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WEBSITE CONTENT AND PLANNING INFORMATION

This document is intended for you to use as a guide to give you some ideas to plan and develop your website. It also save money on consulting fees. Those completing this form on new sites will save hundreds of dollars on the final cost of their website. You may print and fax a copy to us at 901-755-0678 to aid us in developing your website.

Site and Domain Name.

If you have not done so yet, you need to determine a tentative name for your website. You may want to use your existing business name. But your website focus may be broader or narrower than your organization name implies. In that case, look for a name that is descriptive, unique, short and memorable.

Also give thought to your domain name. You may presently be using your Internet Service Provider's chosen domain name. You may be able to select a domain name that is related to your site name, if the best names are not already taken. You can find out which names are still available at www.philio.com/domains. If the domain name you are interested in is available, grab it!! It may not be there tomorrow! Domain name registrations cost through our site only \$19.95 per year.

It is always a good idea to have your own domain name instead of using just a "sub" name to someone else's domain. Search engines are more favorable to indexing your site and your name becomes easier to remember to your clients.

Content is King on the Internet.

Content prompts your visitors to visit your site over and over again. It helps to build a relationship with your visitors. Good content in a website is the difference between an Internet "brochure" with just your company name and telephone number and a list of items you sell or services you provide, or a website that people will want to visit and re-visit over and over again.

Drafting new content or additional content requires considerable effort. We typically recommend drafting your materials in an "informal tone." Speak directly to your audience, be brief, easy to understand and "friendly." It is a good idea to

review other successful websites prior to starting this process. You will also want to review your competition's web sites. Finally, you can often find content in the web sites of trade organizations and/or suppliers with which you are currently involved. Obviously, you cannot copy materials or otherwise violate copyright protections. However, you should use and review all available Internet resources just as you would with any other reference material in developing what will be your own original work. You can also search the Internet to see if there are any interesting sites that would be willing to license their content to you.

If your company has already developed marketing materials such as a comprehensive brochure or sales literature package, the process of assembling your content could go rather quickly. If, however, your company has not yet compiled this type of information, you should invest some effort in this process to get the best results from your website.

If you currently have printed materials, we suggest starting there to develop your content. You will want to begin integrating your marketing message in your website content so that your printed materials and web-based materials work well together to present a consistent image for your business.

HOW TO DELIVER YOUR WEBSITE CONTENT TO US

EXISTING COMPANY MATERIALS

It would be helpful for us to have samples of your current printed materials – brochures, letterheads, business cards, booklets, etc., so we can see how you present your company image.

YOUR TEXT

1. Your home page functions as your storefront and needs to be graphically balanced, pleasing and informative. You must set up a separate word processing or html file for textual content for each web page.
2. Microsoft Word or Corel WordPerfect documents are acceptable.
3. Please **do not** send “rough” drafts. Send us your **final** version. We will review your content and make recommendations for changes (if needed) prior to publishing.

YOUR GRAPHICS

1. The quality and appearance of your site has a lot to do with the quality of photographs and graphics you choose for your web pages. We do not recommend the use of clipart. We recommend photos. Your homepage needs a graphic to look inviting. Think about it as the sign over your storefront that beckons your customer inside.
2. Instead of graphic, you may opt to use headline text. This is the easiest way to go, but dull.

3. You may submit your graphics to us in either digitized form on a diskette, or via e-mail or hard copy photos that we will scan.
4. Please prepare captions for each photo or graphic and also indicate to which web page each graphic belongs.
5. You may elect to allow us to use our stock photos are you can purchase stock photos for your pages from www.photodisc.com or www.picturequest.com for inclusion in your web pages.

EXAMPLE OF CONTENT ORGANIZATION

The following chart will give you an indication which text or graphic file name would correspond to which web page.

Web Page Title	File/Graphic/Photo Name	Description
<i>Example</i>	<i>Example</i>	<i>Example</i>
Home Page	index.html	Welcome and introduction to our company's website
About Us	about.html	Describes our company and what we do
Our Staff	staff.html	Introduces our staff
Teamwork	photo.jpg	Photograph of the entire staff
Company Logo	logo.gif	Scanned company logo graphic

Storyboard for site organization: (1) figure out your main topic pages and (2) figure out what the subtopic pages you are going to use so that it can be linked to the main topic pages.

WEBSITE PURPOSE. Why do you want a website?

- To offer company information and give the public a favorable impression of us
- To increase public awareness of our company's name, brand or identity
- To strengthen our position in the marketplace
- To strengthen brand identification
- To develop a list of qualified prospects
- To gain an increase in sales
- To sell products directly over the Internet taking credit cards and checks

- To make product or service information available to current customers
- To make product or service information available to distributors
- To serve the needs of current and future clients
- To explain our products and services
- To encourage potential customers to contact us by phone, mail or e-mail to consummate a sale
- To bring in new clients or customers to our location
- To compete in the global marketplace
- To offer links to other relevant sites
- Other _____

An effective website has RELEVANT CONTENT. What do you want on your website? Some ideas for content would include:

