

# Checklist for Client Website Planning – Short Form

## Preliminary Steps

- \_\_\_ Share with Wordpix the web addresses of **sample websites** that display features you might like for your website's: color scheme, menu, picture style, font style, layout, etc.
  - \_\_\_ Share with Wordpix any **special requirements you have** regarding: colors, pictures, designs, overall look – and the theme – of your site
  - \_\_\_ Organize your website's **main headings and pages**. Example:  
HOME | ABOUT US | PRODUCTS | SERVICES | CONTACT US
  - \_\_\_ Add **sub-headings and topics** to the main headings. Example:  
ABOUT US: Possible sub-topics: Our Staff, Our History, Our Mission
  - \_\_\_ Provide **graphics** to Wordpix: Your logo and any special photos or graphics that you want included on your website, **with notes** about where you want them to go.
  - \_\_\_ Email your **written content** for the headings/pages identified above to Wordpix.
  - \_\_\_ Provide the **required deposit** for services (and any outstanding invoices) to Wordpix.
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## Selling Through Your Website?

Wordpix can assist you in getting setup as an online credit card merchant. You must:

- A. Apply for a credit card "Merchant account" and a "Payment Gateway account"
  - Application fees around \$100 (one-time cost)
  - Wordpix product database development fees run from \$500 to \$2,500, depending upon the volume of products, pictures and client requirements (one-time cost).
  - About \$30/month in bank and basic administrative fees and discounts charged by your credit card processing company (monthly cost)
  - The client must provide Wordpix with the descriptions, prices, shipping costs and photos for all products to be sold over the website.
  - Your Payment Gateway account login will be required by Wordpix in order to integrate your online shopping cart with the account.
- B. If you intend to offer payment by PayPal:
  - Apply for and set up your PayPal Seller account.
  - Your PayPal login information may be required by Wordpix.
  - Costs: Typically \$250 to \$500 to develop the website product catalog and integrate the products with your PayPal account
- C. To sell over your website without the expense and development of a shopping cart system (described in A), Wordpix can setup a Store page containing your products and links to a buy page at Amazon.com. You'll need to setup an Affiliate account at Amazon.com and provide your login details to Wordpix.

## Wordpix Solutions

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