

NAME _____ DATE _____

BILLING ADDRESS _____ PHONE _____

WordPress Website Development Questionnaire Part I

What I need to know before starting to work on your website.

Are you looking for a totally new website or a redesign of an existing one?

- Totally new
- Redo of existing...

What is the URL of current website _____

Where is the domain name registered? _____

Who is it registered under? _____

What is the hosting account or web hosting company? _____

What are your FTP login credentials or do you know them? (I don't need them now but I will when we get started.) _____

Will you be keeping the domain name and hosting account the same? _____

Why do you want a website or a redesign and what do you want to achieve by having one?

Check any of these that might be one or some of your objectives...

- to have a new or modern look
- to maintain your redesigned website yourself but keeping the same content?
- to add new content yourself such as photos or announcements?
- to display samples of past work or current work?
- to educate the public or others about your work or your life?
- to let people get to know you better and understand your work?
- to use it as a business card with just the basic contact information?
- to correspond with potential buyers?
- to blog about your life or work or _____?
- to announce upcoming events you want the public to know about?
- to show and sell work such as in an online shopping cart where you are able to accept payment for items?
- something else? _____

Who is your audience, who do you want to have visit your new website?

What is your budget for creation?

What is your budget for yearly or monthly costs?

What is your time-line/deadline for when you want the site to be live, after your approval?

- ASAP in a hurry
- When it's ready, but pretty soon
- No rush but ready by this date _____

Do you have a logo? yes no

If not do you want one or need one to be designed? yes no

If the logo is not web ready or does not exist, this will generate an extra charge. (You do not have to have a logo.)

Part II: Questions About the Look and Functionality of the Site

Do you want a website with pages that...

- have blog entries updated on a regular basis
- link to your Facebook page
- link to your Flickr account
- link to your LinkedIn account
- link to your Twitter feed
- link to your Google+ page
- show a calendar of events
- show videos
- have an image gallery in a grid with images that will enlarge when clicked on
- have a fancy image gallery that provides more information than a simple caption for each image
- have a moving slideshow of large images
- present your resume or vita
- have a downloadable version of your resume for the public to download
- have other documents or files available for the public to download
- offer a search of your site so people can find what they are looking for if they are in a hurry
(This would assume you have several pages of copy and/or lots of images with titles or captions, or a blog.)

Do you have a preference for color scheme, such as...?

- neutral tones for the backgrounds, black type and occasional highlights in muted or soft colors
- as much white and blank space as possible
- dark tones for the backgrounds, light color type and bold accent/highlight colors
- very colorful with lots of color (not recommended) both for fonts and backgrounds
- no preference as long as images and type looks good
- other _____

Please list some sample websites with the URL (such as www.maineiberarts.org) you like and what you like about them. If you have images you like that are not websites but show colors and combinations of color that's helpful too

Website URL	What you like

Have you given any thought to the menu structure and number of pages you would like? If not, it would be a good idea to do this early on even though the number of pages can change over time. Some of the standard/basic types or names of sections/menu items/pages in a website are listed here. You can check the ones that make sense to you or that you want to be sure to have to start off with:

- Home** (the landing page which has a menu with links to the other pages, but does not have to say "Home" as a heading)
- About** (this could be an artist's statement, or could also be a link to your resume to view and/or download)
- Image Gallery** of Work (this would be for images or photos of your work, if you wanted to go into a little narrative about each image this could be a display of the images that would open up into a separate page for each one) Working on your images will probably result in an additional fee unless they are exactly the right size and proportions for the design of the site.
- News or Blog** (this would be where you could update your site and add announcements of any upcoming shows or events)
- Contact** (this would be a form people would fill out that sends an email to you, it is better than listing your actual email address, it could also include a map to your studio if you wanted to)

Part III: Pricing and Rough Estimates of Costs

These are the kinds of costs you will incur in the creating and maintenance of the site, and how I determine the advance payment.

