

Client Package



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Client Package

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Client Package

Thank you for choosing JDMIT Services! We pride ourselves in our outstanding work ethic and our determination to produce great quality projects and the best customer service in the industry. Please read over and carefully fill out all of the material enclosed in this client package. After completion of the two worksheets, you will find a clear and concise schematic of your web site, the content organized in a way that there won't be any misunderstandings, images ready and a clear understanding of what you want in every aspect.

Please feel free to contact us if you would like assistance in filling out any of the forms. We may be contacted via e-mail at **support@jdmit.com**, or via phone at 281-251-7477.

Enclosed, you will find:

- **Website Planning Worksheet** to be completed.
A **JDMIT Services** representative will be in contact with you after receiving the return package to go over the completed Website Planning Worksheet. Make certain you made/kept a copy of your completed Website Planning Worksheet. Please contact us at **support@jdmit.com** if you would prefer to complete the form with the assistance of a **JDMIT Services** representative from the get-go. You will still need to send us the original copy of the Website Planning Worksheet you completed.
- **Website Design Contract** to be signed
- **Website Content Worksheet** to be completed

Collectively these forms provide a written memorandum of our mutually agreed plan which will define for us the:

- **Design details and elements** you want incorporated into your website
- **Written content for your web pages** (preferably on a diskette formatted for *Word for Windows* [2.0, 6.0, 7.0, 8.0, or 2000], *Word Perfect* [5.1, 6.0+], or other word processor. We can translate from most word processor formats with ease.)
- **Photos or graphics to be included**. There are two options:
 - **You may e-mail** images to **support@jdmit.com** with details of what page they belong to and where in the body of work you would like it.
 - **You may send via standard mailing/shipping practices** graphics and photos so we can scan into electronic form for you, keep in mind there is a charge of \$3 per image we scan. If they are already in electronic form, but have elected to mail instead of e-mail, please send us the images on either floppy disks, LS120 disks, CDs or DVDs. Please make certain your graphics are in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, PCX, etc.). If these are in Mac format, make sure each picture has a 3-digit extension, such as .jpg to indicate the format in which it is given.
- **Article on Photo/Image Copyrights** to be read



- **Invoice for deposit and domain registration charge, if applicable**
- *Return of Client Package Checklist*

Please make a photocopy of ***all forms*** after you fill them out for your records, and ***mail us the signed and/or original copies*** and payment reflected on invoice. You may send your package to Mr. David Lizarraga, **JDMIT Services**, by **US mail** to our post office box:

**P.O. Box 540
Cypress, TX 77410-0540, USA**

We are looking forward to receiving your materials and constructing your website!

Website Planning Worksheet

This questionnaire is designed to enhance communications between **JDMIT Services** and our clients. Before returning this completed form, please make a copy for your own records. It would be helpful to have it handy when you discuss your project with a **JDMIT Services** representative.



If you need assistance, a **JDMIT Services** representative will be more than happy to assist you via telephone to fill out the necessary forms. Just send us an e-mail to **support@jdmit.com** and together, we will schedule a time to call you.

Organization/Project Name: _____

1. Purpose

COMMERCIAL SITE ONLY (IF YOU ARE OPTING FOR A PRIVATE SITE SKIP TO NEXT ITEM)

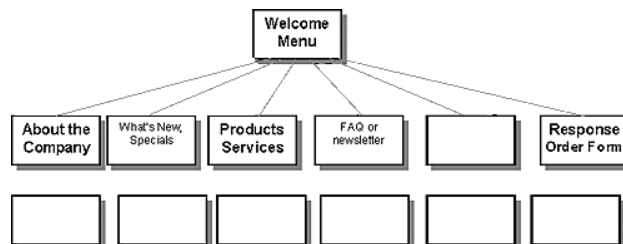
Give the most important purpose a "1", next most important a "2". Leave blank what doesn't interest you at all.

- To gain a **favorable impression** of the company, organization or subject matter.
- To **compete better equipped** with today's technology
- To **sell products directly**
- To encourage potential customers to **contact us by phone or mail** to consummate a sale.
- 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

Please hand-draw a rough draft of a flow chart of what pages you'd like for your organization's layout. If you'd like to use our sample, just write in the blank boxes you see what you'd like instead of the samples above them.

SAMPLE:



FLOW CHART SKETCH:

NOTES:

Total number of pages decided upon _____

FINDER'S FEE OFFER:

May we include a small text link at the bottom of at least the welcome page, which reads: "**Website Designed by JDMIT Services**"? We will pay you a finder's fee on any client who hires us that was either referred to us by you or through your website. (You are under no obligation to say yes.)