- Welcome message
- Mission statement
- Company overview
- Who we are
- What we do
- About the Company (vision or mission statement, history of your business, philosophy of how you do business, etc. Sell the customer on why he or she should do business with you rather than with your competitor)
- What's new
- Product information, pricing and availability (with photos and text to describe the benefits to your customers of your goods and services. You can also show features, applications or examples. Use a major branch for each produce line. You can also use your web pages as a catalog, which you can update easily, inexpensively and often).
- Technical specification of products (if any) (some businesses find it useful to provide technical information, specifications, frequently asked questions, parts list and diagrams, troubleshooting decision trees, etc.)
- Warranty information
- Office/store hours
- Services
- Frequently asked questions
- Newsletter
- Response form for information
- Guestbook for visitors to record comments
- Survey of customer preferences
- Order form (or how to order. This will include a form which e-mails your customer's information to you.)
- Links to e-mails
- Specials
- Sweepstakes
- Contests
- Map to store/office
- History/Philosophy of business

- Client recommendations/referrals
- Tours
- Catalog requests
- Demonstrations
- Free offers
- Unique information related to your products or services
- Trivia
- User section: A section for consumers
- Client section: A section for current clients
- Staff
- About Us
- Service section (This is free information of interest to your potential customers that will keep them coming back to your site for updates. It might be news of your industry, of a related field or something unique or interesting. Give some thought to what service your web pages will provide to draw customers to your storefront again and again)
- What's new (where you put updates or new copies of a newsletter)
- Other _____

An effective website must be properly PREPARED to be submitted to the SEARCH ENGINES and major directories that index the web.

What keywords will your clients use to find you?

Please list up to 20 keywords: _____

What 20-25 word sentence will you use to describe your site that incorporates your most relevant keywords?

An effective website is CONSTRUCTED to complement your company's image

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's image. What look or appearance do you want your website to have?

Typeface preference _____
Preferred colors _____
Basic color scheme _____

Background color or texture. We recommend a white background for best readability and contrast, with a band of color running down the left margin of the web page. What is your preference? _____
Other _____

NOTE: All website are custom designed. However, to give us a feel for your design taste, please list one or two websites you have visited that display what you like and circle whether you want us to either match the quality type or style or surpass that site design but use similar layout structure.

1. http://_____ : match design style or surpass
2. http://_____ : match design style or surpass

Comments:

An effective website has good PHOTOS and GRAPHICS

It is our understanding that you own the copyright to or have permission from the copyright owners to use any photos or graphics you send us.

Clipart tends to look a bit tacky on websites. We recommend photos. Photos you supply either by sending the photos themselves for us to scan and return or by sending the digitized images on a diskette.

We can use our stock photos or you can obtain stock photos from Photodisc <http://www.photodisc.com> or PictureQuest <http://www.picturequest.com>. You

can write down the photo number and inform us of your choices and which page each photo goes on. We can help you select the photos.

What means of communication do you want to provide your clients?

- Email form
- E-mail autoresponder
- Newsletter

We offer affordable Web Hosting & Domain Name Registration

For your convenience, we will provide excellent effective, reliable website hosting. However, if you prefer, you can use a hosting service of your choice. We do ask that you select a hosting service which utilizes UNIX servers which will enable our CGI scripts to perform more efficiently, since they were originally written for those servers.

An effective website is continually PROMOTED and MARKETED. The following are some ways in which your website can be promoted:

- Submitting your website to search engines that index the web
- Submitting your website to major directories
- Submitting your website to Industry specific directories
- Submitting your website to general directories
- Giving customers a good reason to visit by offering them something
- Purchasing online advertising
- Becoming active in several of the thousands of Internet newsgroups and mailing lists
- Developing a "signature" mini-ad attached to all your outgoing e-mail messages and mailing lists
- Making your website part of one or more of the many "internet malls"
- Including your e-mail and web addresses on all your company's printed literature, stationery and display advertising
- E-mail newsletters
- Reciprocal linking with others
- Include URL on our printed letterhead, business cards, flyers, brochures
- Include URL in our newspaper and magazine ads

An effective website is UPDATED regularly and requires MAINTENANCE

Website maintenance is crucial to the existence of your website. A static, non-changing web site is boring. A potential customer will continue to come back to your site if they know it is constantly changing and offering new and vital information about your company and products. Offer Internet specials, monthly specials and promotions, new hire information, new products or services, etc. elements can be added on a regular basis that can keep the site changing.

Different animations, text, active elements can be added to your site to keep it vibrant.

Maintenance includes link corrections, type corrections, HTML tag corrections, photo retouching, and updating information, etc. This maintenance is intended to cover small changes that the site owner may have. Any large requests will be quoted before work is started.

- ✓ Links can become broken and need to be fixed
- ✓ Address, price, phone numbers, product changes may be needed
- ✓ Scheduled changes such as weekly tidbit or monthly newsletter
- ✓ Updating the site with text, photographs and/or graphic images
- ✓ We can provide monthly maintenance and marketing services for your website
- ✓ beyond the scope of the standard packages.

MOCK-UP SITES

For all website projects above \$1,000.00, we will provide a mock-up site template design (home page only) which will be produced for your review after which you rate the design make adjustments that best fits your needs and goals.

However on template based sites and other sites under \$1,000—we work up a screen shot of the site. A full working site will be created from the mock-up site along with the content you submit. The site will be submitted for your review prior to finalization and publishing on the Internet. A careful review is necessary to ensure everything works as you requested. At this time, site enhancements and suggestions for improvements and changes are encouraged.

Write Notes or Comments below: