



WEBSITE PLANNING WORKSHEET

This questionnaire is designed to enhance communications between JP Services, LLC. and our clients. Please print this document, and have it handy when you discuss your project on the phone or in person with a JP Services, LLC. representative. After we've filled in the blanks as we talk please make a photocopy for your records, and mail/e-mail a signed copy to me. It provides a written memorandum of our mutually-agreed plan and will serve as our blue print for your website.

Organization Name: _____

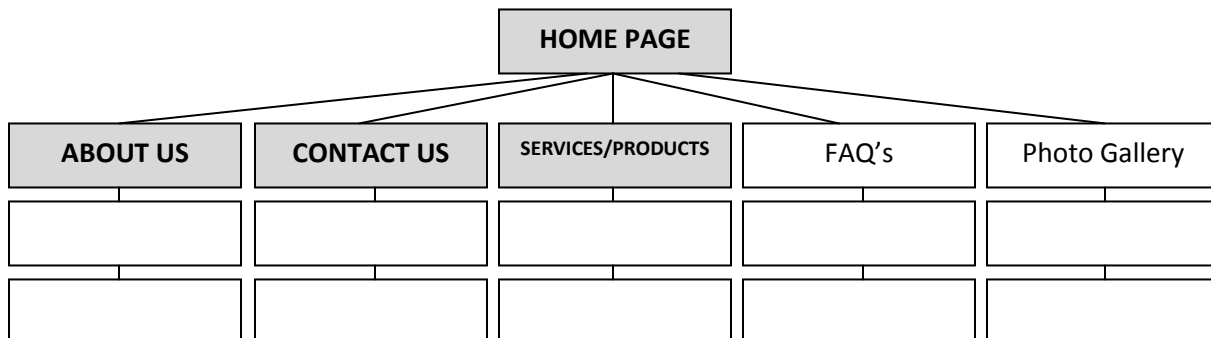
1. Purpose

Rate the most important purpose a "1", next most important a "2". Leave those blank which do not interest you at all. (NOTE: You may use as many "1's" and "2's" as you like.)

- 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 circle pages you desire and cross out the rest. (Standard Site is 4 Pages [Shaded Boxes])





Total number of pages requested _____

3. Site and Domain Names

Site Name / Header: _____

Domain Name Your Company 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 GoDaddy.com

Domain name _____ Desired ___ Already Registered

___ Included-(Wish to have JP Services handle this portion)

4. Heading 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 banner graphic? If so, please enclose a color copy.

___ **Photo or drawing** of product?

___ **Typeface** preference _____

___ Banner _____

___ Slideshow _____

___ Other ideas _____

5. Color and Accents

JP Services highly 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:



6. Navigation System

The navigation system of all our Standard Website Packages includes:

- **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.
- **Image Links (Buttons)** work just as links (used to navigate from page-to-page on a website) with the additional feature of placing images as background of the button.
- **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 fee)
- **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 fee)
- **Search Engine** is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for. (Extra fee)

7. Basic Page Elements

These are the important items which appear on nearly every webpage 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 banner graphic
- **Page Title** in larger type. Heading Font Style: _____ (recommend Arial Bold)



- **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 websites. 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 ClipArt.com and other stock photo sites.
- (You write down the photo number and inform us of your choices, and which page each photo goes on. We can help you select the photos, but we would need to bill you for our time at our hourly rate.)

For an extra fee, we can equip your webpages with:

- **Sound**, either MIDI musical background or mp3 files for music or voice.
- **Animated GIF images.** We make animations for an extra fee.
- **Shockwave Animations**
- **Flash Animations**
- **Video clips**



9. Response Forms

What is the purpose of your response form?

- Guestbook** for visitors to record comments
 - Request for information**
 - Survey** of customer preferences
-

10. Web Hosting Service

If web hosting is included in pricing we will secure the desired domain name and include the cost into the invoice, if you (the customer) already has or wish to provide a domain please list the hosting company below:

Web Hosting Service _____

Phone: _____

E-mail for support or help _____

11. Registering and Advertising Your Website

- Advertising your Website 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 webpages.
- 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 website 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 or Google Analytics. We do not include page counters on our Standard Website Packages



We submit your information to **Web search engines** to "register" your website after final payment is received.

