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### Site Design Customer Survey

This "Customer Survey" is provided to guide you and help you organize all the items needed to build your website. It also helps us to clarify your needs, desires and goals with regard to your website design. We will review this document with you, after you have completed it and submitted all your data. Please answer any and all questions as completely as possible. All designs will adhere to your answers in this document.

We will begin construction of your site when your completed document and all the requested data are in our possession. Your site will be completed 6-8 weeks from the time that we receive all the necessary data.

**Please print out and keep a copy of this document handy for yourself, and check off items as they are completed. That way, you will have your own list of "to do" items.**

If you need web hosting and your domain name set up right away (so that your email is up and running, for example), we can arrange that without waiting for all the required materials. However, we will begin the actual construction of your web site when **all** the materials are in our possession. Hosting fees will apply from the time we have your web site space set up. In addition, we will put a "Coming Soon" page up at no cost.

### Step By Step

1. Fill out this document completely and return to Quiet Graphics Online as an email attachment. Send to [sherri@quietgraphics.com](mailto:sherri@quietgraphics.com) as one Word document or mail it in to: 8550 E. Hawthorne St., Tucson, AZ 85710 with all the necessary disks and or CD-ROMS.
2. Soon thereafter, you will receive by email a mockup of your website design based on the design idea that you have discussed with us here, in emails and over the phone. If you have very specific ideas about your design, please submit them to us. As mentioned in your contract, we will create one mockup for you.
3. You can, of course, request changes to the mockup. If you would like a new mockup the charge is \$150.
4. When you approve the design, you will be given a Site Design Confirmation document to sign, which you will mail back to us. Then we finish the construction of the rest of your site.
5. When your site is finished, you print the site out, mark any typos and fax or mail it back to us. **Please proof very carefully.** Proofing means fixing any typos, misspellings, etc. Completely changing any content will incur our regular maintenance charges.
6. When the necessary corrections are made, we notify you. Then we will invoice you for the balance. After payment is made we make sure your site is "live" on the Internet when your domain name is typed in and you will receive your finalization packet, which will include your backup CD-ROM and important website info.

### Site Construction Questionnaire

Items where information needs to be filled out are in **bold grey**.

**Your Company Name:**

**Your Industry:**

**Demographics of visitors:**

**Competition's Name:**

**Their Web Address (URL):**

**Of your competitors' sites, which ones do you like and why?**

**What competitors' sites do you dislike and why?**

**How do you think your site will beat the competition?**

**What sites are visually appealing to you and why? (These can be any type of sites, not just competitors):**

**What colors do you prefer for your site? (We recommend sticking with no more than a three color palette for your website, generally altering hue, saturation, lighting, texture, shadows, etc. on two of those colors to create a full palette.) Please refer to the Color Chart below:**

