

## Web Site Project Agreement & Guidelines

What we need from you in order to get started.

We divide our web site development process into two Phases. In order to complete each Phase, we require some specific items from you that you will see listed below.

### **Phase I: The Design Phase**

**What we require from you to get started: Complete this Document (Items 1-6 below), Fill out Form B, Fax them both to us at (949)209-1836**

The purpose of The Design Phase is to develop and complete the main “look” and the layout of your web site and to get this approved by you. By the end of The Design Phase you will have a good representation of what your web site is going to look like. We require your approval of this design before we move on to Phase II, the final phase where all of your content is gathered and implemented into your site.

The below items of Phase I are specifically what we need in order to begin development. Please get these back to us as soon as possible.

#### **1. Company / Contact Information**

Company Name \_\_\_\_\_ Your Name \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Your Email Address \_\_\_\_\_

Business Address \_\_\_\_\_

Your web site address for this Project \_\_\_\_\_

#### **2. Provide us with Examples of Other Web Sites that You Like:**

There must be two or three web sites in particular that have certain aspects that you would like to implement into your own web site. We prefer that you send us as much as possible so that we get started on the right track. At the very least, we prefer to have examples of navigation layout and color schemes.

A1. Web site 1 address \_\_\_\_\_

A2. What you like about web site 1 \_\_\_\_\_

B1. Web site 2 address \_\_\_\_\_

B2. What you like about web site 2 \_\_\_\_\_

C1. Web site 3 address \_\_\_\_\_

C2. What you like about web site 3 \_\_\_\_\_

#### **3. About your Company:**

Please tell us a little bit about your company and what you do.

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**4. Logo and Tagline:**

Please email your logo and tagline, if applicable, that you would like to appear on your website. If you have an existing web site, simply provide us with your web address and we can get your logo there. Please be aware that if we grab your logo from your website the resolution can appear pixilated. In order to implement a high resolution logo, we will need to have an Illustrator (.ai), Photoshop (.psd), or at the very least a large JPEG (.jpg) of your logo.

Your current web site address \_\_\_\_\_

**5. Navigation Layout (Site Map):**

**This is the most critical document that we need from you in order to get started as soon as possible.**

*Please draw* out a similar form according to **Form B** (attached) – it does not need to be typed. This will show us your required navigation, number of pages, number of flash elements, and the location of everything.

Please make sure your handwriting is legible. Once completed, fax this additional page to us along with this document which you have filled out.

Based upon your navigation layout, please list the total number of individual web pages: \_\_\_\_\_

*Note:* The total number of web pages is very important. There is a big difference between having 10 pages, and 11 pages. If we have provided you with a quote for 10 pages, and once we start the project you inform us that you actually have 11 pages, the cost of your project will increase proportionally. Our quotes are firm and any changes made to a project after we have provided a quote, simply require a new quote.

**6. Web Site Hosting Information / FTP Information**

*Note: **Hosting User Name/Password** as well as **FTP User Name/Password** are very easy to obtain by contacting your hosting company. If our customers provide us with innaccurate information it is extremely time consuming and causes many delays. Therefore, if our customers provide us with innaccurate hosting/FTP information we must add an additional charge of \$100.00 to your project which will be billed to your account. We encourage our customers to take a moment to thoroughly confirm this information with their hosting Company prior to submitting the information to us. If you do not yet have this information, please leave this area blank. You may provide it to us later after you have confirmed the information. Phase I (the Design Phase) can be completed without this information. However, we will need this information to begin Phase II Development.*

a. Web Site Address where your web site is being hosted: \_\_\_\_\_

b. User Name \_\_\_\_\_ Password \_\_\_\_\_

c. Please provide your FTP Information (i.e. [ftp.nikimedia.com](http://ftp.nikimedia.com)) \_\_\_\_\_

User name \_\_\_\_\_ Password \_\_\_\_\_

**Note:** Niki Media Group owns and manages its own servers because it is an absolutely necessary component of providing excellent service to our customers. Web sites incur various problems all the time, and by controlling our own servers we control all of the web sites on them and are therefore able to fix problems instantaneously. Most importantly, our representatives can be reached by phone at any time (99.9% of hosting companies cannot be reached by phone, leaving your urgent problems to be dealt with by email). *For these obvious reasons we highly recommend that our customers host with our company.*