___ Yes ___ No

3. Site and Domain Names

Site Name on Masthead: _____

Domain Name

It must be registered through your web hosting service and approved by a domain registration service before you can use it. You may check the availability of your domain name at [Network Solutions](http://www.networksolutions.com) (<http://www.networksolutions.com>) or we can research that for you at no charge. We provide web hosting and domain name registration at very reasonable rates.

Domain name _____

___ Desired ___ Already Registered

4. Masthead Graphic

It is very helpful if you will include a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image.

- Company Logo** incorporated in the masthead graphic? If so, please enclose a color copy.
 - Photo or Drawing** of product?
 - Typeface preference** _____
 - Preferred colors in palette** (colors in Hexadecimal form if possible) _____
 - Other ideas**

-

5. Color and Accents

For the most part, we recommend a white background for best readability and contrast, with a band of color or a pattern running down the margins or top and/or bottom of the webpage. A three-colored color scheme is the most eye-appealing. It helps determine what colors interest you by visiting some of your favorite web sites.

6. Navigation System

The navigation system of all our Standard Website Packages includes:

- **Links** from the front page and sectional pages to every page in the system to enable Web search engines to "spider" and index content on every page.

Optional Systems. Circle those you wish incorporated in your site.

- **Left-Side "Buttons"** can be used, but we do not recommend them, since they are more expensive and time consuming to maintain when a change or addition is made to the system. Also, it takes significantly longer to load many buttons than an image map of the same area
 - **Frames System** where, typically, a scrolling menu remains on the left side to provide navigation. We do not recommend frames in almost any situation. They are a design disaster. They do not always print out, cannot be bookmarked easily, and often make the page design look "tacky" and have multiple scroll bars. In a very few cases, they are useful: (1) to display large databases of information, (2) purposely hide URLs of content pages, (3) send visitors to other sites while making it easy for them to come back. (Frame page website are billed hourly at a rate of \$45/hr)
-

7. Basic Page Elements

These are the important items that appear on nearly every webpage on your site (except the splash page).

- **Page titles** which show at top of Web browser only
- **Top-of-page graphic** based on the design of the masthead graphic
- **Page Title** in larger type. Heading Font Style: _____ (recommend Arial Bold for best compatibility)

- **Text.** Body Font Style: _____ (recommend Arial Bold for best compatibility)
- **Navigation Menu**
- **Standard company ID** near bottom of page
- **E-mail response link** to the following e-mail address: _____
- **Copyright and trademark information** in small print at the bottom of every page.

Do you have any trademarks or service marks? If so, please list them here and indicate which are registered trademarks: _____

8. Photos, Graphics, Animations, Sound, and Video

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

- **Clipart** tends to look a bit tacky on certain websites. We recommend photos.
- **Photos** you supply either by sending the photos themselves for us to scan at a charge of \$3 per image and return at the cost of the postage/shipping charge incurred, or by sending the digitized images on a diskette/CD/DVD medium or via e-mail. We can provide royalty-free images at a rate of \$10 for up to 5 images.
- **Stock photos** obtained from stock photo sites such as Photodisc (<http://www.photodisc.com>), Corel (<http://commerce.corel.com>), or PictureQuest (<http://www.picturequest.com/>). (You will need to purchase the photos, download them and send us the images you would like used with the page. Please indicate where image needs to be placed). We could help you search images on stock photo sites but would need to charge a fee for our time.)

For an extra charge, we can equip your web pages with:

- **Animated GIF images.** High quality photo images are available from PhotoDisc (<http://www.photodisc.com>) and other sources. We can also make animations for an extra charge.
- **Video clips**

9. Response Forms

If you need a response form for what purpose will it be for?

- Guestbook** for visitors to record comments
- R.S.V.P.** for invited guests to inform you is attending
- Surveys**

Note: We do not set up sites that use the response form as an order form, since these require secure servers, and secure order pick-up. For one or two products we recommend using ShopSite Lite with a secure server. We charge extra to set up the ordering system.

10. Web Hosting Service

If you have a web hosting service already chosen please indicate:

Web Hosting Company Name: _____

Phone: _____

E-mail for support or help _____

We are not in the web hosting business, but offer web-hosting services via a sub-contracting partnership. The web hosting prices we provide are at a very reasonable rate and you will get so much more for your dollar. We've worked with dozens of hosting services—the good, the bad, and the ugly—and have found the company we trust 100% in. In fact, we use them for our own hosting. We really do not recommend hosting on your local dial-up ISP, since they too often are not well-prepared to meet specialized business site hosting needs. Their main business is usually dial-up access, and hosting is only a sideline for them.