990033 R: 153 G: 000 B: 051	FF3366 R: 255 G: 051 B: 102	CC0033 R: 204 G: 000 B: 051	FF0033 R: 255 G: 000 B: 051	FF9999 R: 255 G: 153 B: 153	CC3366 R: 204 G: 051 B: 102	FFCCFF R: 255 G: 204 B: 255	CC6699 R: 204 G: 051 B: 153	993366 R: 153 G: 051 B: 102	660033 R: 102 G: 000 B: 051	CC3399 R: 204 G: 051 B: 153	FF99CC R: 255 G: 153 B: 204	FF66CC R: 255 G: 102 B: 204	FF99FF R: 255 G: 153 B: 255	FF6699 R: 255 G: 102 B: 153	CC0066 R: 204 G: 000 B: 102
FF0066 R: 255 G: 000 B: 102	FF3399 R: 255 G: 051 B: 153	FF0099 R: 255 G: 000 B: 153	FF33CC R: 255 G: 051 B: 204	FF00CC R: 255 G: 000 B: 204	FF66FF R: 255 G: 102 B: 255	FF33FF R: 255 G: 051 B: 255	FF00FF R: 255 G: 000 B: 255	CC0099 R: 204 G: 000 B: 153	990066 R: 153 G: 000 B: 102	CC66CC R: 204 G: 102 B: 204	CC33CC R: 204 G: 051 B: 204	CC99FF R: 204 G: 153 B: 255	CC66FF R: 204 G: 102 B: 255	CC33FF R: 204 G: 051 B: 255	993399 R: 153 G: 051 B: 153
CC00CC R: 204 G: 000 B: 204	CC00FF R: 204 G: 000 B: 255	9900CC R: 153 G: 000 B: 204	990099 R: 153 G: 000 B: 153	CC99CC R: 204 G: 153 B: 204	996699 R: 153 G: 102 B: 153	663366 R: 102 G: 051 B: 102	660099 R: 102 G: 000 B: 153	9933CC R: 153 G: 051 B: 204	660066 R: 102 G: 000 B: 102	9900FF R: 153 G: 000 B: 255	9933FF R: 153 G: 051 B: 255	9966CC R: 153 G: 102 B: 204	330033 R: 051 G: 000 B: 051	663399 R: 102 G: 051 B: 153	6633CC R: 102 G: 051 B: 204
6600CC R: 102 G: 000 B: 204	9966FF R: 153 G: 102 B: 255	330066 R: 051 G: 000 B: 102	6600FF R: 102 G: 000 B: 255	6633FF R: 102 G: 051 B: 255	CCCCFF R: 204 G: 204 B: 255	9999FF R: 153 G: 153 B: 255	9999CC R: 153 G: 153 B: 204	6666CC R: 102 G: 102 B: 204	6666FF R: 102 G: 102 B: 255	666699 R: 102 G: 102 B: 153	333366 R: 051 G: 051 B: 102	333399 R: 051 G: 051 B: 153	330099 R: 051 G: 000 B: 153	3300CC R: 051 G: 000 B: 204	3300FF R: 051 G: 000 B: 255
3333FF R: 051 G: 051 B: 255	3333CC R: 051 G: 051 B: 204	0066FF R: 000 G: 102 B: 255	0033FF R: 000 G: 051 B: 255	3366FF R: 051 G: 102 B: 255	3366CC R: 051 G: 102 B: 204	000066 R: 000 G: 000 B: 102	000033 R: 000 G: 000 B: 051	0000FF R: 000 G: 000 B: 255	000099 R: 000 G: 000 B: 153	0033CC R: 000 G: 051 B: 204	0000CC R: 000 G: 000 B: 204	336699 R: 051 G: 102 B: 153	0066CC R: 000 G: 102 B: 204	99CCFF R: 153 G: 204 B: 255	6699FF R: 102 G: 153 B: 255
003366 R: 000 G: 051 B: 102	6699CC R: 102 G: 153 B: 204	006699 R: 000 G: 102 B: 153	3399CC R: 051 G: 153 B: 204	0099CC R: 000 G: 153 B: 204	66CCFF R: 102 G: 204 B: 255	3399FF R: 051 G: 153 B: 255	003399 R: 000 G: 051 B: 153	0099FF R: 000 G: 153 B: 255	33CCFF R: 051 G: 204 B: 255	00CCFF R: 000 G: 204 B: 255	99FFFF R: 153 G: 255 B: 255	66FFFF R: 102 G: 255 B: 255	33FFFF R: 051 G: 255 B: 255	00FFFF R: 000 G: 255 B: 255	00CCCC R: 000 G: 204 B: 204
009999 R: 000 G: 153 B: 153	669999 R: 102 G: 153 B: 153	99CCFF R: 153 G: 204 B: 204	CCFFFF R: 204 G: 255 B: 255	33CCCC R: 051 G: 204 B: 204	66CCCC R: 102 G: 204 B: 204	339999 R: 051 G: 153 B: 153	336666 R: 051 G: 102 B: 102	006666 R: 000 G: 102 B: 102	003333 R: 000 G: 051 B: 051	00FFCC R: 000 G: 255 B: 204	33FFCC R: 051 G: 255 B: 204	33CC99 R: 051 G: 204 B: 153	00CC99 R: 000 G: 204 B: 153	66FFCC R: 102 G: 255 B: 204	99FFCC R: 153 G: 255 B: 204
