**SAFEGUARD**™

Your company or Organization name _____

1. **Purpose of your website**.  Before we can start with the nuts and bolts of the visual design of your site, it is important to establish the purpose you have in mind for your site.

Please read the following list, and place a "1" next to the most important purpose, next most important a "2," etc. Leave those items blank that do not interest you.
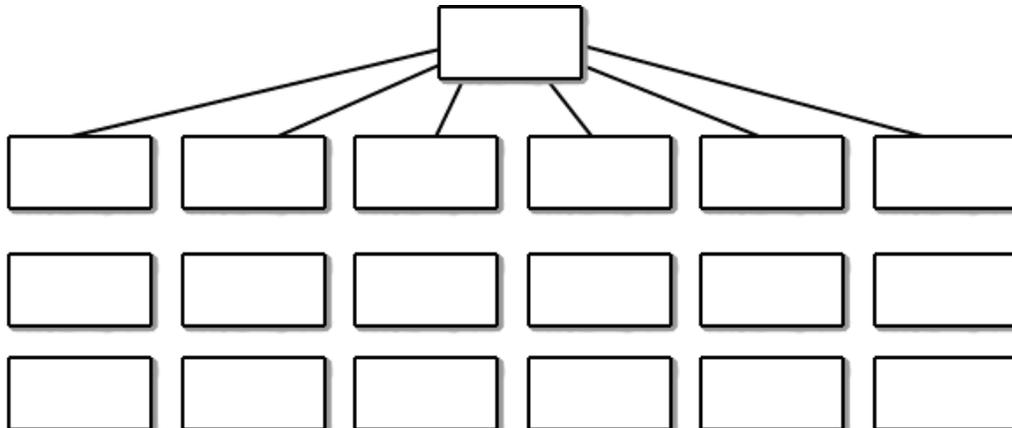
_____ To give my company/organization a cutting edge appearance
_____ To develop a qualified list of sales prospects
_____ To sell products/services online
_____ To give out information
_____ To market literature that we write
_____ To provide free information and downloads
_____ To encourage potential customers to contact us by phone or mail
_____ To make available product information and price lists to distributors
_____ To make available product information and price lists to customers
_____ To strengthen brand identification
_____ Other_____

2. **Site Organization**

To help brainstorm the layout of your website, consider the following simple page layout chart.
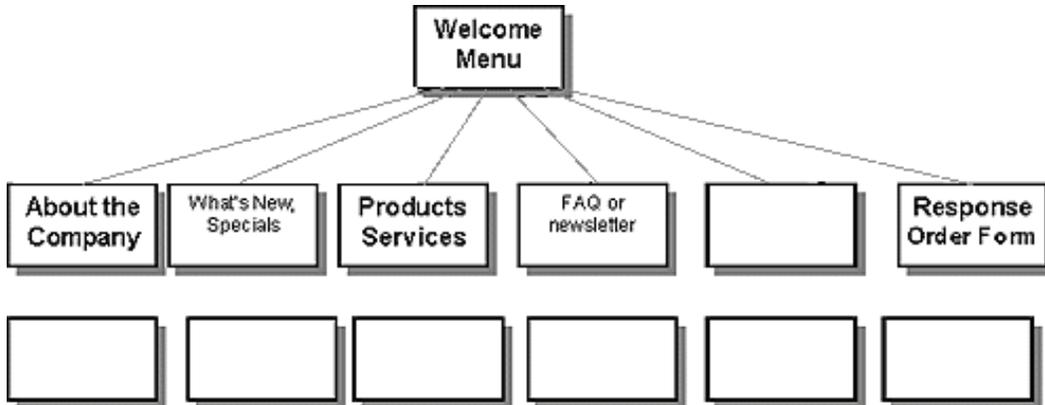


Re-label any pages you want, cross out any you do not want, and add or change the connecting lines to the second row. You can also just write on the blank layout below.



**Please scan and email form along with logo to websites@mywebvendor.com  OR fax to (559) 224-8391**

## 3. Navigation System

Visitors to your website have to be able to find desired information on your website, and all pages should have the same navigation structure throughout the site. Typically, this involves a company logo or name in the top left, major links along the left or right edges of each page, and a few links to important sections of the site along the bottom.

We typically put a link on the logo or company name in the top left so users can click there to go back to your home, or first page.

Links on the left or right edge are just as easy to do. Links on the left are most common, and where people expect to find them. Links on the right are less common, but can help make your website stand out. Links can be text or images, although images will make your website load much slower, and may discourage some users with slow dial-up connections.

Where would you like your major links? ___ left ___ right ___ top

These links are derived from the chart you marked up on the first page. Please mark any of the following navigation features you might want added.

Rollover buttons _____

Drop Down Menus _____

Image Map (requires graphic large enough to be sliced) _____

Other ideas _____

Please list other websites whose navigation style visually appeals to you, or has the type of design elements you would like to incorporate into your website.

_____

_____

_____

_____

Please list websites that you feel are competitors in your field.

_____

_____

_____

_____

## 4. Photos, graphics, animations, sound, video

Our contract includes the statement that you own the copyright to, or have permission from the copyright owner to use any photos you supply us with.

Some online sources for royalty-free stock photos include:

    Graphistock ( **http://www.images.com** )

    Photos to Go ( **http://www.photostogo.com** )

    Free Images ( **http://www.freeimages.co.uk** )

    Free Stock Photos ( **http://freestockphotos.com/index.html** )

This is by no means an exclusive list.  Any photo or image you may want is available for a price somewhere.

Please list any special image needs other than an image or two per page, such as a photo album type page, or a detailed list of product photos with small thumbnail images linked to larger images.

_____

_____

_____

_____

5. **Additional Options**

| Forms | |
|---|---|
| Guestbook | |
| Online Chat | |
| Message Board | |
| Pop-ups (NOT recommended) | |
| Cookies | |
| E-Commerce | |
| Other | |
| For search engines: list any single key words that describe or pertain to your company or organization | |
| For search engines: provide a short, concise description of what you want people to know about your company/organization | |

## 6. **What you can expect with your website design**

Time-wise, it is impossible to judge how long your website will take to develop without a full consultation. Here are a few things to keep in mind when planning for your new website:

- Photographs and graphics take longer to download to a browser than text. While you do not want a boring, text only website, think about a user with a slow dial-up modem when considering how many images you want on a webpage.
- When supplying photographs or graphic images to us, please supply them in digital form, as a .psd or .tif format.
- It is vitally important to have as much detail about your site planned before we start development. Changing plans in the middle will cost extra, and having a vague idea of what you want can cost extra, and will definitely take longer to develop.
- While animated graphics might be used a lot on webpages, they are usually never used outside of an advertisement on a business website. Think about the users experience at your website before asking for animations that do not add value to your website