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. Changes to the layout are not covered in the maintenance package and will be quoted accordingly.

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 JP Services, LLC. to construct a website, and I authorize JP Services, LLC. to use this Website Planning Worksheet as the basis of the project.

Signature _____ **Date** _____



WEBSITE CONTENT WORKSHEET

You'll find it's a considerable amount of work to prepare your company's materials for the Web pages we will construct for you. Think of us as your company's graphic designers. You supply the raw materials and we assemble them onto graphically pleasing, easy-to-read Web pages.

In our Standard Web Site Packages we include everything the average small business needs for Web pages. But be sure to see the limits of what is included in our packages; we charge extra for services required beyond our standard packages.

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.
- **We prefer Microsoft Word**, though we can convert a wide variety of file types.
- Please do not send us a draft of your text. **Send us your final version.** While we expect to make minor changes here and there after the Web pages are prepared, we charge extra to format and insert brand new text. Most word processors allow you to count the approximate number of words. Web pages which contain more than 1,200 words may be subject to additional charges, especially if they require a good deal of formatting.

Graphics

- The quality appearance of your Web site has a lot to do based on 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 to us in either digitized form or hard copy photos** which we will scan.
- Prepare **captions** for each photo. You may **affix a PostIt Note** to the photo to indicate its caption and which Web page it goes on.
- If you need us to prepare **specialized graphic elements** in addition to our custom site graphics package, please explain clearly, and perhaps include a sketch. We charge for such items on an hourly basis.
- You may select **stock photos** from your pages from PhotoDisc or Corel, and give us the photograph number. We will purchase and download the appropriate photo, place it on the Web page indicated, and bill you for the photo cost. If you want us to find and select photos, we charge our hourly rate.



This web service agreement sets forth the conditions of your contract with Jackson Proficient Services, LLC. for web development and hosting services. Signing the customer invoice or payment of the invoice indicates acceptance of these terms:

WEBSITE DESIGN CONTRACT

This contract between JP Services, LLC. P.O. Box 310467 Atlanta, GA 31131 ("JP Services, LLC.") and the "Customer". It establishes an agreement whereby JP Services, LLC. will provide web design, development and hosting for world-wide web content as described below.

1. JP Services, LLC. Web Service Description. JP Services, LLC. will disseminate Customer's content to the public through the global Internet. Content may include any information that is not of an illegal or offensive nature, as outlined in the "Acceptable Use Policy". For further information, please refer to the JP Services, LLC. [Acceptable Use Policy](#).

2. Ownership of Content. Customer shall own and control all interest in the Content they provide for their website. Design of the website shall remain the property of JP SERVICES, LLC. Enterprises. JP Services, LLC. shall not own nor have any interest rights in those portions of the Content provided by Customer or already owned by Customer. Any programming developed by JP SERVICES, LLC. Enterprises shall remain the property of JP SERVICES, LLC.

3. Contract Timing and billing Cycles.

A. Timing. The contract for service begins when the invoice is signed. Billing cycle and renewal dates are established when the site is made available to the public. The target date to commence public access is established by agreement between JP Services, LLC. Enterprises and the Customer and is entered on the invoice.

B. Payment. All fees are due within 30 days of signature of the invoice. All sites are generally limited to 10 MB of space, unless prior arrangements are made with JP Services, LLC.. Fees for excess space will be negotiated on a case-by-case basis, and separate invoicing is available for such cases

C. Payment Schedule. Fees to JP Services, LLC. are due and payable on the following schedule: 50% upon signing this contract, 50% when the webpages have been constructed according to the client's original written specifications. If the total amount of this contract is less than \$500, 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 webpages are completed, the webpages 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.

