



Looking
for a
Page
to call
Home
???

Design
Tank

Internet Services

5225 WILSHIRE BLVD
SUITE 322
LOS ANGELES, CA 90036

Ⓣ 213.525.1314

Ⓣ 213.525.1324

www.designtankgfx.com

Design Tank

Internet Services



Design Tank's Internet-presence philosophy is based upon the understanding that a successful Website requires the careful execution of the following stages.

CONSULTATION

Design Tank offers free consultation to all our prospective clients.

We first begin by exploring the needs of your business and your expectations of the Internet. In this stage, we consider the unique characteristics of your business and suggest how the Internet can best compliment it.

We then take your ideas and goals and build upon them. We will provide various approaches to successfully bringing your business onto the Internet, taking into account audience, image, and the goals of your transition onto the Internet. Ultimately, a detailed blueprint is taken into the design stage.

DESIGN

Whether your Website will contain complex multi-media or simple titles, our creative professionals have the skills and tools necessary to compose the essentials of a successful Website.

Our designers use some of the most sophisticated software, including Microsoft FrontPage 98, Adobe Photoshop and Macromedia Director, to create an attractive destination on the Internet. Through the creativity of our graphic artists, users will experience an effective theme representing the image you wish to portray. As a result, your Website will provide the type of interaction between customers and prospects that will make it an asset for your business.



DEVELOPMENT

Once the creative elements are produced, they are carefully pieced together. In the development stage, the various pages that make up your Website are interlinked between each other and the rest of the World Wide Web, allowing visitors to easily navigate through your company's Website.

In this phase, all personal E-mail addresses are established. Additionally, any required forms or applications are integrated into your Website. This allows users to order products or services from your business, as well as provide feedback.

www.

http://

PROMOTION

A Website is only as good as its promotion. People must be able to find your Website on the Internet. Design Tank will add your Website's address to all the major Internet search directories, including Yahoo!, Lycos, Infoseek, Excite and Alta Vista. For an additional fee, we will register your site with 400 Internet databases via Submit-It.com.

In addition, Design Tank will introduce your company to the various modes of advertising available on the Internet, including Internet billboard ads that directly link users to your Website. We will also research the Internet for Websites focusing on your industry or field.

SUPPORT

Design Tank considers every relationship with a client an ongoing one. As the needs and demands of your business change, we can update your Website to reflect those changes. New developments or business promotions can quickly be added to your Website.

Also, we will provide any maintenance services your Website may require. This includes providing monitoring statistics, updating links, adding new pages and any upgrades necessary to keep your Website quickly accessible and up to date.



To get started on a Website for you, we'll need the following items:

- Website Planning Worksheet
- Website Design and Maintenance Agreement
- Written content for your Web pages (preferably on a diskette formatted for Word for Windows [2.0, 6.0, 7.0], Word Perfect [5.1, 6.0+], or other word processor. We can translate from most word processor formats with ease.) If you are putting printed materials on Web pages, please mail your brochures, booklets, etc.
- Photos or graphics to be included (preferably on diskette in any popular PC format, such as GIF, JPEG, BMP, EPS, CDR, PCX, etc.). You may also send graphics and photos which we can scan into electronic form. Be sure to include your company logo, and tell us the PMS color.
- Check for 50% of the total cost. (Made out to Design Tank)

You may send your package by US Mail, UPS or FedEx to:

Design Tank
5225 Wilshire Blvd. Ste. 322
Los Angeles, CA 90036

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

STANDARD PACKAGES

Note: Customer shall be responsible for all text material entry. The standard cost is based on the level of design as described below plus \$65 per hour for any additional work.