Are you interested in hosting your web site with Niki Media Group?    Y    N  
*If you answered Yes, your representative will provide you with costs and other required information.*

**7. Other Project Information**

Here we will gather more information from you about your web site. *You will need to answer some of these questions after you have filled out Form B.*

a. Total Pages of Your Web Site \_\_\_\_\_

b. Will you have an image gallery, or a portfolio of images anywhere on your site?    Y    N

If YES, How many images will you have on this page? \_\_\_\_\_

***NOTE:** If there is any special way that you would like to display this image gallery, or set of images on your web site, you need to let us know immediately. Unless otherwise specified on this document, our web site pricing allows for one image gallery containing no more than fifteen images all listed on one page. If you would like to have more than fifteen images displayed on this page, you also need to let us know immediately.*

8. Will you be providing us with images for the project or would you like to use our stock image database for a onetime fee?    Y    N

9. Is Flash Animation included in this project?    Y    N

If YES, to the best of your knowledge Please explain what is required, and where it is required (please include the pages you would like flash to appear on as well as any web site samples you can provide that closely resemble what you are looking for):

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10. Is logo Design included in this project?    Y    N                      If YES, how many: \_\_\_\_\_

11. Is an HTML email newsletter design included in this project?    Y    N

12. Is an eCommerce Store included in this project?    Y    N

13. Would you like the capability to edit your own web site using a Web Editing Application?

Y    N

14. Are any forms included in this project (sample form: <http://www.nikimedia.com/contact.html>)?

Y    N

15. Is a log in area included in this project? If YES, how many: \_\_\_\_\_  
Y    N
16. Are you interested in taking advantage of our personal-service hosting plans, starting at \$35/mo.?  
Y    N
17. Is a domain transfer to our own servers (for web hosting) included in this project? Y    N
18. Is the design of brochures, folders, business cards, flyers, or any other marketing material included in this project?  
Y    N  
Please explain: \_\_\_\_\_
19. What browser, browser version and type of computer do you primarily use (Example: Internet Explorer 7.0, PC)?  
\_\_\_\_\_

**20. Terms and Conditions, Other Information and First Payment:** Further information on our terms and conditions may be read at <http://www.nikimedia.com/services/websites/terms.html> .

In order to get started we do require a 50% payment up front if you are paying with a credit card (if you are paying with a check, we require 100% payment up front). This payment is fully refundable before or at the end of Phase I if you are not satisfied with our ability to design your web site. At the end of Phase I, you are required to approve of your web site design so that we may proceed with building the rest of your site (Phase II). Once we begin Phase II, it is extremely difficult and time consuming to go backwards and edit aspects completed during Phase I. As a result, if you require Phase I adjustments after we have proceeded into Phase II, we must provide you with separate quotes and charge extra for such adjustments at that time. We will get your consent before doing any additional work outside the scope of your project, so there will be no surprises whatsoever. Therefore, it is important to be thorough when you approve Phase I and make sure that your design is to your liking. This is not hard to do.

The remaining 50% is to be paid upon completion. If we have completed your entire web site aside from a few minor adjustments that will take you extra time to get to us, in order to prevent long drawn out periods of non-payment we require that our customers pay the remaining 50% in good faith for our work.

Niki Media Group website projects require a 50% up front payment, with the remaining 50% payment due upon completion of the project. In the event that any web site project cannot be completed due to any time delay that surpasses 30 days from the start date of any project, Niki Media Group reserves the right to collect in full for any and all remaining balances of the project(s). This is a reasonable and fair company policy that ensures that our customers respect our timelines and requirements and help us prevent long, drawn out delays where work was performed without payment. All Niki Media Group sales are governed by this policy. Should any customer not feel that they will have the ability to complete their project or pay for their project in 30 days, the customer should consider postponing the start date of their project prior to moving forward with a project.