00FF99 R: 000 G: 255 B: 153	339966 R: 051 G: 153 B: 102	006633 R: 000 G: 102 B: 051	336633 R: 051 G: 102 B: 051	669966 R: 102 G: 153 B: 102	66CC66 R: 102 G: 204 B: 102	99FF99 R: 153 G: 255 B: 153	66FF66 R: 102 G: 255 B: 102	339933 R: 051 G: 153 B: 051	99CC99 R: 153 G: 204 B: 153	66FF99 R: 102 G: 255 B: 153	33FF99 R: 051 G: 255 B: 153	33CC66 R: 051 G: 204 B: 102	00CC66 R: 000 G: 204 B: 102	66CC99 R: 102 G: 204 B: 153	009966 R: 000 G: 153 B: 102
009933 R: 000 G: 153 B: 051	33FF66 R: 051 G: 255 B: 102	00FF66 R: 000 G: 255 B: 102	CCFFCC R: 204 G: 255 B: 204	CCFF99 R: 204 G: 255 B: 153	99FF66 R: 153 G: 255 B: 102	99FF33 R: 153 G: 255 B: 051	00FF33 R: 051 G: 255 B: 051	33FF33 R: 051 G: 255 B: 051	00CC33 R: 000 G: 204 B: 051	33CC33 R: 051 G: 204 B: 051	66FF33 R: 102 G: 255 B: 051	00FF00 R: 000 G: 255 B: 000	66CC33 R: 102 G: 204 B: 051	006600 R: 000 G: 102 B: 000	003300 R: 000 G: 051 B: 000
009900 R: 000 G: 153 B: 000	33FF00 R: 051 G: 255 B: 000	66FF00 R: 102 G: 255 B: 000	99FF00 R: 153 G: 255 B: 000	66CC00 R: 102 G: 204 B: 000	00CC00 R: 000 G: 204 B: 000	33CC00 R: 051 G: 204 B: 000	339900 R: 051 G: 153 B: 000	99CC66 R: 153 G: 204 B: 102	669933 R: 102 G: 153 B: 051	99CC33 R: 153 G: 204 B: 051	336600 R: 051 G: 102 B: 000	669900 R: 102 G: 153 B: 000	99CC00 R: 153 G: 204 B: 000	CCFF66 R: 204 G: 255 B: 102	CCFF33 R: 204 G: 255 B: 051
CCFF00 R: 204 G: 255 B: 000	999900 R: 153 G: 153 B: 000	CCCC00 R: 204 G: 204 B: 000	CCCC33 R: 204 G: 204 B: 051	333300 R: 051 G: 051 B: 000	666600 R: 102 G: 102 B: 000	999933 R: 153 G: 153 B: 051	CCCC66 R: 204 G: 204 B: 102	666633 R: 102 G: 102 B: 051	999966 R: 153 G: 153 B: 102	CCCC99 R: 204 G: 204 B: 153	FFFFCC R: 255 G: 255 B: 204	FFFF99 R: 255 G: 255 B: 153	FFFF66 R: 255 G: 255 B: 102	FFFF33 R: 255 G: 255 B: 051	FFFF00 R: 255 G: 255 B: 000
FFCC00 R: 255 G: 204 B: 000	FFCC66 R: 255 G: 204 B: 102	FFCC33 R: 255 G: 204 B: 051	CC9933 R: 204 G: 153 B: 051	996600 R: 153 G: 102 B: 000	CC9900 R: 204 G: 153 B: 000	FF9900 R: 255 G: 153 B: 000	CC6600 R: 204 G: 102 B: 000	993300 R: 153 G: 051 B: 000	CC6633 R: 204 G: 102 B: 051	663300 R: 102 G: 051 B: 000	FF9966 R: 255 G: 153 B: 102	FF6633 R: 255 G: 102 B: 051	FF9933 R: 255 G: 153 B: 051	FF6600 R: 255 G: 102 B: 000	CC3300 R: 204 G: 051 B: 000
996633 R: 153 G: 102 B: 051	330000 R: 051 G: 000 B: 000	663333 R: 102 G: 051 B: 051	996666 R: 153 G: 102 B: 102	CC9999 R: 204 G: 153 B: 153	993333 R: 153 G: 051 B: 051	CC6666 R: 204 G: 102 B: 102	FFCCCC R: 255 G: 204 B: 204	FF3333 R: 255 G: 051 B: 051	CC3333 R: 204 G: 051 B: 051	FF6666 R: 255 G: 102 B: 102	660000 R: 102 G: 000 B: 000	990000 R: 153 G: 000 B: 000	CC0000 R: 204 G: 000 B: 000	FF0000 R: 255 G: 000 B: 000	FF3300 R: 255 G: 051 B: 000
CC9966 R: 204 G: 153 B: 102	FFCC99 R: 255 G: 204 B: 153	FFFFFF R: 255 G: 255 B: 255	CCCCCC R: 204 G: 204 B: 204	999999 R: 153 G: 153 B: 153	666666 R: 102 G: 102 B: 102	333333 R: 051 G: 051 B: 051	000000 R: 000 G: 000 B: 000								

