



## Web Site Content Worksheet

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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, navigate and access Web pages.

In our Website Packages we include everything the average business needs for Web pages. But be sure to see the limits of what is included in our packages; we charge extra for services required beyond the subscribed Package.

### Text

- You must set up a **separate Word file** for each Web page. Use this worksheet to indicate which file names correspond to which Web pages.
- 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. 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 based on the photos or graphics you choose for your Web pages. Clipart can be used, but tends to make the pages look unprofessional. Photos are recommended.
- You may **send us digital graphics on CD or via email**
- Prepare **captions** for each photo. We encourage captions with photos.
- 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 choose to use **stock photos** for your pages. If you would like us to find and select photos, we charge our hourly rate. We will purchase and download the appropriate photo, place it on the Web page indicated, and bill you for the photo cost.

Please include this Web Page Content Worksheet with the materials you send to Shire Enterprises. Feel free to rename the Content Description to fit your own purpose and/or use your own form if that is more convenient.

<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	.	.	.
	.	.	.
Order/Response Form	.	.	.
	.	.	.
Services/Products	.	.	.
	.	.	.
FAQ	.	.	.
	.	.	.
Newsletter	.	.	.
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