11. Registering and Advertising Your Website

The following are tips, ideas and/or services you might want to consider

- Advertising your Website to Web search engines that index the Web
- Giving customers a good reason to come by offering them something
- Finding industry-wide linking pages and negotiating reciprocal links to and from their web pages.
- Purchasing Web advertising
- Becoming active in several of the thousands of Internet news groups and mailing lists
- Developing a "signature" mini-ad attached to all your e-mail messages
- Making your website part of one or more of the many "web rings" or "malls."
- Including your e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- E-mail newsletters

Information about **number of visitors to your website** can usually be obtained from your Internet Service Provider, from statistics generated daily by such programs as WebTrends, WWWSTAT, GETSTATS, or Analog on the host computer. We could put page counters on some of your pages for a cost of \$3.

Search Engines and Web Traffic

If Web site traffic is important to you... if increasing online visibility is important to you, if making money on the Internet is important to you, for an additional \$40 a year we can give you that extra boost to be miles ahead of average websites. This service includes, working with you to get 50 to 100 keywords and a carefully construct a 25-word sentence containing the most important keywords. We will also perform the following services:

Site Analysis: keyed to search engine requirements. This means you'll find the strengths - and potential weaknesses - specific to your site.

Site Optimization: from the reports gathered with the Site Analysis, we will make adjustments your website at NO EXTRA CHARGE.

Search Phrase Optimization: helps you fine-tune your submissions by comparing them to the related phrases actual users have searched on in the past month.

Automated Submission: submission to dozens of leading search engines and directories.

Submission Status: this feature allows for checking the submission status of your Web site and to verify that the leading search engines have indeed indexed the site.

Traffic Essentials: is a comprehensive guide to search engine optimization and the ever-changing search engine industry.

12. Maintenance

We provide maintenance services at a rate of \$15 an hour, with a one-hour minimum charge. This would include minor changes to your website consisting of pre-existing pages. Changes covered are for some text, pricing, image. You will need to provide all needed materials, such as text and images that will replace previous items. Major changes, such as changing newsletter content, re-doing a page, or adding on to your website (which essentially involves constructing new web pages) are billed at an hourly rate of \$25, with a minimum of one hour.

Target Date for final payment to be made and your Web Site to be advertised: _____

On behalf of organization I approve the above plan which I have developed with JDMIT Services to construct a website, and I authorize JDMIT Services to use this Website Planning Worksheet as the basis of the project.

Signature _____ Date _____

These are the items that will make up the package you'll be sending to us:

- **Website Planning Worksheet** completed
- **Website Design Contract** completed
- **Website Content Worksheet** completed - which provides a written memorandum of our mutually agreed plan which will define for us the:
 - **Written content for your web pages** (preferably on a diskette formatted for *Word for Windows* [2.0, 6.0, 7.0, 8.0, or 2000], *Word Perfect* [5.1, 6.0+], or other word processor. We can translate from most word processor formats with ease.)
 - **Photos or graphics** to be included. There are two options:
 - **You may e-mail** images to **support@jdmmit.com** with details of what page they belong to and where in the body of work you would like it.
 - **You may send via standard mailing/shipping practices** graphics and photos so we can scan into electronic form for you, keep in mind there is a charge of \$3 per picture we scan. If they are already in electronic form, but chose to mail instead of e-mail, please send us the images on either floppy disks, LS120 disks, CDs or DVDs. Please make certain your graphics are in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, PCX, etc.). If these are in Mac format, make sure each picture has a 3-digit extension, such as .jpg to indicate the format in which it is given.
 - **Your company logo** (if any), and tell us the PMS color.
- **Samples of your printed materials** -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image. Any Photoshop/Illustrator files of your logo and if a required font is needed as part of your corporate identity, please include that also
- **Payment** of 50% of the total web design cost. If you are having us register a domain for you, payment of 100% of the cost needs to be also paid.

Please make a photocopy of all forms you filled out for your records, and mail us the signed copies. You may send your package to Mr. David Lizarraga, **JDMIT Services**, by **US mail** to our post office box:

P.O. Box 540
Cypress, TX 77410-0540, USA

Website Content Worksheet

You'll find it's a considerable amount of work to prepare your company's materials for the Web pages we will construct for you. Think of us as your company's graphic designers. You supply the raw materials and we assemble them onto graphically pleasing, easy-to-read Web pages. In this case the raw material is the text and pictures you want on your web pages.