WEBSITE PACKAGES

All Websites include:

- E-mail/phone consultation
- Transfer to server
- Two months technical support and updates
- Site feedback

STANDARD COMMERCIAL PACKAGE

- 3 Page Site consisting of up to 600 words of text and graphics.
- 1 interactive form including processing to a mail address.
- 1 Free E-mail Address.
- 2 scannable images.
- 4 GIF/JPEG images provided by you or us.
- Search Engine Website Registration.
- Design & Development Fee (One Time): \$250.00
- Maintenance (optional): \$30.00 per month

SMALL BUSINESS PACKAGE

- 6 Page Site consisting of up to 1200 words of text and graphics.
- 1 interactive form including processing to an E-mail address.
- 1 Free E-mail Address.
- 4 scannable images.
- 8 GIF/JPEG images provided by you.
- Search Engine Website Registration.
- Design & Development Fee (One Time): \$500.00
- Maintenance (optional): \$50.00 per month

ENHANCED COMMERCIAL PACKAGE

- 10 Page Site consisting of text (up to 2500 words) and graphics.
- 1 interactive form including processing to an E-mail address.
- 1 Free E-mail Address.
- 7 scannable images.
- 15 GIF/JPEG images provided by you.
- Search Engine Website Registration.
- Design & Development Fee (One Time): \$1,000.00
- Maintenance (optional): \$75.00 per month

Options

We can customize and build your Website to accommodate the needs and requirements of your business. Customized designs include any or all of the following components and designs:

- Custom backgrounds
- Custom buttons
- Data tables and Databases design
- E-mail links
- Frames
- Imagemaps

Page Counters
Sound, video

Additional web pages	\$50 per page
Animation	\$50 per graphic
Autoresponder	\$25 per setup
Secured Forms	\$25 setup
Password Protected Files	\$50 setup
Shopping Cart	\$200 setup
Bulletin Board	\$200 setup
Database Query	\$300 setup
	(Includes First 500 files ; Additional files at \$0.50 per file
Java scripting	\$100 per page
Additional Registration	Registration to over 400 Internet search engines available at \$50.

SERVER PACKAGES

Network: National OC3 ATM Network; MAE-East, MAE West, and Chicago
Servers: High Performance, 300MHZ Multi-Processor UNIX

FEATURES	STANDARD	COMMERCE
Uptime Guarantee	99.9%	99.9%
Monitoring	24/7/365	24/7/365
Disk space	25MB	50MB
Data transfer	1000MB	5000MB
Mailboxes	6	12
E-mail Forwards	12	24
E-mail Aliases	Unlimited	Unlimited
Auto Responders	10	20
Virtual Secure Server	yes	yes
Virtual FTP server	yes	yes
CGI, SSI, HTMLScript	yes	yes
Graphical Stats	yes	yes
Tape backup	daily	daily
Advanced Control Panel		
Remote E-mail Admin	yes	yes
Remote Web Admin	yes	yes
SQL Server	N/A	yes
ODBC Support	N/A	yes
Transaction Software	N/A	CyberCash (\$10 Setup)
Shopping Cart	N/A	KoolCat (\$99 Setup)
Minimum Contracts	none	none
Script Charges	none	none
Max Bandwidth Limit	none	none

Server Prices

Setup price	\$49	\$69
	\$20 Trnsfr	\$29 Trnsfr
Monthly price	\$29.95	\$59.95

Website Planning Guide



We have prepared this document to help you focus on the most important issues to consider before completing the questionnaire and building your Website. Each project is different and we will provide suggestions during the entire construction process to assist you in getting your message across to your customers.



Step 1 - Getting Organized

1. Identify a common point of contact for all Website related issues.
2. Inventory all existing in-house literature and brochures that can be used as base material for your Website. Providing electronic text and graphic files will save a lot of time.
3. Profile levels of customers that you are targeting. Develop material oriented to each level. Organize your base material by customer level.
4. Decide which products or services you want to emphasize.

Step 2 - Building The Site Map

1. Your first page (home page) is like a tree trunk. Decide how information will be branched and sub-branched off from the trunk.
2. Decide how graphic content will be integrated. Large graphics should be put onto separate pages with pointers from other pages.
3. Be sure to have a section called "FAQ". This will contain frequently asked questions about your product and is usually the first section most people look for on a Website after the general product information.
4. Provide information about how you can buy your product or service. Include phone numbers, fax numbers and toll free numbers so they can get a quote. Also list your hours of operation since your site will be viewed by a worldwide audience.
5. Include background information about your company like age, number of locations, national or international, etc. Talk about how advanced your manufacturing or production facility is. Include testimonials if available.



