Website Content Worksheet

This content worksheet is provided to assist you in providing the content of your website to us, based on items we need to receive from you. Use the back of this sheet for additional notes, if necessary.

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, but the more you can put together yourself the less cost to you.

Text

- Please must set up a *separate Word processor file* for each Web page. Please indicate which file names correspond to which Web pages. You can use the attached sheet for this purpose.

- *We prefer Microsoft Word or "text only" (file extension *.txt)*, though we can convert a variety of file types including Microsoft Publisher, Pagemaker, QuarkXpress, etc. Ask us if you have a question about what file type to use.

- Please try to make your text as "final" as possible—the more prepared you are, the faster the design process will proceed and the less it will cost. Minor changes in text can be made after your web pages have been constructed, so don't worry if you later spot something you want corrected.

- We can also write the text for you based on provided materials such as your company's brochures, to be approved by you before your site is to appear on the Web.

- If you want to use text from a vendor's materials, please be sure you have permission to use this text first! Most vendors are quite happy to allow their text to be used on a distributor's site.

Graphics

- The appearance of your Web site has a lot to do with the photos or graphics you choose for your Web pages. Clipart can be used, but tends to make the pages look amateurish. Photos are best, but please provide the best quality you can obtain. Snapshots are fine, provided that they are clear and not too dark. We can retouch photos, but the better they are to begin with, the better your site looks, the faster it gets done, and the lower the cost to you.

- You may *send graphics to us in either digitized form or hard copy photos* which we will scan. Printouts from your personal printer, unless you are using a high-quality color laser, don't work very well—the printer leaves lines in the images which a scanner will pick up. Images can be scanned from brochures and other printed materials *provided you have permission to use them*. Please let us know if you need photos returned, otherwise we will retain them in our files.

- Prepare *captions* for each photo. You may *affix a PostIt Note* to the photo to indicate its caption and on which Web page it is to be used.

- If you need us to prepare *specialized graphic elements*, please explain clearly, and include a rough sketch if you are able.

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Please include this Web Page Content Worksheet with the materials you send to Toner Design. Feel free to use your own form if that is more convenient, as long as all the elements are included.

Content Description	File Name for Text	Approx # of words	Photos or Graphics If none state "None"
Home Page	.	.	.
About the Company	.	.	.
Order/Response Form	.	.	.
Services/Products	.	.	.
.	.	.	.
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FAQ	.	.	.
Newsletter	.	.	.
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