On a scale of 1 to 10, how important is a fast-loading site to you?

Do you already have existing printed items (brochures, catalogs, business cards)? If so, would you like to continue the same font, style, logo and colors? (If you do want us to use such items, please forward these items to us.)

Describe the look and feel you would like for your navigational structure (menu), if you have a preference. (All web pages need consistent navigation on every page. There should be either a menu on the top or left-hand side. Finally, the bottom of every page should also have text navigation):

My target audiences primarily uses this resolution: (Please note that we design our websites based on an 800x600 resolution PC monitor screen, which is the most commonly used, and we cross test for different

resolutions. If you know your target audience will use a different screen setting, please let us know here. Otherwise leave this area blank.)

**Do you have a slogan that you want used on your website? If so please supply it here:**

**Preferred fonts/font size, if you have a preference.** (We recommend that you keep fonts as consistent as possible throughout your pages, as with all things. Keep in mind that small fonts are more legible using Sans Serif fonts, while larger fonts are more legible using Serif font faces.)

For body text:	
For logo:	
For page titles:	

### **Contact Information Section**

Please provide your contact information **EXACTLY** as it should appear on your web site, if you are to have a separate Contact Us page.

1. **Name:**
2. **Address:**
3. **City, State, Zip:**
4. **Office Phone:**
5. **Cell Phone:**
6. **Fax:**
7. **Other Phone (specify which):**
8. **Your e-mail address** (This is the email address you will use once your site is fully operational— you@yourdomain.com):

### **Domain Name**

If you have already registered your domain name, then please skip to **Transfer Domain Name section**.

1. **What domain name do you want?**
2. Skip **Transfer Domain Name section**. Only existing domains need to be transferred.

### **Transfer Domain Name**

This section is only for those that have already registered their domain name. Please list all domain names you wish to associate with your web site. We will need the registrar's name, your username (or account number) and password used to register your domain name. Sometimes we need your direct involvement to transfer your domain name. If so, we will contact you at the time your assistance is needed

**Registrar:**

**Username (or Account Number):**

Password:

Your Domain Name:

### Meta Tags (Site Title, Description and Keywords)

You need to decide on a title, description and keywords for your site. A few search engines still use Meta tags to a certain degree, for most they don't matter at all. We do general Meta tag creation for all sites that we build, however **do not expect much search engine traffic from this**. To seriously compete in the search engines you must optimize your site. If you decide to go with our Search Engine Optimization service, then Meta tags are done individually for each page among many other search engine optimization techniques.

