag Optimization+** META Tags are the #1 item Search Engines look for when indexing your web site! What Smith Media Solutions Optimization accomplishes is a detailed examination of your web site category, top competition and optimization needs. Then proceeds to implement the appropriate Keywords, Description and additional META Tags to your web site.

**Keywords Tag** is used by Search Engines to determine which search terms will result in finding your web site. Smith Media Solutions Optimization determines which Keywords and Keyword phrases are most commonly used to find your web site category.

**Description Tag** is used by Search Engines to provide a brief explanation to others about your web site. Smith Media Solutions Optimization develops an attention grabbing open invitation to viewers at large and provides for the best web site image.

**Additional META Tags** help assist your web sites top ranking position among Search Engines. They range anywhere from Contact Info to Robot Tags and all are used when appropriate to your web site.

**Title Tag Optimization** The Title, "A Web Site Design & Marketing Company - Smith Media Solutions" found at the top of your web browser is yet another way of obtaining the largest audience. Assigned to each page on your web site, the Title Tag is the name that will appear when your site is listed with web directories or the result of a web search. Smith Media Solutions optimization provides for your best visibility and market penetration.

**ALT Tag Optimization** Every Image on your web site has the ALT Tag option. This Tag provides a brief description of either the picture itself or serves as a caption to the Image. Packed with just the right number of Keywords and Keyword phrases, Smith Media Solutions deciphers the proper amount of wording to be used for your visitors and Search Engines eyes.

**Comment Tag Optimization** is rarely used by web developers, but a major source of information for Search Engines. This is an invisible Tag used to assist in the organization and debugging any programming language. Seen only when viewing the source code of your web pages, Smith Media Solutions implements the use of the Comment Tag to supplement the web pages in order to boost the Keyword count on your web site.

**No Frames Tag** is a Tag used to provided a polite message to visitors using an older web browser that does not have the capability of displaying frames. With the use of Frames on a web site comes the need to display a No Frames Tag, but not limited to only their use. This addition helps saturate your Keyword occurrences without harmful side effects, for higher ranking among the Search Engines.

**Naming Optimization** \* involves a complete indexing reconstruction of your web site. The visual look and appeal is not changed but the structure in which directories, page names, graphic names, etc. are accessed is polished, buffed and brought to a shine for further increases in Search Engine positioning.

**Content Consultation** \* We will analyzes the content of your web site and recommends changes, waiting your approval, covering the full range of what search engines take into consideration to determine your web site placement.

**Submissions to Search Engines & Directories** Once all optimizations are completed, your web site is submitted to the Top 21 Search Engines in the World. Smith Media Solutions proven submission techniques provide you with one of the fastest ways to position your web site ahead of the competition.

**Search Engine Position Report** Smith Media Solutions provides a detailed report upon every submission to show your web sites current status among Search Engines. Sent to you via e-mail, our reporting provides you with your web site position among the Search Engines for each Keyword or Keyword Phrase.

**Installation** of web pages with the client's web hosting service provider.

**Minor updates and changes** to existing web pages for six months, subject to the limits outlined below. Additional changes billed at an hourly rate. For online stores, this includes only "regular" pages, not product pages or the ordering system pages.

**3. Web Site Packages Only.** *(Cross out this section for online stores.)* The content of the web pages will be supplied by the client and executed as specified by the client in the "Web Site Planning Worksheet" dated \_\_\_\_\_. This web site includes up to \_\_\_\_\_ web pages. In case the client desires additional standard web pages beyond the original number of pages specified above, the client agrees to pay Smith Media Solutions an additional \$\_\_\_\_\_ for each additional web page. Graphics or photos beyond the allowed average specified in your Web Site Package shall be billed at an additional \$\_\_\_\_ each. Where custom graphic work (*beyond the scope of the "Web Site Package"*) is requested, it will be billed at the hourly rate specified below. The store size and additional services, and prices of each are detailed on the attached estimate.

**4. Online Stores Only.** *(Cross out this section for Web Site Packages.)* The text and graphic content of the web pages will be supplied by the client and executed as specified by the client in the "Web Site Planning Worksheet" dated \_\_\_\_\_ and the Store Planning Worksheet dated \_\_\_\_\_. It is understood that total prices calculated below are likely to vary from the final amount due to different quantities of products, categories, photos, regular pages, etc. in the final store. An Estimate from Smith Media Solutions dated \_\_\_\_\_ is attached to this document and governs the prices for this contract. Notwithstanding any prices listed in literature or on web pages, the client and Smith Media Solutions agree that the services described above in this section shall be completed for

\$\_\_\_\_\_ and upon this amount the first payment shall be determined. The final payment shall reflect and include all elements actually completed at the prices attached.

We include e-mail/phone consultation of up to 2 hours total general Internet orientation education, marketing strategy, web design consultation, and helping clients learn to use the store software.

Telephone long distance charges are in addition to package rates quoted.

*(Additional education and consultation is at our hourly rate.)*

Product web pages, products, or photos added after the store is ready for advertising to the web search engines will be calculated for actual time spent at the hourly rate specified below.

**5. Maintenance and Hourly Rate.** This agreement includes minor web page maintenance to regular web pages (*not store product pages*) over a six-month period, including updating links and making minor changes to a sentence or paragraph. It does not including removing nearly all the text from a page and replacing it with new text. If the client or an agent other than Smith Media Solutions attempts updating the client's pages, time to repair web pages will be assessed at the hourly rate, and is not included as part of the updating time. The six-month maintenance period commences upon the date the client signs this contract.

