



Sky Web Works
6516 Burrows Court
Plano, Texas 75023
972.312.1517
info@skywebworks.com
www.skywebworks.com

"Answering the Questions..."What do I need to do and how much do you charge". Have you been shopping around? Don't walk into anything with Blinders on.

Choosing a Web company is an important decision and we want to ensure all your questions are answered completely. Shopping around can be a good thing just remember - you get what you pay for!

Most Companies in all industries will ask you the good ole question of "Do you have a Budget"? Sky Web Works does ask the same question. First and foremost, a good business plan includes a budget for advertising, etc.

Designing a website is part of a permanent advertising avenue. If you want to have an outstanding website, you need to allow funds for this portion of your business venture. You're probably saying," yes, I know" however, with out a budgeted amount for us to work with, we may not hit " the targeted spending goals" for that quarter, or year.

To be frank with you the reader, Sky Web Works does not want to waste your valuable time nor ours. When we do have a figure to work with, we can easily give you a very accurate amount of work and time it will take to complete your project. Projects also can be phased out. Sky Web Works understands that some design work can get expensive. With this is mind, we can work together on a budgeted system and time line to reach your project goals" by phasing" or taking parts of the project and making them Phase I, Phase 2 and so on.

Below is some helpful information that will help you prepare before meeting with a Sky Web Works design counselor. Part of our process is to first have a scheduled phone conference. This can last 15 - 30 minutes.

If both you the prospective client and Sky Web Works feel that we will both benefit, then we will schedule an onsite meeting, which lasts around an hour. We will gather your information below and build a plan that meets the need of your business model.

There is a basic fee of \$100 due at your initial consultation. If you elect to move forward with Sky Web Works, we will credit your initial consultation fee towards the design costs. Having established a high standard of quality services, Sky Web Works Website Design & Companies has proven to be an outstanding stable Complete Business Internet solutions provider since 1998.

Sky Web Works Website Design & Companies is a privately owned company that has a stable client base and has a continuous growth rate. We are proud to be staffed with a select team of innovative, experienced professionals dedicated to providing you with unparalleled service.

Our unique mix of talents gives us the benefits that only a seasoned, experienced company can provide.



Sky Web Works
6516 Burrows Court
Plano, Texas 75023
972.312.1517
info@skywebworks.com
www.skywebworks.com

"Answering the Questions..."What do I need to do and how much do you charge". Have you been shopping around? Don't walk into anything with Blinders on.

Our talented staff of designers, programmers and artists, has developed tailored client specification websites, both small to large corporate identities. Our strength's are in our outstanding customer service and our dedication for website success. We are there from the beginning and into the future with you.

We offer our clients the utmost user-friendly utility functions, which include:

- Hosting solutions and 24-hour client/server support.
- Site wide tracking system which tracks the visitors behavior, search engine key work analysis and search engine placement.
- Dynamic Web Mail
- Client / Server Interface to add/delete email accounts.
- Dynamic server stats.

We are proud to be a member of the Better Business Bureau, The Better Business Bureau's online reliability program, The Greater Dallas Chamber of Commerce, and The National Association of Female Executives.

We take pride with several awards and being a fully certified and recognized through the International Association of Web Masters & Designers and The HTML Guild.

Sky Web Work's Professional Internet Web Design Short List:

- Windows/98/2000/XP, UNIX Apache Linux
- Flash
- Dreamweaver
- Macromedia Software
- Microsoft FrontPage®
- HTML & DHTML
- CGI, PERL Java Script
- High End Graphic Web Site Interfaces
- Fireworks
- Paint Shop Pro
- Adobe Systems Software
- Streaming Audio and/or Video
- Database Development

Sky Web Work's Professional Internet Web Hosting Solutions Short List:

- Dedicated IP for Secure Sites
- Multiple Email Accounts
- PHP, MYSQL, .Net Framework
- Merchant Accounts
- Secure Socket Layer Encryption
- Cobalt, Apache, Unix, Linux, Windows



Sky Web Works
 6516 Burrows Court
 Plano, Texas 75023
 972.312.1517
 info@skywebworks.com
 www.skywebworks.com

"Answering the Questions..."What do I need to do and how much do you charge". Have you been shopping around? Don't walk into anything with Blinders on.

Sky Web Works Website Planning Worksheet

This questionnaire is designed to enhance communications between Sky Web Works and our clients.

Please fill in the blanks as we talk on the phone, please make a photocopy for your records, and mail a copy to Sky Web Works.

Organization Name: _____

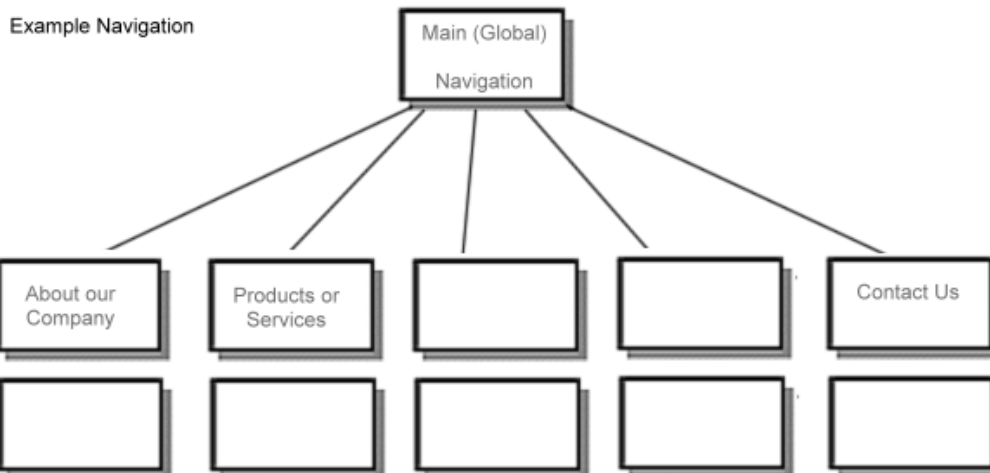
1. Purpose

Give the most important purpose using "A", next most important a "B". Leave those blank which do not interest you at all.

