



# **MCE123**

## **Website Design & Development Contract Forms**

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*This document may contain information that is confidential between MCE123 and a customer. If you have found this contract or any information pertaining to it, please return the works to MCE123.*

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## Special Offer for New Customers

**Learn how to save  
\$100.00 from MCE123  
Website Design &  
Development contract**

*This short survey, when fully completed and provided to MCE123, acts as a \$100.00 discount off the balance of the contract. There is no cash value for the discount of services, and there is no purchase necessary to complete the survey. Only customers will be able to receive the discount, and the discount is exclusive to MCE123 and cannot be transferred or sold.*

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## MCE123 Website Design & Development

The website design & development contract will be drafted based on the feedback received in this survey. The survey collects information needed by our staff to assess the project scope, and receive information that will be needed to complete the website project.

- **Privacy Statement:** All work is conducted in private, and all information received from any client is confidential, unless if the content has been specified as non-confidential prior to the release. Any personal information received, including information submitted to the website, is not sold to third parties. MCE123 is providing only the services that the client needs per contract.

Please provide digital-ready files, i.e. writing saved from Microsoft Word. Please note there is a \$100.00 fee to drop out of this contract – do not submit this if there is no intention of having a complete website built. There may also be fees for not providing the content needed in a timely manner.

Any contract that is in-progress must be provided to MCE123 before the website can be developed. Any changes to the existing contract may require a change order to be completed.

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### Contracting Paperwork Process:

- 1) Prospective customer requests project through forms provided from MCE123
- 2) MCE123 response with Pricing options based on design & development forms
- 3) Customer returns project contract and all forms filled out to MCE123
  - 50% DEPOSIT required before MCE123 starts working on project.
- 4) MCE123 produces website with features requested
- 5) Client has an opportunity to review the website and request small changes from MCE123
- 6) The project is completed, and the client pays the balance of the contract per completion.
  - 50% FINAL PAYMENT after project is completed.

### Expedited Service Option

Would you like our work to be expedited for an additional 15% added to the project fees?

YES  NO

### Appointments

To plan to see the progress at intervals, schedule appointments as follows:

Meeting #	Date and Time	Purpose of Meeting
1	_____	_____ i.e. view sample of website
2	_____	_____ i.e. view website with content
3	_____	_____ i.e. view completed website

When scheduling appointments or otherwise wish to see progress, please ensure that all content needed for the website development has been provided to MCE123.

### Website Viewers & Users

How many users are expected to be visiting the new website? \_\_\_\_\_

**Existing Site** – How many visitors are there with the existing site? \_\_\_\_\_

### Client Information Entry Form

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Employed Position: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City, ST, Zip: \_\_\_\_\_

Landline Phone: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

How did you find out about MCE123<sup>SM</sup>?

- Search Engine
- Word of mouth
- Business Card
- Brochure
- From a friend

How many pages will there be in this website project? \_\_\_\_\_

Is this an upgrade from an existing site?

YES http:// \_\_\_\_\_

- How is the existing site hosted? \_\_\_\_\_

NO Have you chosen or registered a domain name for this website project?

YES http:// \_\_\_\_\_

NO What should the domain name convey about the website?

Please provide information that will help to determine the domain

registration: \_\_\_\_\_



**Please Draw Your Website:**

A large, empty rectangular box with a thin black border, intended for the user to draw their website layout. The box occupies most of the page's vertical space below the instruction.

**Type of Website**

- Personal
- Small Business
- e-Commerce
- Corporate
- Non-profit
- International
- Artistic Portfolio

**What types of devices should be able to access your website?**

- PCs – Internet Explorer, Firefox, Chrome
- Tablets
- Mac
- Large Screen Display
- Smart Phones (*BlackBerry, iPhone*)
- Linux

**How is your organization structured? (if applicable)**

- Subsidiary
- Individual Corporation
- Shell Corporation (holding)
- Franchise

**Does the organization have a marketing plan?**

- YES Please provide a copy of the organization’s marketing plan for reference at MCE123<sup>SM</sup>
- NO Does the organization need a new marketing plan?  YES  NO