Changes requested by the client beyond those limits will be billed at the hourly rate of \$\_\_\_\_\_. This rate shall also govern additional work authorized beyond the maximums specified above for such services as general Internet orientation education, marketing consulting, web page design, editing, modifying product pages and databases in an online store, and art, photo, graphics services, and helping clients learn how to use their own web page editor. CGI programming charges (*if any*) are not included in this rate.

**6. Changes to Submitted Text.** Please send us your **final text**. Time required to make substantive changes to client-submitted text after the web pages have been constructed will be additional, billed at the hourly rate.

**7. Web Hosting.** The client understands that any web hosting services require a separate contract with a web hosting service. The client understands that a web hosting service will be recommended to you by Smith Media Solutions for the needs of the clients web site requirements. The client agrees to select a web hosting service, which allows Smith Media Solutions full access to the web site and a cgi-bin directory via FTP and telnet.

**8. Completion Date.** Smith Media Solutions and the client must work together to complete the web site in a timely manner. We agree to work expeditiously to complete the web site no later than

\_\_\_\_\_.

If the client does not supply Smith Media Solutions complete text and graphics content all web pages contracted for within six weeks of the date this contract was signed, the entire amount of the contract becomes due and payable. If the client has not submitted complete text and graphics content within two months after signing of this contract, an additional continuation fee of 10% of the total contract price will also be assessed each month until the web site is advertised.

**9. Payment of Fees.** Fees to Smith Media Solutions are due and payable on the following schedule: 50% upon signing this contract, 50% when the web pages have been constructed according to the client's original written specifications. If the total amount of this contract is less than \$600, the total amount shall be paid upon signing this contract. In case the client has not secured web space on a web hosting service by the time the web pages are completed, the web pages may be delivered to the client on diskette or attached to an e-mail message. Advertising the pages to web search engines and updating occur only after the final payment is made. All payments will be made in US funds.

**10. Assignment of Project.** Smith Media Solutions reserves the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

**11. Legal Stuff.** Smith Media Solutions does not warrant that the functions contained in these web pages or the Internet web site will meet the client's requirements or that the operation of the web pages will be uninterrupted or error-free. The entire risk as to the quality and performance of the web pages and web site is with client. In no event will Smith Media Solutions be liable to the client or any third party for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate these web pages or web site, even if Smit Designs has been advised of the possibility of such damages. If any provision of this agreement shall be

unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

**12. Copyrights and Trademarks.** The client represents to Smith Media Solutions and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to Smith Media Solutions for inclusion in web pages are owned by the client, or that the client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend Smith Media Solutions and its subcontractors from any claim or suit arising from the use of such elements furnished by the client.

**13. Laws Affecting Electronic Commerce.** From time to time governments enact laws and levy taxes and tariffs affecting Internet electronic commerce. The client agrees that the client is solely responsible for complying with such laws, taxes, and tariffs, and will hold harmless, protect, and defend Smith Media Solutions and its subcontractors from any claim, suit, penalty, tax, or tariff arising from the client's exercise of Internet electronic commerce.

**14. Copyright to Web Pages.** Copyright to the finished assembled work of web pages produced by Smith Media Solutions is owned by Smith Media Solutions. Upon final payment of this contract, the client is assigned rights to use as a web site the design, graphics, and text contained in the finished assembled web site. Rights to photos, graphics, source code, work-up files, and computer programs are specifically not transferred to the client, and remain the property of their respective owners. Smith Media Solutions and its subcontractors retain the right to display graphics and other web design elements as examples of their work in their respective portfolios.

**15. Payment of Fees.** In order for Smith Media Solutions to remain in business, payments must be made promptly. Delinquent bills will be assessed a \$15 charge if payment is not received within 10 days of the due date. If an amount remains delinquent 30 days after its due date, an additional 5% penalty will be added for each month of delinquency. Smith Media Solutions reserves the right to remove web pages from viewing on the Internet until final payment is made. In case collection proves necessary, the client agrees to pay all fees incurred by that process. This agreement becomes effective only when signed by Smith Media Solutions. Regardless of the place of signing of this agreement, the client agrees that for purposes of venue, this contract was entered into in San Luis Obispo County, California, and any dispute will be litigated or arbitrated in San Luis Obispo County, California. Please pay on time.

**16. Sole Agreement.** The agreement contained in this "Web Site Design Contract" constitutes the sole agreement between Smith Media Solutions and the client regarding this web site. Any additional work not specified in this contract must be authorized by a written change order. All prices specified in this contract will be honored for six (6) months after both parties sign this contract. Continued services after that time will require a new agreement.

**17. Initial Payment and Refund Policy.**

The total amount of this contract is \$\_\_\_\_\_.  
This agreement begins with an initial payment of \$\_\_\_\_\_. If the client halts work and applies by registered letter for a refund within 30 days, to the Director of Smith Media Solutions, 10000 Santa Lucia, Atascadero, CA 93422, phone (805) 441-7469, work completed shall be billed at the hourly rate stated above, and deducted from the initial payment, the balance of which shall be returned to the client. If, at the time of the request for refund, work has been completed beyond the amount covered by the initial payment, the client shall be liable to pay for all work completed at the hourly rate stated above. No portion of this initial payment will be refunded unless written application is made within 30 days of signing this contract.

The undersigned agrees to the terms of this agreement on behalf of his or her organization or business.

\_\_\_\_\_ Date \_\_\_\_\_  
On behalf of the client (*authorized signature*):

\_\_\_\_\_ Date \_\_\_\_\_  
On behalf of Smith Media Solutions (*authorized signature*)