Step 3 - Final Design and Implementation

1. Faster is better. Use a fast server with multiple Internet connections.
2. Use generally accepted programming techniques. We know of one client who built their Website using the latest frame display technology and the America Online browser displayed an error message instead of their front page. This locked them out of getting their message to over 5 million potential prospects.
3. Don't structure your Website like your sales brochure. A sales brochure is meant to be read from back to front. Web information can be randomly accessed. Segment your information logically in small sections and cross reference related pages on your site.
4. Keep your graphics as small as possible for the fastest possible load times. Graphic images generally take a long time display. Design Tank can help you to reduce the size of graphic images by reducing the number of colors used to make up the image and using optimal compression techniques.
5. Remember that the majority of people who visit your site are usually highly educated consumers doing research prior to buying a product. Give them organized and informative content and they will respect your site and your products.



CHOOSING A DOMAIN NAME

The first step in setting up your new Website is choosing a domain name. Domain names generally consist of two parts: a name, and a three letter extension. The extension is known as the "top level domain" and, in the US, is based on what type of organization the domain belongs to.

COM is for commercial, for-profit organizations
ORG is for miscellaneous, usually, non-profit organizations
NET is for network infrastructure machines and organizations
EDU is for 4-year, degree granting institutions

The total length of the two-part name may be up to 26 characters. The only characters allowed in a domain name are alphabets, digits and "-". A domain name may not begin or end with a "-". Some valid domain name examples are:

designtankgfx.com
greenpeace.org
artnet.net
mit.edu

In addition to the traditional US domain extensions, you may also use international top level domains (e.g. your_domain.ca using the Canadian registry). However, because of the variation in fees and regulations, you'll need to register the domain directly with the appropriate registry.



www.designtankgfx.com

WEBSITE PLANNING WORKSHEET

This questionnaire is provided to enhance communication between Design Tank and our clients. Please complete it and have it handy when you discuss your project on the phone or in person with us.

After we've talked and you've filled in the blanks, please make a photocopy for your records, and **mail a signed copy to us**. It provides a written memorandum of our mutually-agreed upon plan.

Organization Name: _____

1. Purpose

- To gain a favorable impression of my company or organization.
- To enhance customer service and reduce the cost of doing so.
- To develop a qualified list of prospects I can E-mail or call on the telephone.
- To sell products over the Internet using a secure server to receive credit card information.
- To encourage potential customers to contact us by phone or mail to consummate a sale.
- To make product information and price lists available to distributors or customers.
- To convey a high-tech, leading-edge identity of my company or organization.
- To provide an on-line catalog I can refer to from display ads, and thus improve customer service and save printing and distribution costs.
- To develop or enhance a national or global dimension to my business.
- Other _____

2. Site Organization

Names of pages. Indicate with arrows or other means which pages are "under" others. We assume that all pages are at least one level under #1, the index/welcome/home page.

1. Index/welcome/home page

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

About Your Organization or Company

What's New, Specials

Products/Services Offered

FAQ (Frequently Asked Questions)

Newsletter or Bulletin

Resume Page

Schedules

Guest Book

Link Page

Organization Chart & Summaries

E-mail Link

Requests for information

Surveys of customer preferences

Other _____

Other _____

Other _____

Other _____

Total number of pages decided upon _____

3. Site and Domain Names

Site Name on Masthead: _____

Title which appears at the very top of the Web browser and will show on listings by Web search engines: _____

Domain Name Existing Requesting

(It must be registered with InterNIC before we can use it.)

Registering a New Domain Name

If you don't already have a domain name registered with the InterNIC, we'll see if the domain you want is available, and if so, we'll register it for you automatically. For all new domains, there is an initial InterNIC registration fee of \$70.00 for the first two years. Design Tank will automatically pay this fee as well as all annual renewal fees of \$35.00 to the InterNIC on your behalf while your Design Tank account is active and current. These fees will appear on your billing statement unless prior arrangements are made with us.

