

This questionnaire is designed to help enhance communications between us. Please print it out and have it handy when you are ready to discuss your project with us. After you've filled in the blanks, please make a photocopy for your records, and mail a signed copy to us. It provides a written memorandum of our mutually-agreed plan.

Organization Name: _____

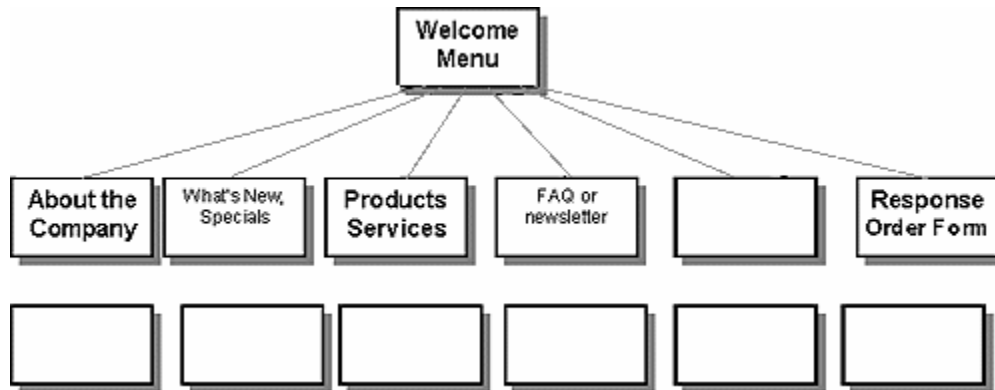
1. Purpose

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 buyers**
- To attract **sellers & new listings**
- To encourage potential customers to **contact us by phone or mail.**
- To make available _____
- To provide the following service(s) _____ to customers.
- To strengthen **Your identity.**
- Other _____

2. Site Organization

Please label pages you desire and cross out the rest.



Total number of pages decided upon _____

3. Site and Domain Names

Site Name on Masthead: _____

Domain Name It must be registered through a web hosting service and approved by a domain registration service before you can use it. Consider the name you want, include a couple variations (in the event your preferred name is not available). We'll be happy to research availability of your names for you and register them.

Domain name _____ Desired Already Registered

Preferred extensions (.com, .net, .org, etc...) Variations: _____

4. Masthead 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 masthead graphic? If so, please enclose a color copy.

Photo or drawing of product(s)?

Typeface preference _____

Preferred **colors** in palette (colors?) _____

Other ideas _____

5. Overall Layout, Color, Fonts and Accents

If there are any sites that you have seen that you particularly like, please note their URL's so we can get an idea of what you have in mind. Otherwise you can provide a sketch or drawing and we can take it from there.

URL's: _____

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.
- **Colored bar "Image Map"** with a brief word or two indicating each page -- or, in larger sites -- each section of the website. This appears at the bottom of every page. In some sites we put this both top and bottom. .
- **Top or Side Menus** with text links are especially useful on larger sites. 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 charge)
- **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 charge)
- **Java/DHTML scripted Menus** are very attractive and professional in appearance. These are available at an additional cost.
- **Search Engine** is useful on larger sites of 20+ pages to help visitors quickly find what they're looking for. (Extra charge)

7. Basic Page Elements

These are the important items which appear on nearly every webpage on your site (except the "home" page).

- **Page titles & icon** 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: _____
- **Image Map** by Image Map bar
- **Standard company ID** near bottom of page
- **E-mail response link** to the following e-mail address: _____
- **MLS/IDX** property search integration (MLS Board?): _____
- **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. In consideration of our "affordable" services we request the inclusion of a link at the bottom of your web pages, under the Copyright statement, which reads "**This Website Designed and Managed by Property Imaging**" (You are under no obligation to say yes.) ___Yes ___No

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 CD or through email.
- **Stock photos** obtained from sources other than official company assets, must be free of third party copyright infringement. (We can assist you in selecting the photos or graphics, but we would need to bill you for our time at our hourly rate.)

For an extra charge, we can equip your web pages with:

- **Sound**, either MIDI musical background or streaming Real Audio for music or voice.
- **Animated GIF images**. High quality photo images are available online and through other sources. We can also make animations for an extra charge.
- **Shockwave 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

Note: We do not set up sites that use the response form as an order form, since these require secure servers, and secure order pick-up. For one or two products we recommend using pre-existing services with a secure server. We charge extra to set up the ordering system.

10. Web Hosting & Webmaster Services

We are in the web hosting business. We offer our clients web hosting services tailored to their specific needs. We restrict client access to cgi-bin, FTP and telnet access. Our no-extra-cost formmail and auto-replies, responses utilize our preexisting programs. Site statistical information will be provided upon request.

Web Hosting Service Paid: Monthly (via credit card) Annually (includes 15% discount)

- ◆ Email POP Accounts: _____ (indicate how many needed. 5-10 are included in hosting fee. \$1.00 per email account per month above 10)
- ◆ Domain Relay: If you have more than one domain and wish to have it load your main site, there is a \$5.00/domain relay charge per month.

Webmaster services (website maintenance & site management) are available. Please indicate if you wish us to provide these services to you. Yes: No: More Details Please: _____

11. Registering and Advertising Your Website

Consider:

- 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 web pages.
- 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
- 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 us upon request. Statistics are generated daily on our server. We do not include page counters unless specifically requested.

All websites are optimized for search engine indexing, including a robots.txt file. We will submit your site to **Web search engines** (for an additional fee). We'll "register" your website once it's officially launched and after final payment is received. We read and research what's new in regards to search engine placement and can design/adjust your site for optimum exposure & results. Top Level Placement is never guaranteed, although we try our best!

12. Launching Your Website - Timeline

Target Date(s)_____

Consider a timeline in your plans. How quickly do you want to launch your site? Set target dates for when you want each phase to be completed. Once we have contracted to develop your website we will do everything in our power to meet the target date(s) agreed to during the contracting process. Our contract includes minor web page changes during the development stage of the contract, including updating links and making minor changes to a sentence or paragraph, replacing one image for another. It does not include removing nearly all the text from a page and replacing it with new text (which essentially involves constructing a new webpage), which is billed at our per page rate.

On behalf of my organization I approve the above plan which I have developed with _____ to construct a website, and I authorize _____ to use this Website Planning Worksheet as the basis of the project. Additionally, I have read, understand and accepted the terms and conditions contained in the Memorandum of Understanding, executed by me and attached hereto.

Signature _____ **Date** _____

Title: _____ **Company:** _____