



Website Content Guidelines

Lakeside, CA 92040 ♦ Tel: 800-795-5870 ♦ Email: SandyCox@cox.net

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. You supply the raw materials and we assemble them onto graphically pleasing, easy-to-read and navigate Web pages. This form should help simplify the process.

Our standard website services include everything you'll for Web pages. But be sure to see the limits and specifications of what is included in our 2006 Price and Specification Guide; we charge extra for services required beyond our standard services.

Content/Text

You must set up a **separate Word processor file** for each Web page. Use this worksheet to indicate which filenames 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. Web pages which require a good deal of reformatting may be subject to additional charges.

Graphics

The quality appearance of your Website is largely 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** if desired, 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 us to prepare specialized graphic elements in addition to our custom site graphics already included, please explain clearly, and perhaps include a sketch. We charge for such items on an hourly basis.

You may select **stock photos** for your pages from any number of available online resources and provide us with that information. We will purchase and download the appropriate photos or graphics, 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.

MLS/IDX

If you plan on having access to your MLS listings, have your MLS Service provide us with any documentation and specifications for their system.

Please include the following Web Page Content Worksheet with the materials you send to us. Feel free to use your own form if that is more convenient.



Website Content Worksheet

Lakeside, CA 92040 ♦ Tel: 800-795-5870 ♦ Email: SandyCox@cox.net

Site & Menu Content Description	Filename for Text or URL for Link	Photos, Graphics or Images If none state "None"
Home	.	.
About the Company	.	.
Featured Listings	.	.
Buyer Services	.	.
Seller Services	.	.
Contact Us	.	.
Newsletter	.	.
Forms	.	.
MLS/IDX Integration	.	.
External Links	.	.
	.	.
	.	.
	.	.
	.	.
	.	.
	.	.
	.	.
	.	.
	.	.