

Website Planning Worksheet #4

Phoenix Technologies

2324 Riverway Drive, Old Hickory, TN 37138

PHONE 615-847-8222

email: phoenixtech@mindspring.com

Content Worksheet

Assembling your company's materials for presentation on the Web can be a daunting task. Phoenix Technologies provides you with this Content Worksheet and related FAQ's pages to help you organize your information. Think of it as designing a hard copy brochure that you wish to present to your customers. Give Phoenix Technologies the raw materials and we'll turn it into web pages with pizzazz.

Text

We prefer text to be delivered in **separate Word processor files**. ***Note:** Please **DO NOT** include text to be used on your site in the body of any email correspondence with us (it contains extra coding that has to be painstakingly removed one word at a time). You may send the data as an attachment to your email, by disk, CD or ZIP disk. If you prefer, *Phoenix Technologies* will provide you with a separate, secure folder on our site, which you may use to upload your files to us.

- To help eliminate confusion, you must set up a **separate Word processor file** for each Web page you would like to have designed. Indicate which file names correspond to which Web pages. You are welcome to use **BOLD** characters for any text that you would like highlighted.
- **We prefer Microsoft Word**, though we can convert a wide variety of file types such as WordPerfect and WordStar and regular ASCII text files.
- **Send us your final version of edited text**. There is an extra charge to format and insert brand new text. Documents that contain more than 1,000 words may be subject to additional charges, especially if they require extensive formatting.

Graphics

The look of your website will depend a great deal on the graphics and photos you choose to use. If you use animations and clipart extensively the site will appear rather cartoonish in nature. Of course, for a whimsical site, this is appropriate. You are welcome to use photos or have *Phoenix Technologies* custom design your graphics.

- You may send graphics to us in **digitized form** either through the internet, on CD or ZIP disk.
- You may send your **hard copy photos** to us. *Phoenix Technologies* will scan them for you for a fee.

- Tell us where you want the graphic to appear. You may **affix a PostIt Note** to the photo to indicate which Web page it goes on. You may also include a caption if desired.
- 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.
- Our design packages **include 3 photos or graphics** per page. Beyond that we charge an additional fee for placing photos. Please see the **Rates** page for more.

Please include this Content Worksheet with the materials you send to *Phoenix Technologies*.

Questions

If you have questions, please refer to the Website Planning Worksheet, the FAQ's pages, or contact *Phoenix Technologies*.

Make a separate Word processor file for each page.

Please include the following information in each file:

Information to be included for front / home page:

- Page Title
- Description meta tag
- Keywords meta tag
- Text body content
- Company logo
- Other graphics to include on page
- Forms, with all fields named
- Autoresponder text (for form), if desired
- Links, internal (Give page title)
- Copyright and trademark information
- Email contact information (if hosting with Phoenix Technologies and email is to be forwarded, please include forwarding address, i.e. you@aol.com)

Information to be included for all other pages:

- Page Title
- Description meta tag
- Keywords meta tag

- Text body content
- Graphics to include on page
- Forms, with all fields named
- Autoresponder text (for form), if desired
- Links, internal or external (Give title and URL as appropriate)
- Email contact information
- Copyright and trademark information
- Sound and/or video files

You may have any variety of web pages that best suit your business needs. *Phoenix Technologies* will custom design your site to your specifications. Below is a list of the pages most often used on a complete site.

Common webpages:

- Home / Front Page
- About Us
- Services
- Links (to other websites)
- FAQ's
- Contact Us
- Testimonials
- Photo Gallery

What to Send Now

The complete package of items that you will need to send *Phoenix Technologies* are as follows:

Worksheets:

All Website Planning Worksheets – including Phase 1, Phase 2 and Phase 3

Content Worksheet

Content and Graphics:

- Final edited text content (in a word processor file, preferably formatted for Word)

- Photos and graphics (either hard copy or in digital format including .GIF, .JPG, .PNG)
- Your company logo, if available
- Company brochures or business cards, if you wish to have your website match

Please make a copy of these completed files for your own records.

You may send this package in either printed hard copy, floppy disk (IBM formatted) or ZIP disk (100 or 250 Mb, IBM formatted), by US Mail, FedEx (recommended) or UPS to the following address:

Phoenix Technologies

2533 Webb Hollow Road
Williamsport, TN 38487

Upon receipt of package, *Phoenix Technologies* will contact you with an acknowledgment and a custom quote soon after.

Thank you for considering the services of *Phoenix Technologies*

This form last updated November 8, 2005