**Does the organization have a budget prepared for the new website?**

- YES \$ \_\_\_\_\_.
- NO

**Is there a specific timeline for this website to be completed?**

- YES Deadline: \_\_\_\_\_  
From \_\_\_\_\_ To \_\_\_\_\_

**Is this website for competitive results?**

- For-Profit Organization
- Sports
- Talent Competition
- For submission to competition

**What level of sponsorship does the contract for the website offer to MCE123<sup>SM</sup>?**

- ‘Site By MCE123<sup>SM</sup>’
- Advertisement of MCE123 for price reduction

### Basic Configuration

Does your organization have a logo that will be used on the website?

- YES** Please provide the logo in a vector art file, such as .ai
- NO** MCE123 can design a logo for your organization if needed.

For corporate and International, MCE123 may need information from the IT and Marketing departments.

How many people will be managing site information for the website? \_\_\_\_\_

Will the site managers work from one user account on the website, or separate user accounts?

- One Account
- Unique User Accounts

**Please provide the list of user accounts and their specific functions and rights on the website.**

#### Is there an existing website now?

What does the website perform now? \_\_\_\_\_  
\_\_\_\_\_

How will the new site upgrade the old site? \_\_\_\_\_  
\_\_\_\_\_

#### What types of content will be on the new website?

- |  |  |
|--|--|
| <input type="checkbox"/> Streaming video   | <input type="checkbox"/> Database driven |
| <input type="checkbox"/> Animated graphics | <input type="checkbox"/> Java            |
| <input type="checkbox"/> 3D animations     | <input type="checkbox"/> Javascript      |
| <input type="checkbox"/> Music             | <input type="checkbox"/> Other: _____    |
| <input type="checkbox"/> Speech            | <input type="checkbox"/> Other: _____    |
| <input type="checkbox"/> Interactive media | <input type="checkbox"/> Other: _____    |
| <input type="checkbox"/> Flash animations  |  |
| <input type="checkbox"/> Forms             |  |

*There are new types of website media. If your website will include any Media type that is not listed, please write in all information to describe the needs of the website.*

**What are the target markets for the website audience?**

Please provide as much information about the target markets as possible.

**TARGET MARKET #1**

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**TARGET MARKET #2**

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**TARGET MARKET #3**

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### Deployment of Completed Website

Should the website be deployed with phases of completion?  YES  NO

- Dynamic Design Services with integrated hosting and update services
- Phased deployment
  - Should the website be deployed as a pre-launch:
    - 'Coming Soon...'
    - 'Mark Your Calendar'
- All at once

Would you like us to configure a consistent image on the major social networking sites to increase traffic and sales inquiries?  YES  NO

Would you like us to submit your website, upon completion, to the three major search engines?

- Google
  - Yahoo!
  - MSN
- }  All three major search engines

Would you like an advanced search engine optimization?  YES  NO

- Focus on industry terms
- Geographical marketing

Pick the top six terms that describe the nature of the website:

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Please provide information about pre-existing competition and the URLs of the websites for the competitive organization(s):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Deployment of Completed Website

Should we plan for advertising and Public Relations for launching the website?  YES  NO

- Will there be a launch event at a location / building?  YES  NO
- Will there be a newspaper article sent out about the new website launch?  YES  NO

## Website Hosting Agreement

*The price of hosting is based on the needs of the customer's website.*

Would you like to take advantage of one free year of managed hosting services?  YES  NO

**Value: \$895.00 / year**

Will the website be on an internal server to your organization?

Managed Hosting is possible through VPN to manage the server parameters:

- Yes – the server will be managed remotely by MCE123
- No – the server must be managed on-site.

What server platform will the website be hosted on?

- Microsoft, IIS
- Linux, cPanel
- Other platform \_\_\_\_\_

## Validation of Contract

By signing you have read and understand the Rules and Policies (*back of this contract*) and procedure of MCE123 designing, developing, and implementing websites based on feedback.

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Signature #1

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Signature #2

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Print Name #1

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Print Name #2

The second signature is for organizations that must have authorization from at least two people, and there is no such requirement instated by MCE123.

