

Website Planning Worksheet Version 1.1 08/15/2008

The following worksheet has been developed to assist you in selecting a customized package for your company's website. This document can be submitted by e-mail or fax. Please fill out all applicable fields, and provide as much information as possible. The information submitted is subject to change at your desire; however, no liabilities will be held for any misinformation derived from this form. This form will be used in conjunction with a Terms and Agreement Contract.

Please Enter Your 6-Digit **bambooID**:

(should have been provided with Terms & Agreement Contract)

1. Company Information

The following information is our method of understanding your company. Please be as descriptive as possible while filling out this form. This information will be used in our personal records, and may appear on your website as well.

Company Name

Company Description

Services Offered

Company Contact Name

Address

City

Prov

Postal Code

E-mail

Current Website:

2. Website Purpose

These questions are to give us insight to the purpose of your website. They will assist us in suggesting a design plan for you that will best suit your company's needs.

"We want our website to be..." (check all that apply)

- A channel for clients to gain a favorable impression of the company or organization
- A method to develop a qualified list of prospects
- A way to encourage potential customers to contact us by phone or mail to consummate a sale
- A medium to make available product information and price lists to distributors.
- A medium to make available product information and price lists to customers.
- A way to strengthen brand identification.
- Other

A key aspect to any website is its aesthetic appearance. More options will be made available in the following section; however, it is important that we get a clear understanding of what our clients are looking for in a website, in terms of the overall look and feel. Some companies elect to go with a classy, elegant look. Others look to go with a fun, interactive look. Some clients prefer a clean, simple look, while others want a professional, content filled site.

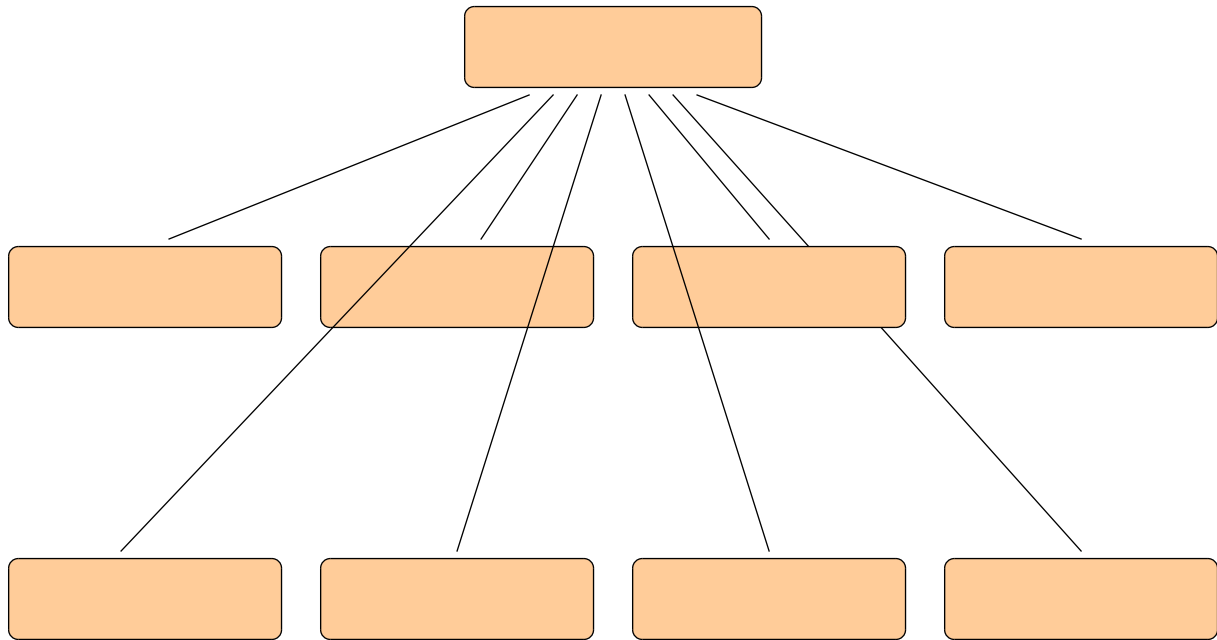
Please give us your thoughts on this matter, and perhaps provide examples of other sites you may wish to build your template off of, and describe any competitors you may have/and their websites.

Please List Competitors sites, or any site you particularly like the design of:

Site 1	<div style="border: 1px solid black; height: 25px; width: 100%;"></div>
Site 2	<div style="border: 1px solid black; height: 25px; width: 100%;"></div>
Site 3	<div style="border: 1px solid black; height: 25px; width: 100%;"></div>
Site 4	<div style="border: 1px solid black; height: 25px; width: 100%;"></div>

3. Site Structure

This section will allow you to customize your site structure. Simply re-name, create, or cross-off/delete pages, based on what your site will need. Feel free to draw extra sub-sections if you are printing out the form, or specify so if you are e-mailing this form.