Transferring Domain from Another Provider to Ours

If you already have an account with another provider, and wish to switch, we'll guide you through the domain modification procedure and submit a transfer request to the InterNIC for you. Since your account is active right away, moving your Website does not involve any downtime.

4. Masthead Graphic

- Company Logo incorporated in the masthead graphic? If so, please enclose a color copy.
- Unique Selling Proposition
- Photo or drawing of product?
- Typeface preference _____
- Preferred colors in palette (PMS colors?) _____
- Other ideas _____

5. Background Color or Texture

Often, no texture at all is the best choice for readability.

- Preferred background color _____
- Preferred background texture _____

6. Basic Page Elements

- Page titles which show at top of Web browser:
- Top-of-page graphic based on the design of the masthead graphic
- Standard company ID near bottom of page
- E-mail response link to the following E-mail address: _____
- Size of normal text type _____
- Tables: Preformatted tables (for text-only browsers), Netscape compatible, Both
- Internal navigation by Jump Links (text) or Image or Other Map and jump links
- Updated date stamp

7. Finishing Touches

- Horizontal rules or Colored Lines compatible with color scheme
- Colored 3-D balls, checkmarks, or _____ on Index page
- "New" or "updated" logos
- May I include a link at the bottom of the welcome page which reads "Website Designed by Design Tank"
- Other _____

8. Photos and Graphics

You must sign a statement that you own or have permission to use any photos or graphics you send us.

- Clipart
- Photos which are scanned in
- Clickable thumbnail images which link to full size pictures on their own pages
- Type of images to use: GIF (accessible to all) or JPEG (loads faster)
- Transparent edges of images to make it appear to "float" on the page background.
- Sound, Animation, Video clips
- Other

9. Forms

- Guestbooks for visitors to record comments
- Requests for information
- Surveys of customer preferences
- On-line order forms
- Order forms which can be printed out and mailed or faxed
- Special CGI script programming needed (extra charge)
- Other

10. Uploading and Testing Pages

Internet Service Provider Name _____

FTP address _____

Telnet address _____

Username _____

Password _____

Phone: _____

E-mail address for support or help _____

11. Registering and Advertising Your Website

Ideas on how to attract visitors to your Website::

- Advertising your Website to Web search engines that index the Web
- Giving customers a good reason to come by offering them something
- Finding industry-wide linking pages and negotiating reciprocal links to and from their Web pages.
- Purchasing Web advertising
- Becoming active in several of the thousands of Internet news groups and mailing lists
- 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, stationery, and display advertising

- Information about number of visitors to your Website can be obtained from statistics generated daily by a program on the host computer.
- Key words which people might use to find your product or service
- A 25-word (200 character) sentence or two describing your Website using as many key words as possible in a "readable" sentence.

- Submission of your information to Web search engines to "register" your Website after final payment is received.

12. Maintenance and Updating

- Package prices include an average of five minutes per month per page, or about one hour per year per page.
- Price changes, product changes
- Target Date for final payment to be made and your Website to be advertised: _____

On behalf of my organization I approve the above plan which I have developed with Design Tank to construct a Website, and I authorize Design Tank to use this Website Planning Worksheet as the basis of the project.

Signature

_____ Date _____



Search Engine Registration

Search Engines

AltaVista (all languages)
Anzwers
Excite/NetFind/Magellan
GoTo
HotBot
InfoSeek
Lycos
Northern Light
PlanetSearch
SearchKing
WebCrawler
What-U-Seek
General Directories
Alpha Omega Cyberspace Guide
AmeraServe
Ampersand
CMG Networks Marketplace
ComFind
Cool Site of the Day
Galaxy
Info Links
InfoHiway
Infomak
InfoSpace
Jayde Online Directory
LinkMonster
LYComm Net Guide
MallPark
Nerd World Media
Net Happenings
NetSearch
NTG Cyber Mall
Official WWW Yellow Pages
PC Magazine Site Awards
PowerCrawler
ProFind
REX
Scrub The Web
SurfGopher
The YellowPages.com
What's New
WorldWide Plus WebSearcher
WWW Hunter
Yahoo!'s Picks of the Week

