



# Website Content

You will find it is a considerable amount of work to prepare your company's materials (copy text and assembling graphics) for the Web pages we will construct for you. When you supply the raw materials, we assemble them onto graphically pleasing, easy-to-read Web pages.

In our Basic Web Site Packages, we include everything the average small business needs for web pages. Nevertheless, be sure to review the limits of what is included in our packages; we charge extra for services required beyond our standard packages.

## Text

- # You must set up a **separate Word processor file** for each Web page. Use this worksheet to indicate which file names 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. Most word processors allow you to count the approximate number of words (in Microsoft Word, click on Tools, then word count). Web pages, which contain more than 1,200 words, may be subject to additional charges, especially if they require a good deal of formatting.



## Graphics

- # The quality appearance of your Web site is primarily 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** 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 package, please explain clearly, and perhaps include a sketch. We charge for such items on an hourly basis.
- # You may select **stock photos** from any of the web options (i.e. istockphoto.com); please include website and (#) number. We will purchase and download the appropriate photo, 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.
- # Our Standard Web Site Packages **include an average of 1.3 photos** or graphics per page. Beyond that, we charge an additional fee for placing photos.



## Website Content Worksheet

Please include this Web Page Content Worksheet with the materials you send to us. Several rows are intentional left blank so you can create your own content (all businesses are different, therefore they will have different content). You may save your files on CD's (if it all fits), DVD's, Zip File/Email, or a File Storage media, and submit it along with this worksheet.

<b>Content Description</b>	<b>File Name for Text</b>	<b>Approx # of words</b>	<b>Photos or Graphics</b> If none, state "None"
Home			
About the Company			
Services/Products			
Contact Form			