- To gain a favorable impression of the company or organization.
- To develop a qualified list of prospects
- To sell products directly taking credit card information over the Internet
- To encourage potential customers to contact us by phone or mail to consummate a sale.
- To make available product information and price lists to distributors.
- To make available product information and price lists to customers.
- To strengthen brand identification.
- Other _____

2. Site Organization

Please label pages you desire and cross out the rest. Please use the space provided on this page or include another page.





Sky Web Works
 6516 Burrows Court
 Plano, Texas 75023
 972.312.1517
 info@skywebworks.com
 www.skywebworks.com

"Answering the Questions..."What do I need to do and how much do you charge". Have you been shopping around? Don't walk into anything with Blinders on.

Total number of pages decided upon _____

3. Site and Domain Names

Site Name on Heading: _____

Domain Name Sky Web Works can purchase your domain name on your behalf. The charge for your domain name is \$25.00 per year. If you have a domain name already registered, please indicate which registrar you purchased your domain name.

Domain name _____ Desired ___Already Registered at:

4. Heading Graphic

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 image.

___ Company Logo incorporated in the heading graphic___ Photo or drawing of product?

___ Typeface preference _____

___ Preferred colors _____

___Other ideas such as websites you may like the colors, or layout_____

5. Color and Accents

For the most part, we recommend a white background for best readability and contrast, with a band of color or a pattern running down the left margin of the web page. Your preference:

6. Navigation System

The navigation system will be determined after the site architecture is developed.

7. Photos, Graphics, Animations, Sound, and Video

Our contract includes a statement that you own the copyright to, or have permission from the copyright owner to use any photos or graphics you send us. We recommend photos. Photos you supply either by sending the photos themselves for us to scan and return, or by sending the digitized





Sky Web Works
6516 Burrows Court
Plano, Texas 75023
972.312.1517
info@skywebworks.com
www.skywebworks.com

"Answering the Questions..."What do I need to do and how much do you charge". Have you been shopping around? Don't walk into anything with Blinders on.

images on a diskette. Stock photos obtained from Eyewire (<http://www.eyewire.com>) or Corbis (<http://www.corbis.com>). You 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 at our hourly rate.

Streaming audio and/or music, animated images and other sources. Shockwave (Flash), Animations and Video clips are all subject to an extra charge.

8. Response Forms

What is the purpose of your response form?

- Bulletin Board or Guest Book for visitors to record comments
- Request for information

Note: Upon request, we can configure response forms as an order form. Since these require secure servers, and secure order pick-up we charge extra to set up the ordering system.

9. Web Hosting Service

Sky Web Works provides outstanding hosting services to our clients. We've worked with dozens of hosting services -- the good, the bad, and the ugly. We usually do not recommend hosting on your local dial-up ISP, since they too often are not well prepared to meet specialized business site hosting needs. Their main business is usually dial-up access, and hosting is only a sideline for them.

10. Registering and Advertising Your Website

- Advertising your Website to search engines that index the World Wide Web giving customers information about your services.
- Finding industry-wide linking pages and negotiating reciprocal links to and from their web pages.
- Purchasing Web advertising
- Developing a "signature" mini-ad attached to all your e-mail messages
- Including your e-mail and Web addresses on all your company's print literature, stationary, and display advertising
- E-mail newsletters
- We can submit your information to Web search engines to "register" your website after final payment is received. Before doing this we work with you to get 50 to 100 keywords and a carefully constructed 25-word sentence contain the most important keywords.



Sky Web Works
6516 Burrows Court
Plano, Texas 75023
972.312.1517
info@skywebworks.com
www.skywebworks.com

"Answering the Questions..."What do I need to do and how much do you charge". Have you been shopping around? Don't walk into anything with Blinders on.

11. Maintenance

Prices include maintenance (updating) over the first week after completion of your website. Throughout the project, we also send you links for you to go through to make sure that all is running and looking correct. This covers minor price changes, product changes, etc. It does not include major changes, such as changing website layout design, major blocks of content, newsletter content (which essentially involves constructing a new web page), which is billed at our hourly rate.

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

Website Planning Worksheet
Web page Content
Domain Request Form

This will define for us the:

Written content for your web pages (preferably on a diskette formatted for Word for Windows [6.0, 7.0, 8.0, or 2000], or other word processor.

Photos or graphics to be included. You may send graphics and photos, which we can scan into electronic form. Even better, send us a diskette or ZIP disk with your graphics in any popular PC format, such as GIF, JPEG, BMP, EPS, etc.). If these are in Mac format, make sure each picture has a 3-digit extension, such as .jpg to indicate the format in which it is given. Your company logo (if any), and tell us the PMS color (If Available).

Samples of your printed materials -- brochures, letterheads, cards, booklets, etc. So we can see how you present your company image.

Before any work can be started, an initial payment of 60% is required. Please make payable to Sky Web Works.

We are looking forward to receiving your materials and constructing your website!