Africa/Middle East

Cyprus Complete Directory
Egyptian InfoCenter

Agriculture

AgFind.com
Agric. Search Site

Arts/Design/Fashion

Art Planet
ArtSearch
Fashion Navigator
FashionBiz.Com
Find Arts
Fine Art Guide
Fineart Forum Dir.
Internet ArtResources
Internet for the Fine Arts
WW Arts Resources

Australia/Asia

Asia Bus. Conn.
Asia Guide
Asia Online

AsianNet
Australian Business Connection
Australian Web Directory
Cowley Australia
Dynatek Infoworld
Hong Kong Search Engine
KINFO
Nihao Chinese Infoweb
NTT Directory
Parasearch
S.A.I.R.
Webwombat

Award/Review Sites

2Ask
Adze Cosmic Site of the Nite
Club Web Platinum 100
Computer Currents Links of the Week
Cool Bananas!
Cool Site of the Nite
Focus Best Marketing Site Award
Hot Rod Your Head
Netscape Guide by Yahoo!
Seven Wonders
The ASource
The Cowpie Awards
Windows Magazine HotSpot Page
Wow! Web Wonders

Automotive

All Things Automotive
Auto Links
CarPrices.Com Automotive Links
CARTimes Automotive Directory
MVDN
Red-Line

Community/Family

Cool Links List for Kids
Federal Web Locator
FeMiNa
Munisource
Yahooligans!

Computers & Internet

Afterpage
Applelinks.com
Computing Site
Cool Tool of The Day
CyberDB Search
Guide to Computer Vendors
help-site.com
HelpCrawler
Net Combat Gaming Resource
PC Webopaedia
Technology Info. Centre
The List
Video Games Online
Web Designer Directory
Web Reference
ZD Net Tech Locator

Construction

Builders Connection
Building Online
BuildNET

Food & Beverage

BeerNet

Gourmet Association
PastryWiz Food Search
The Webtender Index

Employment & Education

A Center for All Collegiate Information
CollegeNET
DM World Job Cntr.
Educational Resources Directory
Education World
EduROCK
Study Web
Studyabroad.com
TKM Educational Web Search

Europe

Aladin
Atlas - The Greek Index
AUSTRIA.INTERSEARCH.NET
Belgian Yellow Pgs
Ecila
EU What's New
Eule
European Yellow Internet
EuroSeek
FIREBALL
Germany Intersearch
Hellas On Business
Hot List
IDMNet.net
Iposer
Kolibri
Lycos DE
Lycos Sweden
Malta Network Resources
net guide Switzerland
NetLondon
Ozu
Polar Search
Punkt.se
Search Malta
SearchUK
SUNET's WWW Catalog
Swift Guide to Ireland
Swiss Search
Telefrance
UK Index
UK Local Pages
UK Yellow Web
UKcom
UKdirectory
Web Watch Belgium
WebScot
Yahoo! Deutschland
Yahoo! France
Yahoo! UK & Ireland
Yellowweb Europe

Finance/Accounting

AAAWorld Banks
Invest-o-rama
InvestorWEB
MoneySearch
Mortgage Mag
StreetEYE
Zagury Financial Directory

General Business

BizSearch

BizWiz!
BlackSeek
CANLink Dir.
Gold Links
GTE Superpages
InterBis
LEXICONN
LinkStar
Nihongo Yellow Pages
Pleiades Women's Business
Directory
PRONET
The WebWatchdog
Where2Go
Who Where? Companies
Woman Owned Workplace
Network
YelloWWWeb

Malls & Marketplaces

A Village Square
Anet Virtual Mall
Buy It Online
BuyCentral
BuyDirectory
Buyers Index
BuyOnWeb.Com
CyberXpress Mall
Market Suite
One World Plaza
Planet Shopping
Shoparoo
ShopInternet
Shoppers Only
The Public Eye
World Market Mall
World Shopping Dir.

