

# KOKOPELLI KRAZY WEB DESIGN

## ~ Design Check List for Web Site Development ~

### Small Business, Company and Personal Web Sites

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

1. If you have a logo for your company, I will need the best, cleanest and largest copy. Black on white letterhead is acceptable. If you do not have one, then I can design one for you for an additional fee.
2. *At least* a 200 word description of your farm, operation, history, goals, accomplishments, etc. for an intro for the home page, as well as, other pages that are to be designed. You will need to be descriptive, informative and keyword inclusive. You must set up a **separate Word processor file** for each web page. Please name each file for the page it will correspond to and include the title on top of each page. **I prefer Microsoft Word**, though I can convert a wide variety of file types. You can send them on a diskette or attached to an email, which ever is easier for you. Please do not send me a draft of your text. **Send me your final version.** While I expect to make minor changes here and there after the Web pages are prepared, I 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.
3. Photos of your facilities, services, and/or products with detailed descriptions, prices, SKU numbers, and anything else relevant to you company. Send graphics and photos in any popular PC format, such as GIF, JPEG, BMP, etc. Send only regular pictures. The quality appearance of your web site has a lot to do based on the photos or graphics you choose for your web pages. Clipart can be used, but tends to make the pages look amateurish. Photos are probably best. Prepare captions for each photo. (Please do not write on the back of your photos. It is preferable if you adhere a **Post-It Note** to the back of the photo to indicate its caption and which page it goes on.)

I can process most negatives into digital media for you but they must be unscratched and not bent. I cannot make good photos from bad negatives. No slides or photographers proofs, please. Photos can be digitally air brushed or have other effects applied. Please explain clearly and perhaps include a sketch. I charge for such items on an hourly basis. These procedures should be discussed during the web site consultation.

You may select stock photos for your pages from any stock photo web site, and you should give me the photograph number. I will purchase and download the appropriate photo, place it on the web pages indicated and bill you for the photo cost. If you want me to find and select photos, I charge an hourly rate.

4. Include shipping and handling information including costs, procedures, contracts, types offered, etc. Include anything that I will need regarding your business.
5. (Optional) Include pictures, bios, and accomplishments of your family or staff. Depending on pages ordered.

6. Hosting and FTP passwords and usernames (ID). Include all that will be needed to complete your site.
7. A check or payment for at least 50% of the total.

Keep in mind that the entire list may not be needed if you are only having a small web site created. If it appears as I develop your site that you need more pages than we had originally discussed, I will contact you. Over and above the initial pages discussed there will be additional costs.

I will work closely with you throughout the design and implementation processes to ensure your satisfaction with your web site. Together we will decide on: layout, content, pictures, logos, colors and all other elements of your site design. You can be as involved as you want.

I require 50% of the design fee as down payment before I start on your site. The remaining balances will be due at each milestone upon your acceptance of the deliverables. All remaining balances shall be received before the web site is uploaded to its final destination. Payment options can be arranged upon request. Once your down payment has been received, your site will be completed in **6-8 weeks after you have sent all the required content** needed to complete your site. My workload varies so completion dates can sometimes be earlier.

If for some reason you decide to cancel your site development within 30 days of signing the Web Site Development Contract, you will need to send a registered letter for a refund to Kokopelli Crazy Web Design, 515 Old Nelsonville Rd., Boston, KY, 40107 and the work completed to that point will be charged at an hourly rate of \$45.00 hour. If any domain name registration has been purchased for your site prior to cancellation, you will be charged a \$30.00 fee to cover the registration. All deposits, design fees, design services and web site hosting can be paid by check, money order or online by credit card using PayPal's free secure online payment processing service.

**MasterCard, Visa, Discover and American Express accepted.**

If you have any questions, please ask. If you have design/color ideas you want included let me know. It can be helpful for you to browse the web and find design features and ideas that appeal to you. If you have ideas on paper you can include them as well.

When sending your photos by mail, please send any photos that are valuable to you by Priority Mail, FedEx or UPS. Regular mail can get lost with no way to track it. These shipping methods require tracking numbers, which can be located easily. Some photos are irreplaceable so make sure to send them properly. Once I receive them they are put into your personal folder until your site is completed. They are then returned to your in the same manner.

You may send your packages to:  
**Kokopelli Crazy Web Design**  
Gretchan McCoy  
515 Old Nelsonville Road  
Boston, KY 40107