# Optional Advanced Configuration

**Website Development – Services Offered**

Does your organization have or plan to select any of the following?

Selection	Provided by Customer	Contract MCE123
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➤ Graphic Design



Deadline: \_\_\_\_\_

Explanation of Services:

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➤ Photography



If a photographer will be hired, does MCE123 need to be present to guide the photography to what is established for the website?  YES  NO

- Will the photographs be provided by \_\_\_\_\_ (DEADLINE) or will a photographer be needed to take new pictures?

Deadline: \_\_\_\_\_

Explanation of Services:

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➤ Computer Programming



What types of coding and program development will be needed for your website?

- HTML  PHP  Shell  CSS  DHTML

Will the website need an SQL database?  YES

Deadline: \_\_\_\_\_

Explanation of Services:

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**Website Development – Services Offered**

Does your organization have or plan to select any of the following?

Selection	Provided by Customer	Contract MCE123
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➤ Filming	<input type="checkbox"/>	<input type="checkbox"/>
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Are the files ready to provide digital-ready content?  FLV  MPG  QuickTime

Do the files need to be edited?  YES  NO

How will the videos be displayed on the website?

Streaming Video  Downloadable  DVD  Blu-ray

Deadline: \_\_\_\_\_

Explanation of Services:

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➤ Website Development	<input type="checkbox"/>	<input type="checkbox"/>
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Deadline: \_\_\_\_\_

Explanation of Services:

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➤ Content Writer	<input type="checkbox"/>	<input type="checkbox"/>
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Will the writing for each page be provided, or

Is the writing to be completed by MCE123?

Is there a need for a company representative to visit your place of business to gather thoughts for the website?

Deadline: \_\_\_\_\_

Explanation of Services:

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**Website Development – Services Offered**

Does your organization have or plan to select any of the following?

Selection	Provided by Customer	Contract MCE123
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➤ 3D Artist	<input type="checkbox"/>	<input type="checkbox"/>
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- Will the 3D be used for animation, such as in Flash content?

Deadline: \_\_\_\_\_

Explanation of Services:

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➤ Server Administrator	<input type="checkbox"/>	<input type="checkbox"/>
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- What types of server platforms and networking configurations pertain to the server administrator?

Deadline: \_\_\_\_\_

Explanation of Services:

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**Are you planning to have any of the selected staff work on the website?**

Please Explain: \_\_\_\_\_

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## Changing WHOIS Information

Use this form to change the properties registered with your domain name.

1. Domain Name \_\_\_\_\_

2. Enter Contact Information:

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City, ST, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

3. Change WHOIS Property:

- Owner
- Registrant Info
- Administrative Contact
- Technical Contact

There may be up to a 48-hour delay after the change WHOIS request is entered into the Domain Name Service provider.

### Configuring E-mail Forwarders

E-mail Account	Forward E-mail Destination
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

E-mail forwarders can be useful for both directing e-mails based on internal e-mail addresses for various department functions, and can also be used to forward e-mails to addresses outside the domain such as Hotmail, Gmail, and home-based e-mail account(s) from your Internet Service Provider.

## Website Features and Add-ons

*Removal of fully integrated add-ons such as CMS may not be possible without re-coding the entire site.*

Selection	Fully Integrated	Add-on
➤ Guest Book	<input type="checkbox"/>	<input type="checkbox"/>
➤ Blog	<input type="checkbox"/>	<input type="checkbox"/>
➤ Content Management System (CMS)	<input type="checkbox"/>	<input type="checkbox"/>
➤ Client Management	<input type="checkbox"/>	<input type="checkbox"/>
➤ Forums	<input type="checkbox"/>	<input type="checkbox"/>
➤ Forms and Surveys	<input type="checkbox"/>	<input type="checkbox"/>
➤ Social Networking	<input type="checkbox"/>	<input type="checkbox"/>
➤ Security	<input type="checkbox"/>	<input type="checkbox"/>
➤ ecommerce	<input type="checkbox"/>	<input type="checkbox"/>
➤ Photo Gallery	<input type="checkbox"/>	<input type="checkbox"/>
➤ Mailing Lists	<input type="checkbox"/>	<input type="checkbox"/>
➤ Project Management	<input type="checkbox"/>	<input type="checkbox"/>
➤ Wiki	<input type="checkbox"/>	<input type="checkbox"/>
➤ Language Translator (for International)	<input type="checkbox"/>	<input type="checkbox"/>