To be effective the **Title** tag should reflect the theme of your site. Try to keep it short.

**Example 1:** Birthday Gift Baskets, Chicago

**Example 2:** Full Service Travel Agency in Pompano Beach

#### 1. Title:

The **Description** is a one-sentence summary of what your site is about. Some search engines use it as your listing in that search engine. Descriptions should be no more than 35 characters.

**Example:** Luxury resort on the Gulf Coast. Virtual Tours and Online Reservations.

#### 2. Description:

Your **Keywords** are words or phrases that will help your classification in some search engines. You should keep these to a maximum of 6. Keywords should include important key phrases that you think people would use to look you up in the search engines that still use these, however most search engines do not.

**Example 1:** cruise, cheap cruises, vacations, air travel, hotel reservations.

#### 3. Keywords:

### Your Site Content Information Pages

The next step is to organize the information for your site. **Use the number of pages that the web site package that you chose allows.** Each number below represents a page. Next to each number write the subject for that page. This list will serve as the outline for your site.

Please conform to the outline below. For example, when you send the information for the "About Us" page, clearly identify it "**Page 3 – About Us**" followed by the text for that page. If you are not sure of how many pages your package allows, please ask us. Extra pages can be added for an additional fee per page. If you can't afford to add all the pages you would like at this time, they can always be added on later.

1. Page 1 Title/Subject=
2. Page 2 Title/Subject=
3. Page 3 Title/Subject=
4. Page 4 Title/Subject=
5. Page 5 Title/Subject=
6. Page 6 Title/Subject=
7. Page 7 Title/Subject=
8. Page 8 Title/Subject=
9. Page 9 Title/Subject=
10. Page 10 Title/Subject=

### Want To Add Something?

Do you see a Site Add On on our website that you would like to add or would you like to add Search Engine Optimization? Just make note of it here in this document and any additions will be adjusted accordingly on your final invoice.

If you would like to add photos that are not provided by you, we will help you choose a professional photo from royalty free stock photography and help you with copyright questions. Please note that most photos, drawings, paintings, clipart, maps, etc. are protected under copyright laws and need to be licensed or a royalty free image will need to be purchased for commercial usage. This will lead to additional fees to a third party vendor and we will need to bill our regular hourly rate for research.

To make additions, next to each number below, write the name of the item (from our web site) you wish to add to your site package. Examples of Site Add Ons are auto responders, slide shows, visitor surveys, anything we offer that is not included in the package you have chosen.

1. Site Add On 1 Description/Title =
2. Site Add On 2 Description/Title =
3. Site Add On 3 Description/Title =
4. Site Add On 4 Description/Title =
5. Site Add On 5 Description/Title =

### Sending Your Materials To Quiet Graphics Online

#### Text

1. Please send your written materials complete in **one** Microsoft Word document divided into sections for each page. **Please make sure the text you send is exactly as you want it to appear on your site.** You will be able to make corrections for typos before the site goes live, but textual changes will incur additional charges at our normal hourly rates. Send this document by email attachment to [sherri@quietgraphics.com](mailto:sherri@quietgraphics.com). If you do not have Word and the written materials are not too hefty, they may be sent in an email. If it is a lot of information and you cannot send it as a Word attachment then put the data on disks or on a CD-ROM (make sure you have a back-up) and mail it to us at the address shown above.
2. If you cannot provide a Word document or some other digital format, please mail clean hardcopy. We will have it typed and this incurs an additional charge. No faxes, please. When you mail hardcopy, which

must be typed, this does introduce delays into the process and possible errors into the end result. When the material comes back from typing, we return it to you in a Word file for proofing and correction before we construct your site.

### **Photos**

A specific number of photos are included with each web site package. Additional digital photos are billed at an additional rate, including photos that need scanning. These prices include cropping, resizing and color correction.