- Questionnaire and/or interview completed with signed agreement to proceed **\$100-\$225**
(This is an advance payment or deposit with an agreement to begin work. It will go towards establishing hosting and domain name registration, installing WordPress, determining look and feel of website, selecting a template, and preliminary communication about information contained in this questionnaire or personal interview, such as image formats, how to send images and other materials. The higher rate applies when there is more discussion needed way beyond communicating about the questionnaire, such as lengthy discussions about using WordPress and preparing photos. It is usually not necessary, I just want to build in the possibility in this questionnaire.)
- Registration of domain name per year Roughly **\$12-\$15**
(This is a fee per year with usually a slightly reduced monthly rate if paid for several years in advance. I recommend starting with one year, then go for a two or three year term after the first year. I will set this up for you.)
 - Hosting account annual fee (\$6-\$20/month) **\$72**
(You will need to pay for at least one year in advance. This is different from registering a domain name, but can be part of a package. I use a company called ICDSOFT that has very reasonable rates for personal sites and can provide domain name registering too. I will set this up for you.)
 - Setting up hosting account, domain name and development site folder/directory **\$100**
(This fee is over and above the direct fees paid to the hosting company and domain registrar. It covers my time setting up a new or transferring a current domain name and hosting account. It also covers the time to set up an FTP connection to the new, or to an existing website (if necessary).)
- One time fee for template/theme usage Varies from **Free** to \$99
(I use professionally developed and coded templates to start with then customize them for each site. There are thousands of possibilities. There is usually a per-template fee, but there might be one I have already purchased that will work with customization for your own site. Once the questionnaire, advance payment and contract are agreed on, I will suggest a template and get your approval before continuing.)
- Professional photography of your work if necessary to provide images for the web \$125 and up
(If you'd like to work with Christine Macchi, please contact her to discuss your photographic needs. For example, Christine can visit your site to take professional candid photographs of you at work, of your studio, your setting, or of your artwork for \$125 per half day with one or two hours of shooting and 30-40 images; and \$250 for longer shoots with more photos. Formal shots of individual artwork or product shots require a different setting and equipment. If you have another photographer who can provide professional quality images, that's fine.)
- Setting up four basic pages with a maximum of 20 images (This is for my time to be paid in advance.) **\$250**
(There will be two or three proofing and approval sessions before site goes live, then ends when site is live as approved.)
- Each additional page set up at the same time as site is created, billed at hourly rate \$50/hour
- Adding additional images beyond the first 20, billed at hourly rate \$50/hour
(It is quite possible to add two to four pages in an hour if they are simple, pages with additional images may take a little longer, but if these are desired later on, even though they are billed at the same hourly rate, they could take longer once the original site is live.)
- Preparing and/or converting digital images received into proper format if necessary (hourly) \$50/hour
- Ongoing site maintenance \$50/hour
(This requires a separate agreement that can be made at a later date. Fees could be paid for in blocks of 4 or 10 hours in advance, or billed as used with a \$25 minimum charge.)
- Bare minimum up-front costs to be paid in advance (computed using bolded numbers above) . . . \$450-\$535**
(Costs that you should plan for from start to when live online website is complete. The higher amount includes estimated fees for a new domain registration and a year of hosting paid in advance. This is assuming no template charge, and the lower advance payment, no more than four pages, and no more than 20 images that are of professional quality. A more realistic starting figure, especially for an artist, might include getting fresh photography, additional pages with additional images at the start, and paying for ongoing maintenance in advance. Also it is highly recommended to have the personal interview instead of filling out the questionnaire yourself. It will not only add much to the information I receive, but it will help you think through what you really want to do.)
- Monthly fee after initial launch if necessary information or content (wording and/or images) has not been received from client. \$50**
Once the site is viewable online with the initial pages set up, there is often missing content or menu decisions pending that must be supplied by client. This fee will be billed monthly until missing information is received and site is live to the public. It is important once work has begun for the client to provide content (wording and images) in a timely manner.

Part IV: Website Management and Maintenance Questions

What I need to know and you need to plan for once the site is live.

Do you want to update the site on your own once it is live? yes no

(If you want to be able to edit pages yourself, you will need to have some training on how to do this in WordPress. There is a plethora of training available on the Internet, or I can provide tutorials and online or telephone assistance.)

Are you prepared to engage in training that may be necessary to learn how to completely manage your site including making necessary updates to templates and plug-ins that WordPress is famous for? yes no

(This training, not necessarily supplied by me, is over an above simply making updates to pages and posts and you may or may not want to jump right into this. But it is training that will be ongoing, take possibly several hours (or the rest of your life and mine), and might be at an extra cost. There are lots of free video tutorials available on the web, as well as paid video training subscriptions.)

Do you have access to a fast Internet connection for page updates? yes no

Here are some decisions to make. Who will...

keep the site updated with new content and/or images _____

provide the images/take the photos _____

format your images to be suitable to display online _____

upload images to the web or provide the images to me _____

keep the domain name registered and paid for _____

keep the hosting account current and paid _____

make periodic backups of the site out on the hosting server _____

If you do not plan to or are not interested in updating or managing your site yourself, but instead want to keep your pages updated just by sending an email or new images to me, would you prefer to...

pay by the hour for any site management and maintenance, or

buy a maintenance plan of some type, such as a "package" of hours to draw down upon as updates are made.

