

You'll find it's a considerable amount of work to prepare your company's materials for the Web pages I will construct for you. Think of me as your company's graphic designers. You supply the raw materials and I assemble them onto graphically pleasing, easy-to-read web pages.

In our Standard Web Site Packages I include everything the average small business needs for Web pages. But be sure to see the limits of what is included in our packages; I charge extra for services required beyond our standard packages.

Text

- **Microsoft Word Document or PDF is preferred**, though I can convert a wide variety of file types.
- **Final Version** Please do not send me a draft of your text While I expect to make minor changes here and there after the Web pages are prepared, I will charge extra to format and insert brand new text. Most word processors allow you to count the approximate number of words. We pages which contain more than 1,200 words may be subject to additional charges, especially if they require a good deal of formatting please provide these in a text format on a disk or email.

Images, Photos and Graphics

- The appearance of your Web site has a lot to do based on the photos or graphics you choose for your Web pages. Clipart is not suggested but can be used, however it does tend to make the pages look amateurish. Photos are probably best.
- You may **send graphics to us in either digitized form or hard copy photos** which I will scan.
- Prepare **captions** for each photo. You may **put a Post-It Note** on the photo. Please indicate its caption and the Web page it goes on.
- If you need me to prepare **specialized graphic elements** in addition to our custom site graphics package, please explain clearly, and perhaps include a sketch. I charge for such items on an hourly basis.
- You may select **stock photos** from most software's or Websites, and give me the name, if applicable, and/or photograph number, and software/Website it was selected from. I will purchase and download the appropriate photo, place it on the Web page indicated, and bill you for the photo cost. If you want me to find and select photos, hourly rates will apply.

Please include this Web Page Content Worksheet with the materials you send to Knock-Out We Designs. Feel free to use your own form if that is more convenient.

Content Description	File Name for Text	Approx # of words	Photos or Graphics If none state "None"
Home			
Contact Page			