Manufacturing/Industrial

CircuitOnline
Electronics Manufacturers On the
Net
IMED Explorer
Int'l Leather Ind. Dir.
MRO Explorer
Oil Link
Rapra.Net
Techspex
Textile Industry's Business Center
Textile Web
Thomas Register of Amer. Mfr's.

More General

Acclaim Search
CyberSpider
Frequent Finders
JumpCity
LinkMaster
Matilda/AAA Announce
MLDirectory
QuestFinder
Resource-One
SA
The Net1
The Rail
WebDirect!
WebVenture Hotlist
What's New Too!
Yahoo
ZenSearch

Music/Entertainment

Cool Music Site of the Week
Dream Music
Harmony Music List
Hollywood Access Directory
Midi.net Music Resources
Ragtime Music Links
Special Interest Video Marketplace

North & South America

@LA
Alcanseek
Best New York Websites
Canada WorkInfoNet
Canadian Women's Business
Network
CANdirectory
Central Index of Canadian WWW
Servers
Chicago Business Network
CitySurf
D.C. Registry
Find it in Florida!
Gateway To Latin America
Go-Indy!
Great Lakes Commerce Network
Greater Hampton Roads
Latin World
Les Pointeurs de FrancoMédia
MexSearch Yellow Pages
New York State Internet Directory
Northern Ohio Sites Online
O.S.A.I.C.
OKCommerce
Online Canada
Ontario On Line
Search Richmond
The Gulf Coast Web Connection
The Midwest Web Connection
VanLink
Western Maryland Online
Yahoo! Canada

Personal Only

E-mail/Homepage Whitepages
Four11
Housernet
Internet Address Finder
Search! Personal Pages!
Sherlock Homes
The Meeting Place
The Student Homepage Directory
White Net Pages
Who Where?
World Wide Profile Registry

Publishing/Media

AJR News Link Site of the Week
BRS Radio Directory
E-Zines Database
The Dealmakers
Video and Film Professionals

Real Estate

Home-Market Agent to Agent
IRED
Land.Net
MortgagelInfo
Viva
WebEstate
World Wide Realty Directory

Religion/Spirituality

Christian Community Network -
Omnilist
Christian Resource Index
Churches dot Net
ChurchSurf
CrossSearch
Goshen
Hareshima
Our Church.Com

Science & Medicine

Achoo Healthcare Dir.
Clinician's Yellow Pgs
Cool Medical Site of the Wk.
Dental Internet Resources
Drug InfoNet
Health On Net Foundation
HealthAtoZ
HealthCare Marketplace
HospitalWeb
InfoMedical
Internet Health Library
Med Help
Med-Spec
MEDMarket Healthcare Mfrg.
Industry Index
Multimedia Medical Reference
Library
Passport to Health Directory
SearchMed.Com
The Exploratorium's Ten Cool Sites
Who's Who in Mental Health

Small Business

Int'l Small Bus. Consort.
Small/Home Based Business Links

Specialty Business

Audio World Online
Aviation Industry Resource
FindLaw
HomePoint
Insur. Adjusters Resource Cntr.
lyachts
Online Marketers Resource Locator
The Aviation Directory
The International Consultants
Yellow Pages
The Transportation Pg.
Thread Heads

Sporting/Outdoors

Amer. Sports Headquarters
CyberRider Cycling
FitnessLink
GolfSearch
GolfWeb
LargemouthBass.Com
Outdoor Resources Online
RacingPR
Search Sport
Ski-Central
SportFind
Sporting Adventures Launchpad
SPORTQuest
TennisLinks.com
tennisNET
The Internet Soccer Index
WeightsNet

Travel/Leisure

Accommodation Search Engine
Coolest Travel Site of the Week
Curioscape
Fish Link Central
GambleSearch
Gambling.Com
Hotel & Travel Dir.
I-Net Travel Exchange
Outdoor Sports and Travel
PetStation
RailServe
The Woodworking Catalog
Travel Accomodation Directory
TravelHub
Travelmag Webwide
USA CityLink

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