Custom Pages - Create as many additional pages as you need.

If you are Printing out this form, feel free to draw your own site structure in the space to the left. If you are emailing this form, simply fill in desired sites, and explain in the box below. Please be clear and elaborate, as our programmers need to understand the infrastructure of the site.

If your site requires more pages, or a different structure style, please explain as clear as possible, how your site should be laid out.

Total Number of webpages decided upon:

Each Site comes with 4 Free Pages.
Each Additional Page: **\$60 CAD**

4. Web Hosting and Domain Name

When creating a custom website, there are two main areas that need to be addressed: Site Domain name, and web hosting. The domain name is the "www.yourcompany.com" name that you will type in your internet browser. The hosting space, however, is the backstage storage space that contains all the resources for your website, including source files, pictures, code, etc. These two elements, hosting and domain name, need to be purchased and registered. Bamboo Designs has researched many providers of hosting and domain name registrars, providing you with the best service possible.

Please enter desired domain name*

*Cannot be guaranteed that domain name is available

Domain Pricing:

\$40 for ".ca", **\$30** for ".com"
per year

If you have already purchased a domain name, please state so here:

Domain:

Note: These domain names may not be available. Bamboo Designs cannot guarantee a domain name will be available. Please write any alternative options your company may desire for the website. We will confirm with you prior to purchasing a domain.

Web Hosting

Bamboo Designs currently offers 2 web-hosting packages, **bambooLite** and **bambooCorporate**. Clients can choose from 12, 24, and 36 month plans.

Choose a Hosting Plan:

bambooLite

12 Month - \$80

24 Month - \$150

36 Month - \$200

bambooCorporate

12 Month \$200

24 Month \$350

36 Month \$500

bambooLite

10 GB Storage Space
300 GB Transfer
5 Email Addresses
2 MySQL Databases
\$20 Google Adwords
Credit
... and more!

Ideal for small businesses and information based websites. Great for initial web projects.

bambooCorporate

150 GB Storage Space
1500 GB Transfer
500 E-mails
25 MySQL Databases
\$25 Google Adwords
Credit
... and more!

Ideal for large businesses with expected high traffic, and a large array of pictures and files.

5. Graphic Design

This section will assist our graphic designers in the creative design process of the site. In order for Bamboo Designs to deliver the highest standard of graphic design, our clients must provide us with the necessary tools and information to do so.

Banner Design

Please include a copy of your company's letterhead, brochures, catalog, etc. so we can see how you present your company image. There are several options for a company's banner image.

- 1. Company Logo incorporated into the masthead (If so, please enclose a high-res digital copy of the logo)
- 2. Photo or Drawing of the product (If so, please attach digital image, or if possible, please advise if you would like a [bamboophotographer](#) to take a series of photos of the product or company location, billed at hourly rate).
- 3. Flash Animation banner with a series of pictures and graphic elements. **NEW!**
Add \$80 CAD

Logo Design

Bamboo Designs offers graphic logo design as part of their services. If your company already has a logo, we can redesign it or recreate a completely new logo. This logo will be designed in high resolution, and provided to you in many different formats. Go to Section 7 to select this option and see pricing.

Colour Scheme

In web design, it is crucial to maintain colour consistency. If your company has a specific colour theme, please indicate below and provide the code for each colour (#FFFFFF, RGB, CYMK, etc.)

Colour 1 Colour 1 Colour 1 Colour 1

If more colour description is required, please elaborate

Note: It is important to provide exact colours, rather than broad ranges (ie. "Pink, Blue, Reddish brown"). If you are unsure of your company's colour codes, provide an electronic document such as a logo, or picture, that has the proper colours in it.

[bambooFlash](#)

In an online world where aesthetics sometimes takes priority over informational content, Bamboo Designs can offer both. Flash based websites are websites that are designed on a different engine style, and can be quite visually stimulating. Animation, special effects, additional fonts, and sound are just some of the many features of [bambooFlash](#). However, this technology is primarily oriented to websites that are more about brand identification and publicity - not information and content oriented sites. Therefore, Bamboo suggests that only smaller companies with less information to be hosted on the site, go with this new feature.

- Enhance my site with [bambooFlash!](#) Add \$80 per page

6. Content

This section will allow you to specify the content for each of the sites selected in section 3. In general, a webpage should not have more than 350 words, and 3 images. Please specify the content for each webpage in the space provided below. Note: All images that you wish to include should be attached as separate files, or e-mailed to your design contact. Any tables or other information that need to be specially formatted, should also be sent in a Microsoft Word attachment through e-mail.