Contract for Website Creation (to be filled out and signed)

Authorization is between _____ (referred to as "Client") and PageWorks, alias Carol Jones (referred to as the "Company") which is authorized by the Client to design, redesign, build, create, maintain set up and make available to the public a website for the domain name _____ consisting of _____ (how many if known) categories/sections or page headings, to include the following: _____

Fees/ Budget/Quotes/Estimate

Client shall pay the Company \$ _____, as a deposit for starting work on the website project. The balance is affected by the amount of work prior to upload and/or assembly of website on the Client's web server with the Client's domain name pointing to it. The balance estimate is \$ _____ but the final figure will be computed based on actual expenses incurred from the possibilities discussed in this agreement.

Extra Expenses

Extras Anticipated: \$ _____ (possible unplanned and unexpected expenses could include Domain Name registration or transfer, Web host account set up or transferred the use of fonts, beyond those included in templates, specially requested plugins, creation of PDF proofs, research, stock photography, travel, telephone consultation, resizing or reformatting images). There may not be any.

Payment Terms/Compensation/Payment Schedule

Work begins once terms are agreed upon, questionnaire is filled out, and initial deposit above is received and this contract/agreement is signed. Final payment is expected when website is approved in development state and before it goes live. Website will go live once final payment is received. Ongoing maintenance, training and/or management will be on a per hour basis and under a different agreement, but based on \$50/hour.

Timeline/Dates/Completion

Date to start work: _____. Date estimate for work to be completed: _____ provided the Client has provided all the requested content, graphics, images, logins (if necessary), files and other documents required. This date range should be no more than 30-45 days provided all information is provided to the Company in a timely way. The Company is not held responsible for delays to site development arising from delays caused by Client's inability to provide necessary graphics, text and other required content. If Client has not provided necessary content by the agreed upon delivery date, The company will proceed to create the website with whatever content has been received so far, and further work will be handled on an hourly basis rather than as listed above in this contract. Which may or may not be different.

Client Responsibilities

Client will supply all content, verbiage, descriptions, blog content, narrative, photos, captions, etc. Extra charges will be added for edits and file formatting as necessary. Client will review any requested progress steps or changes in a timely manner so deadlines for completion can be made. It is agreed that the Client is solely responsible for compliance with federal and/or state laws regarding any electronic commerce conducted through their website and will hold the Company harmless for any claim, causes of action, penalty, tax and/or tariff arising from the use of electronic commerce.

Company Responsibilities

Beyond the basic development terms and expectations, the Company will provide written notes and progress reports weekly or monthly as project continues. If any unanticipated expenses arise, the Client will be contacted before any commitment is made toward them.

Cancellation

If client backs out of agreement or cancels, all work completed up to that point will be deleted. If payment has been made in advance for fees collected but not used, or for labor not performed, the client will be reimbursed for that amount. If the Company has performed work beyond that which has been paid, the Client will be responsible for payment for that work at the \$50/hour rate. The Company reserves the right to cancel a website project if necessary and refund any part of the initial payment left after direct fees and charges have been deducted for work completed or fees paid. The Company can cancel if Client refuses or is unable to provide necessary information, content, images, etc. to the Company in a timely manner. Any cancellation must be made in writing by either party 30 days in advance.

Electronic Commerce

Services rendered by the Company in this agreement are made as an independent contractor, not an employee of Client or vice versa. This undertaking is not a joint venture between Client and Company.

Security and Copyright

The Client represents that all copyrights pertaining to logos, trademarks, photos, illustrations, audio, video and written content are owned by the Client, or has received permission from any photographed individuals to be shown on the web. Client agrees to indemnify and hold the Company harmless against all claims of copyright or trademark infringement or violations of the rights of privacy or defamation arising out of use of the work. Client retains all rights to copyright the subject material.

Publication

The Client may publish or disclose information regarding the website and may acknowledge the involvement of the Company in such publications with the prior written approval from the Company. The Company will not use the name of Client, in any advertising or publicity without the prior written approval from the Client.

Continuing Maintenance and Management

This contract does not contain any agreement for maintenance, promotion or management of the website once it is live, but a separate agreement can be made for this service. One option might be for a yearly or montly charge. For example at the \$50/hour rate with a minimum charge of \$25, or \$25/month maintenance agreement for simple updates, representing 1/2 hour's work every month or 6 hours per year, paid in advance and drawn down over time. When the hours have been used up, a similar agreement can be made, or the work can be billed monthly as it occurs.

Accessibility, Usability, Cross-Platform Issues

Every effort is being made to address all the best practices in web design and development, most of which will be taken into account by using professionally developed templates that promise that the usability and accessibility issues have been taken into account.

Inactivity Fee

There will be a \$50/month fee incurred if there is content pending that prohibits website from going live in a timely manner after initial work is completed. The month will start from the time missing content is requested from Client.

Agreement of Parties

This agreement can be amended by both parties at any time.

On behalf of the Client: _____ Date _____

on behalf of Company: _____ Date _____