C. Billing. Billing is available on either annual or semi-annual basis only.

(1) Renewal. Renewal invoices will be for subsequent periods of Service, as specified on the Customer Invoice. Any changes to the fee structure will be relayed to the customer in advance.



D. Authority to Commit Funds. When Customer signs his invoice he warrants that he is in a position to commit funds and authorizes JP Services, LLC. to bill for the Service and term committed to. Such payment shall be binding upon the Customer.

4. Service Specifics.

A. Restrictions. Content must comply with the JP Services, LLC. [Acceptable Use Policy](#).

B. Brokerage. JP Services, LLC. services are for Customer's Content only, and not for the use by Customer to host other organization's Content for any reason. The Customer may not further broker any of JP Services, LLC.'s services.

C. Statistics. JP Services, LLC. may distribute usage statistics to selected recipients. JP Services, LLC. will at all times protect the Customer's identity and privacy, unless prior arrangements are made with the customer.

D. Archives. While JP Services, LLC. backs up its server computers as a regular part of its internal systems administration, our services are for hosting and display. We do not provide or guarantee any storage or backup of Customer's Content. Customer is responsible for archiving revisions to their content. Once revised, JP Services, LLC. is only responsible for maintaining sites in their present state.

E. Domain Names. Ownership of domain names is a separate contract between the Customer and whatever registrar the customer uses to acquire his domain name unless included in invoicing. JP Services, LLC. will do everything necessary to expeditiously secure desired domain names for the Customer. Customer warrants that their desired domain name in no way constitutes an infringement on the rights or trademarks of any other individual, company or organization. If any authorities remove allocation or support for the domain name, such dispute shall be between the customer and the respective registrar, and customer may not hold JP Services, LLC. liable in any way.

5. Terms and Exceptions.

A. Contract Term. This contract will extend from the target date specified on the invoice to the end of the specified term. Unless terminated by either party as provided herein, the Contract automatically renews for a successive term of the same duration as the initial term. Customer will be invoiced for subsequent periods of Service. Service rendered beyond each term will be subject to continued relevant fees and the JP Services, LLC. Web Agreement in force at the new term. Relevant fees refers to the price of the Service at the date of renewal. Fees are subject to change with 30 days notice provided by JP Services, LLC.. Either party may terminate the contract for any reason by providing thirty (30) days written notice before the end of either the initial or any subsequent term.

B. Termination. This contract can be terminated by either the Customer or JP Services, LLC. as outlined below.

(1) Non-Payment. After thirty (30) days of non-payment from the invoice due date, service may be disabled by JP Services, LLC.. To re-enable delinquent Service, an additional fee of \$50 will be required.



(2) With Notice. Upon thirty (30) days notice, JP Services, LLC. may terminate the Service at JP Services, LLC. 's discretion. If Customer is using a unique domain name for the Service and contracts with a new service provider, JP Services, LLC. shall make reasonable efforts to work with the new service provider to transition support for this domain name.

(3) Without Notice. Should Customer's Content be in violation of any aspect of the Acceptable Use Policy, or be found to be illegal, JP Services, LLC. may terminate the Service without notice. JP Services, LLC. is under no obligation to refund unused hosting fees to customer who are in violation of the web service agreement. If the Customer has acquired a specific domain name, JP Services, LLC. will facilitate the transfer of the domain to the service provider of Customer's choice.

(4) For Default. Either party may terminate this contract for default if there is a breach of the contract that cannot be resolved within (30) days of written notice clearly specifying the material breach to the other party.

6. Customer Indemnity. The Customer agrees to defend, indemnify and hold harm-less JP Services, LLC. and its subsidiaries, directors and employees, its agents and sub-contractors, against any and all allegations, claims, expenses (including reasonable attorney's fees), liability or suits threatened, made or brought in relation to or arising from customer's design, creation, provision or use of information and technologies in their content, including, but not limited to, any related copyrights, trade secrets, trade names, patents, intellectual property rights or obscenity laws in any country or jurisdiction in which the content can be viewed or retrieved.