### Notes

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### Website and Server Functions

Selection	Fully Integrated	Add-on
➤ Auto-responders	<input type="checkbox"/>	<input type="checkbox"/>
➤ FTP Access Download FileZilla: <a href="http://filezilla-project.org">http://filezilla-project.org</a> Request FTP account from MCE123	<input type="checkbox"/>	<input type="checkbox"/>
➤ SQL Access Download MySQL Workbench: <a href="http://www.mysql.com/downloads/">http://www.mysql.com/downloads/</a> Request SQL account from MCE123	<input type="checkbox"/>	<input type="checkbox"/>

Please draw an organizational diagram and write how the selected functions should be configured with the website:

## Finance of Website Project

What is the intended Return on Investment (ROI) of this website project?

\$\_\_\_\_\_ /  Month  Quarter  Year

## Rules and Policies

Any information provided through contractual obligation will remain the property of the client. Any work MCE123 performs on the contractual obligation is the Intellectual Property of MCE123 until the IP transfers pursuant to the contract being paid by the customer.

### Intellectual Property Policy

Any IP provided while client has not paid, the IP remains the property of MCE123.

- Any use of the IP may still be reflected through our online profile and portfolio.

The cancellation or ordering of another service does not authorize the release of unpaid works. MCE123 does not hold IP for any time while other contracts such as webhosting are unpaid by the client.

- The IP is separate from hosting services and information technology. Upon failing to pay another contract such as webhosting, in such case a CD with the Intellectual Property of the website would be provided to the client and the hosting services would stop as a result of not paying for the webhosting.

### Website Contracts

If the client wants to change a contract or otherwise a change in the work is required, the contract may require a change order before proceeding. Any additional costs due to a change order will be the responsibility of the client to pay MCE123 for the changed works.

### Finance

What happens to the deposit if the client wants to pull out of the deal?

- Fees for not providing content on time, as established within the contract

### Domain Names & Hosting

MCE123 may manage domain names and hosting services to maintain the website and ensure the technical issues are handled by professionals. These services are available, usually free, with the managed hosting. Usually the services are provided for one year free. After the one year free, the customer can decide whether to retain the services with ME123 or change their hosting plan. Please allow 30 days notice before changing hosting plan to ensure the verification and transfer is made without technical problems and procrastination. We value our customers and strive to offer the best services at affordable pricing.

## Rules and Policies

### No Inappropriate Content

MCE123 has a strict policy regarding the hosting of inappropriate sites such as:

- Pornography
- Hacking
- Illegal software copying

Any inappropriate content, including software that has been stolen from an IP holder, is strictly prohibited. Any discovery may utilize the deletion of the information from the hosting. Records are kept in such cases, and may be used to prosecute the violation. Even information and software that is uploaded or posted on a 3<sup>rd</sup> party application is the responsibility of the customer. Ask for security options such as limits on uploads and downloads if necessary.

The use of any hosting account to attempt to hack into the server is prohibited.

## **Organizational**

Each contract exclusive, contracts cannot be used to change the order after an agreement was formed.

- If a customer wants to get out of the contract, fee of \$100.00. Deposit was non-returnable.

### **Contract has itemized billing**

- Design form is separate details

Higher discount if customer provides all materials and information needed for design.

**Domain Transfers** – MCE123 cannot guarantee your website functionality when the domain is moved, transferred, or reassigned.

**Webhosting Transfer** – MCE123 charges for webhosting, ensuring that the webhost is configured properly. If the website is moved to another host, MCE123 no longer guarantees the work that preceded the transfer.

**Transfers** – all transfers must occur at least 30 days before the contract with MCE123 expires. All bills must be paid before any transfer can occur.

By default, MCE123 will be listed as the Administrative and Technical contacts, appearing in a domain WHOIS.