*Customer Signature Required*

In order to obtain a quote and to move forward with any project, you must sign below and submit this form.

Please sign here acknowledging that you have read, understand, and agree to everything set forth on this entire document, as well as our terms and conditions:

Your Signature \_\_\_\_\_

Your Name (Please Print) \_\_\_\_\_

Date \_\_\_\_\_



## ***NIKI MEDIA GROUP WEB SITE PROCESS:***

### **1. Approve Proposal**

- fax in signed proposal and signed credit card form (submit 50% payment for website and 100% payment for applications, eStores, Log In areas, Web Editor and Marketing Materials)

### **2. Phase I: The Design Phase**

The purpose of The Design Phase is to develop and complete the main “look” and the layout of your web site and to get this approved by you. By the end of The Design Phase you will have a good representation of what your web site is going to look like. We require your approval of this design before we move on to Phase II, the final phase where all of your content is gathered and implemented into your site.

- Send us your logo and any images you have
- We send you design mock ups based upon the specifics you submitted to us
- Give us your feedback and we make adjustments
- You approve the design and we move onto Phase II

### **3. Phase II: The Coding Phase**

Time Required to Complete: ~ 1-2 weeks, depending upon how quickly we receive your content  
Total Items Required From You: 1 Microsoft Word Document (Outlining your Text and Pictures Needed for Every Page), 1 CD (or email attachments) with all of your images

The items in Phase II are what we need to complete your site. Since Phase II begins only after Phase I is completed, there is no urgency in getting these items to us until then. Instead, we ask you to begin organizing these items over the next week or so and hold on to them so that you can submit them **all** together. *In order to avoid confusion, please do not submit these items until your representative has requested them.*

**Note: In order to avoid any unnecessary further charges, please make sure that you have thoroughly proofread and spell-checked your text and have looked over your images prior to submission (if you have submitted payment for our copyrighting services then we will help you at this point to configure your text.)**

- 1. Text:** In a Microsoft Word document (see our **example** below), specify each page that you would like to have text on. Then, write the text you would like for the corresponding page. If no text is necessary for a specific page, simply do not specify the page. If you are unsure of what to put on a specific page at the moment, please put a “?”.
- 2. All Photos and Images:**  
On this same Microsoft Word document, specify the filename of the image on its corresponding page(s). This way we will know where to put your images. If you are unsure of what to put on a specific page at the moment, please put a “?”. If you require an image for a specific page, but do not have that image ready yet, please signify this with a “?”.
- 3. Links:**  
On this same Microsoft Word document, specify anywhere you want links in your text by simply underlining the text (as seen in the example below) and changing the color to blue. Then immediately after this text, in parenthesis, please specify where the link will take a user once clicked. *Note: Please make sure that your filenames correspond exactly to what you have specified in your Word document.*

Upon our request, email us all of these images or send them on a CD by mail.

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**EXAMPLE:**

This is an example of the Word Document we are Requesting from You in Phase II

1. "Services" Page:

**Text:**

Businesses and individuals use Niki Media Group because of our ability to provide unparalleled, first-class design at competitive prices in order to grow sales of our customers' products and/or services. Our customers continue to do business with us because the services we provide grow sales. It's that simple.

Our expertise in this field is a direct result of decades of successful marketing and business experience. We are executives who know how to research, develop, and implement solutions that are appropriate for your target audience and business model.

Our wide range of services include [Web Design](#) (link to web design page), [Ad Design](#) (link to ad design page), [Branding](#) (link to branding page) Design, as well as [Web Marketing](#) (link to [www.nikimedia.com/marketing](http://www.nikimedia.com/marketing)), [Digital Movies](#) (link to [www.nikimedia.com/movies.html](http://www.nikimedia.com/movies.html)), and Wide Format [Printing](#) (link to printing page). Please use the links tiled horizontally to learn more about our services and pricing.

**Images:** services.jpg , mypicture.gif , website\_photo.jpg,

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4. **Web Site Completion**

Once we are finished coding the web site, we require your remaining balance (if not paid already.) When we receive your approval we then are able to put the web site live on your actual URL and the project is considered complete.