1. Please send photo attachments to [sherri@quietgraphics.com](mailto:sherri@quietgraphics.com)
2. We can copy photos from the web if you send us the URL (domain name). This applies only to photos that are legal for you to use (e.g., your photo is at another web site and you'd like us to use it.)
3. If you want us to scan photo prints, please mail the prints to us at the address shown above. Keep in mind that there may be a charge for image scanning.
4. **Logos:** if you want us to use a logo that has already been created for you, please identify the exact URL (domain name) where the logo can be found on the web or give us the logo in digital format. If it's not on the web or in digital format and needs to be scanned, please mail several different sizes of the logo for scanning – a piece of stationery, an envelope, a personal brochure, etc.

### **Materials on CD ROM and Zip Drives**

Please **do not** send us any CD ROM or Zip drive material that is formatted for Macintosh computers. If that is all you have, please take the material to Kinko's (or someplace similar) and have it converted to PC format.

### **Formats**

We can accommodate Microsoft Word, Microsoft Publisher, Microsoft Works, Microsoft Excel, Microsoft PowerPoint, Adobe Acrobat and Notepad. If you have material in other formats, please check with us first before sending by email. If you have a lot of large files (over 1MB in size) be sure to check before sending. We may have special requirements. Microsoft Publisher and Adobe Acrobat files can be very large. To reduce the size of these files you may need to compress the documents before you send them to us.

**Be sure to notify us when you have sent the last of your materials. Unless you notify us, we do not know when you have finished sending materials. We cannot begin designing your website until we have all the information requested in this document unless otherwise agreed upon.**

**Please be certain of the data you send to us. Once all your data is received we begin development. Any changes that you request after we begin designing will be billed at our normal maintenance rates.**

**We develop web sites based on the order in which we receive complete data for each site. Complete data includes all text, photos, signed contract, 50% deposit and this completed document. Once we receive all your data, if we still need additional items, we will put the development of your site at the end of our queue.**

**Your site will be completed in approximately 6- 8 weeks from the time we receive all your data. Thank you!**

### **Special Section For E-Commerce Sites Only**

1. How many products (separate item numbers) do you plan for your shopping cart?
2. Do these item numbers or product numbers represent different color, sizes, styles, etc. for the same product?
3. Options (color, size, style, etc. in a drop down menu)  
This number of products \_\_\_\_\_ has an average of \_\_\_options each. Did you count each of the options as a different product above?
4. **Categories of Products.** The larger the shopping cart, the more categories you'll need. Site menus and search functions use these categories to group products so shoppers can find them quickly. We'll need a list of these from you. Number of categories and any explanation:
5. **Shipping options offered with prices:**  
Ground \_\_\_ 2<sup>nd</sup> day \_\_\_ Overnight \_\_\_\_\_
6. **Carrier:**  
UPS \_\_\_ FedEx \_\_\_ United States Post Office \_\_\_ Other \_\_\_\_\_
7. **Shipping Calculation Method:**  
 Flat Rate for all items (e.g., \$8 no matter what)  
 Price Threshold (e.g., \$8 for orders between \$25 and \$50)  
 Weight Threshold (e.g., \$8 for orders weighing between 10-12 pounds)  
 Other  
 Check here if you would also like to add a handling fee. What is the amount of your handling fee?
8. **Sales tax.** States where collection is required:
9. **Percent Sales Tax:**
10. **Payment Methods Allowed:**  
 Visa \_\_\_ MasterCard \_\_\_ American Express \_\_\_ Discover \_\_\_ COD \_\_\_ Other
11. **Credit Card Authorization:**  
 Real-time online credit card authorization  
 Desktop manual credit card processing after order is received
12. **Special Order Form Instructions:**  
 Gift wrapping  
 Gift card inscription  
 Special shipping instructions  
 Other

**Lost? Contact Us.**

If you need help with any aspect of this document or planning your site, call me, Sherri Graves Bujarski, at 520-444-7474 and I will help walk you through it. I am here to help.