7. No Warranties. Neither JP Services, LLC., nor its subsidiaries, directors, employees, agents, or subcontractors warrant any connection to, transmission over, nor results or use of, any network connection or facilities provided under this contract. Customer is responsible for assessing its own computer and transmission network needs, and the results desired. Use of any information obtained through this service is at customer's risk. The referenced services are provided as is without any warranties, express or implied, including, but not limited to, any warranty of merchantability or fitness of the service for a particular purpose.

8. Limitation of Liability. Neither party shall be liable to the other for any loss, damage, liability, claim or expense arising out of or in relation to this contract or the provision of the service or related information, however caused, whether grounded in contract, tort (including negligence) or theory of strict liability. In no event shall JP Services, LLC. be liable to customer for any indirect or incidental punitive or other consequential damages arising out of or in relation to this contract.

9. General Terms. Neither party may sell, transfer, or assign this Agreement, except to entities completely controlling or controlled by that party, or to entities acquiring all or substantially all of its assets, without the prior written consent of the other which consent shall not be unreasonably withheld. Any act in derogation of the foregoing shall be null and void; provided, however, that any such assignment shall not relieve the assigning party of its obligations hereunder. JP Services, LLC. shall require written notice, however, in the event of any assignment. In the event of termination of Service hereunder for any reason, Customer's obligations with respect to Service usage and indemnification shall survive this Agreement. If any provision of this Agreement is held by a court of competent jurisdiction to be contrary to law, the remaining provisions of this Agreement will remain in full force and effect. This Agreement represents the complete agreement and understanding of the parties with respect to the subject matter herein, and



supersedes any other agreement or understanding, written or oral. In the event of any conflict arising between Customer's purchase order terms and this Agreement, this Agreement shall take precedence. JP Services, LLC. reserves the right to change the above terms and conditions upon written notice to Customer. Use by Customer of the Service thirty (30) days after notice of such change constitutes acceptance of the new terms and conditions. This Agreement shall be governed by the substantive law of the State of Florida.

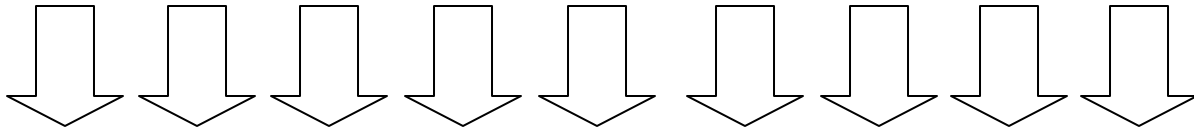
BY SIGNING YOUR BELOW YOU REPRESENT AND WARRANT THAT YOU HAVE FULL CORPORATE POWER AND AUTHORITY TO EXECUTE THIS AGREEMENT AND TO PERFORM YOUR OBLIGATIONS HEREUNDER, AND THAT YOU ARE DULY AUTHORIZED TO ENTER INTO AND TO BE LEGALLY BOUND TO THIS AGREEMENT ON BEHALF OF THE PARTY YOU REPRESENT.

Signature _____ **Date** _____

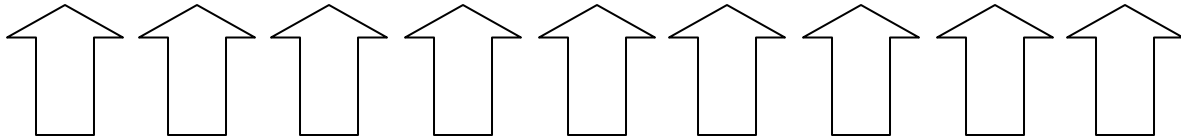


1010computers

WEB DESIGN PACKET



Please print this packet and turn it in to your 1010 representative using this page as the cover sheet.



These are the items that will make up the package you'll be sending to us:

- [Website Planning Worksheet](#)
- [Website Design Contract](#)
- [Website Content Worksheet](#) which will define for us the:
 - **Written content for your webpages** (preferably on a disc or diskette formatted for *Word for Windows* 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 disc, diskette, or ZIP disk with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, 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 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.