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 if we have to format or create your text content, and/or insert brand new text. As a helpful tip, Web pages, in general, should contain between 1,200-1,400 words. Most word processors allow you to count the approximate number of words (in Microsoft® Word®, click "Tools" and select "Word Count").

Graphics

- The quality appearance of your Web site has a lot to do with its success. The photos or graphics you choose for your Web pages are very important. Clipart can be used, but tends to make the pages look amateurish. Photos are best.
- You may **send graphics to us in either digitized form or hard copy photos.** We charge \$3 per image that we have to scan.
- Prepare **captions** for each photo.
 - If we are scanning the image, you may **affix a PostIt® Note** to the photo to indicate its caption and which Web page it goes on.
 - If you are e-mailing/sending us digitized images, have a word document included with a bulleted list stating image name and caption that corresponds to it.
- If you need us to prepare **specialized graphic elements** in addition to our web site package, please explain clearly, and perhaps include a sketch. We charge for such items on an hourly basis (\$40/hr).
- If you want us to find and select photos for your website, we will use images that are royalty-free at a charge \$10 for up to five images. Please read our handout of an article on the topic of Photo Copyrights included in your folder. There are websites where you may select **stock photos** for your pages from sites such as Corbis (<http://www.corbis.com>), PhotoDisc (<http://www.photodisc.com/>), Corel (<http://commerce.corel.com/>), among some others. You will need to purchase the image(s), download it/them and send it/them to us indicating for which page you would like it in

Photo Copyrights

By: Dr. Ralph F. Wilson
Wilson Internet Services, Rocklin, CA
Nov 19, 2003

"If I find a picture or work of art I would like to use, is there any way to find who you can buy it from? If that isn't possible, can a disclaimer be put on the site to contact me for payment or removal as the owner wishes? And if it is a picture, what is the statute of limitations before it goes into the public domain?" — **Don Winfield, Liberty Marketing Network**



Your question has two parts—a business question and a legal question. You can sometimes get permission to use photographs you find on the Web by writing the site-owner and asking permission. However, many online photos aren't taken by site-owners, but are used by a license purchased from the photo's owner—so be careful. Rights to use photos are sold as "rights managed" or "royalty free." Rights to photos by well-known photographers are often sold on an annual royalty basis, perhaps several hundred dollars or more per year.

Royalty-free photos, on the other hand typically have a one-time license fee, which depends upon the size and resolution of the photo and its intended use. You can find excellent royalty-free photos, appropriate for websites, which range in price from \$20 to \$50 apiece, available from *Getty Images* (www.gettyimages.com) and others. Another way of selling royalty-free photos is by a monthly or annual membership, during which you can download and use any of the photos on the site. A couple of examples are *Photos.com* and its less-expensive cousin, *ClipArt.com* (which I subscribe to).

Consult your attorney for legal advice about copyrights.

Don't use any photos on your site that you don't have clear rights to. Photographers aggressively sue those who pirate their photos—and often win big settlements. No disclaimer can protect you, only diligence to verify your rights to each and every photo. You are confusing the statute of limitations (which applies to the time period during which you can be convicted of a crime) and the period which original works are protected by copyright.

Copyright laws have changed from time to time, but more recently may extend for up to 95 years. <http://www.copyright.gov/circs/circ1.html#hlc>

Dr. Ralph F. Wilson is widely recognized as one of the top international authorities in the area of Web marketing and e-commerce. His work has been praised and cited in more than 20 books, numerous Web directories, and a wide variety of periodicals, including the *Wall Street Journal*, *Investor's Business Daily*, the *Los Angeles Times*, the *Chicago Tribune*, *PC Magazine*, and MSNBC.

Return of Client Package Checklist

- **Website Planning Worksheet** completed
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- **Samples of your printed materials, if applicable** -- brochures, letterheads, cards, booklets, etc. -- so we can see how you present your company image. Any Photoshop/Illustrator files of your logo and if a required font is needed as part of your corporate identity, please include that also
- **Invoice and Payment**
- **Make photocopies of all forms you filled out. Please mail us the originals (signed) and keep copies for your records.** You may send your package to Mr. David Lizarraga, **JDMIT Services**, by **US mail** to our post office box:



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