

Website Planning Worksheet #2
Phoenix Technologies
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Phase 2 – Technical Aspects

1. Web Hosting Services

Phoenix Technologies provides a wide range of website hosting services to fit your needs. Please see the **Hosting** page for available packages and specifications. Our hosting service is value packed with tools that make your website experience easier to use such as multiple web email addresses that can be customized and forwarded to your regular email and multiple autoresponders. We will be happy to give you a free consultation about our hosting plans and help you find the one that is right for you.

Would you like *Phoenix Technologies* to quote a hosting package for you?
____ Yes ____ No

If you plan to use another hosting service, following are the requirements for your site to work properly:

- ▶ InterNIC authorized entity or company that can carry a root domain
- ▶ Adequate hard drive space for website size
- ▶ Adequate bandwidth capabilities
- ▶ A cgi-bin folder
- ▶ FTP access
- ▶ Telnet access
- ▶ Unix system with Perl language available

1a. To upload your new site to **another hosting service**, *Phoenix Technologies* will need the following information:

Web Hosting Service name and URL

Phone: _____

E-mail for support or help: _____

Username: _____

Password: _____

2. Site Maintenance

Contracted design package prices include minor updates to your site for the first six months after preliminary site has been approved. This entails minor changes to text information and **does not** include more substantial overhauls, such as changing paragraphs of information or graphics. *Phoenix Technologies* offers monthly maintenance agreements and updating services. Please check the **Rates** page for more details.

Will your site need periodic maintenance? Yes No

Would you like a quote from Phoenix Technologies for updating services?
 Yes No

If yes, anticipated frequency of updates:
 weekly monthly quarterly other

Type of updates required:

3. Visitor Statistics

Sites hosted with *Phoenix Technologies* come standard with basic web statistics reporting. It will give you an overview of the number of visitors you have on the entire site, accurate to within 5%. *Phoenix Technologies* can provide in depth activity analysis on your site including number of visitors, individual page hits, time spent per visitor per page.

Would you like a quote from *Phoenix Technologies* for monthly activity analysis reports?
 Yes No

4. Registering your site with Search Engines

All website design packages from *Phoenix Technologies* contain blanket submissions to multiple search engines. To help your rankings go higher, we suggest manually submitting your site to at least the top eight search engines such as Google, Yahoo, etc. The larger design packages from *Phoenix Technologies* include manual submissions. Please check the **Rates** page if you would like *Phoenix Technologies* to register your site.

Would you like Phoenix Technologies to manually register your site?
 Yes No

5. Driving Traffic to your new website

Phoenix Technologies suggests you follow these simple steps to increase the traffic to your website:

- ▶ Include your web address on all company print literature such as business cards, stationary.
- ▶ Include your web address on all voice broadcasts just as voice mail messages, radio advertising.
- ▶ Include your web address on all email correspondences.
- ▶ Include your web address in your “Yellow Pages” ad.
- ▶ Request a link on complimentary business sites.