Example: John Doe Consulting

HOME PAGE

- include the text: 'Welcome to John Doe Consulting, the very best consultors in the world!'
- include the image JohnDoe.jpg, which I have emailed to my bambooContact

ABOUT PAGE

- include the text 'John Doe Consulting is an architectural company based out of New York...'
- place an e-mail link to johndoe@jdcconsulting.ca

Note: Every page can have a maximum of 3 images. Any additional image will be charged \$10 per image. A page with more than 350 words may be subject to additional fees. Any extra updating or excessive page design may be subject to the hourly fee of \$20

7. Extras

The following elements can be added to your page for a low additional cost. Understand that not every page needs every one of these elements. Please select which elements deal with your needs, and we will include these services in our price quota.

- | | | |
|--------------------------|---|--|
| <input type="checkbox"/> | Flash Introduction (separate from Bamboo Flash) | \$230 |
| <input type="checkbox"/> | Custom Graphic Logo Design (If re-design, only \$200 CAD) | \$300 |
| <input type="checkbox"/> | Website Stat Tracker (Website Hits, Bandwith Tracker, etc.) | \$20 / year |
| <input type="checkbox"/> | E-mail Address Configuration (yourname@yourdomain.com) | Free! |
| <input type="checkbox"/> | Custom Photography
Websites can be vastly enhanced through the use of custom photography and images. These images can be provided by you, or you can use the Bamboo Designs Photographers to take custom photos. Or, if a photographer is not available, your bambooDesigner can locate related stock photos online and purchase them. Please ask for more information. | \$30 per picture (online stock photos)
Ask for more details regarding
Bamboo Photographers |
| <input type="checkbox"/> | Client Based Dynamic Content Updating
Ideal for companies that will be updating their site content on a daily basis, and do not want to have to edit the HTML code themselves. This is great for online menu systems, news updates, and more! The price of each Dynamic Content system will vary, so contact your bambooDesigner for more information. | Ask for details |
| <input type="checkbox"/> | Web Gallery (may require data base and dynamic content server) | ~\$200 (varies with site) |

bambooSEO >> search engine optimization

Site publicity is very important. In order for your site to appear on some of the main search engines, and appear on the business listings across Canada, you must optimize your site. Bamboo Designs has performed research on search engine optimization, and can prepare your site for the world-wide-web. Now, we can't guarantee you will be at the top of the search engines right away, but we will make sure to get you off on the right foot. Using complex coding and strategically placed keywords, we'll have your site popping up on the most popular search engines within the first few months of your site going live!

- | | | |
|--------------------------|---|-------|
| <input type="checkbox"/> | Optimize my site with bambooSEO! | \$200 |
|--------------------------|---|-------|

Additional Extras

By purchasing a Bamboo Designs Website, you are eligible for discounts on other Bamboo services. If any of the following interest you, we will include them in your package quote.

- | | | |
|--------------------------|---|-----------------------------|
| <input type="checkbox"/> | Promotional Product Discount (ask for more information)
Bamboo Designs offers customized promotional products with your company's logo on various items such as pens, hats, shirts, mugs, etc. Speak to your sales person for more information on how we can offer discounts on some of our promotional products. | Free with website purchase! |
| <input type="checkbox"/> | bambooDesigns Media Print Pack (ask for more information) | \$200 |
| <input type="checkbox"/> | 2 Months of Free Maintenance
Note: This only includes minor changes, such as text modifications, image replacement, and product updating. It does not include the creation of new webpages, or news articles, new logo design, or css re-structuring. Any additionaly maintenance will be billed hourly at \$20 | Free! |

8. Packages

For a limited time only, Bamboo Designs is proud to announce their custom savings package for small businesses.

bambooBundle

bambooLite 2 yr Hosting Plan (\$150 Value)
Domain Name Registration 2yr (\$60 Value)
Basic Website (4 pages) (\$800 Value)
2 Additional Pages (\$120 Value)
Email Address Setup
Flash Introduction (\$230 Value)
\$60 Maintenance Credit

For only **\$1295!** (SAVE \$115)

"I want the bambooBundle!"

bamboo Corporate Special

bambooCorporate 3 yr Hosting Plan
Domain Name Registration 3 yr
Corporate Website (10pgs)
Flash Introduction
Flash Banner
Website Stat Tracker
bambooMedia Print Pack
\$200 Maintenance Credit

For only **\$2499!**

"I want the bamboo Corporate Special!"

9. Confirmation

By signing/e-mailing this form, you, the client, agree to not hold Bamboo Designs responsible for any loss or damage due to the information submitted. This document is to be used in conjunction with the terms and agreements contract provided. All prices will be confirmed through the contract document price list.

If you are printing out this document, please sign below, to signify that you are in agreement of these terms:

Where do we go from here?

After filling out this worksheet, we will contact you at the provided e-mail address, with a design quote and a price breakdown. Prices will vary based on each project, and we will strive to meet all of your needs for the lowest price possible. This worksheet is subject to change, and by submitting it, pending the approval of your bambooDesigner, who will. Once a price has been fixed, and the services agreed upon, the corresponding Service Agreement Contract provided to you will be updated and signed. This confirms our commitment to provide the services agreed upon.