

Now go ahead and complete the application. Answer as best as you can, but don't feel that you need to answer everything.

These questions are meant to provide us with a overall view of what kind of site you'd like. We'll also be calling you, getting to know your business, and custom-tailoring your site to match your requirements.

Once you have completed this form, please mail it to:

Rikter Corporation
P.O. Box 600
Lake Arrowhead, CA 92352

You can expect to hear back from us with a price within two weeks. Thank you for considering Rikter Corporation

Website Planning Worksheet

NOTE: This worksheet will assist us in determining the size, scope, and nature of your Web site. The information from this worksheet will be used to create a Web site estimate. Kindly allow up to two weeks for a response.

Who Are You?

Your name and title: _____

Business or organization name: _____

Your email address: _____

Business phone: _____

Services Needed

In addition to site design and development, please indicate any other services you require:

- E-commerce, with ability to purchase products online
- Database Development, with ability to utilize dynamic pages
- Domain Name Registration
- Photographs of products, scanning and placement on site
- Search Engine Placement and site promotion
- Site Maintenance
- Site Analysis for Usability
- Site Hosting
- Site Traffic and Visitor Statistics
- Other _____

Other Site Functions

Rank the most important purpose a "1", next most important a "2", etc... Leave those blank which do not interest you.

- __ Promote my business.
- __ Develop a database that contains a mailing list of regular customers
- __ Sell business services directly by taking credit card information over the Internet.
- __ Make available description and photos of recent products.

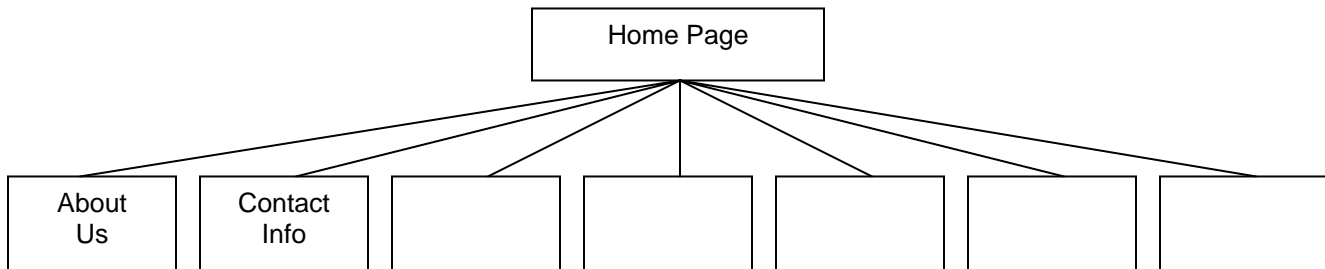
- Encourage potential customers to contact the business by phone or e-mail to consummate a sale.
- Make available product information and price lists to customers.
- Allow for access to product and invoice information.
- Ability to update website using a standard web browser.
- Other _____

Site Organization

A website is a collection of individual pages. When you click on a link, you are taken to that page. As your website develops, your collection of pages will increase. A small site contains about 5-10 pages. A medium site may contain 100-500 pages. Large corporate sites have thousands of pages.

When beginning a website, it's always a good idea to have a minimum amount of starting pages. You should at the very least have a Home Page, a 'Contact Us' page, and an 'About Us' page.

Please use the chart below to indicate some additional page ideas you desire for your initial site design:



Additional Page Ideas: _____

Describe your target audience (i.e. average age, special interests, income level, education level). Do they have any special needs?

What is the primary message you wish to convey?

Domain Names, Page Title Name, and Taglines

Domain Names

It is recommended that you register a domain name as soon as possible, using the same title, i.e, www.yoursitename.com. You also may want to consider registering common misspellings of your domain name. We can check availability of domains and organizations for a nominal fee.

List your choices in order of preference:

Domain name _____ ___Desired ___Already Registered

Domain name _____ ___Desired ___Already Registered

Domain name _____ ___Desired ___Already Registered

Domain name _____ ___Desired ___Already Registered

Domain name _____ ___Desired ___Already Registered

Domain name _____ ___Desired ___Already Registered

Page Title Name

A page title name is what appears in at the top of the visitor's web browser. In addition, it is also the name appears in bookmark lists or favorites collections.

Example:



This example is from the General Electric website. The Page Title is 'General Electric', while the domain is 'www.ge.com'. Each page is assigned one page title.

Choose a Page Title Name for your Home Page: _____

Tagline

A tagline is a short statement that explicitly summarizes what your business does. Your tagline should be brief, simple, and to the point. Taglines are also displayed on search engines to tell visitors about your site.

Choose a Tagline: _____

Content

Content includes text, graphics and logos. Graphics are particularly important to any website and can set the business tone and message.

Graphics and Logos

What image do you want your site to project? What should be "the look and feel"?

Do you want **your Company Logo** incorporated in the masthead graphic? Yes No

Do you want Photos of employees and/or product(s) included on the site? Yes No

If so, please provide all applicable photos. Format: Digital Film

Do you need assistance scanning or preparing your images? Yes No

Text

Writing for the Web is different than for print publications. The text displayed on the site not only affects the content, but it also can affect the user experience on your site.

Would you like help in developing textual content for your site? Yes No

List other marketing materials that should be incorporated into the design:

Other Ideas

Please list some Web sites that you like. Why?

Please list Web sites that you do not like. Why not?

Other Comments:
