

## Getting Started for Web Site

You may print this form and mail back to Webscapes Designs.  
(this form is geared toward horses, but please substitute your type of animal, such as dogs, cattle, etc.)

**Title of your Site** \_\_\_\_\_

Does Not have to be the name of your business/farm

**Name of your Business or Farm** \_\_\_\_\_

**Do you have a Domain Name?** \_\_\_\_\_

Where did you register your domain name? Ex. Network Solutions? \_\_\_\_\_

( I will need the location of your domain, and also user and passwords)

User ID \_\_\_\_\_ Password \_\_\_\_\_

**If you don't have a Domain Name what are your choices you'd like to have?**

**What email address do you want to go with your domain name? (Just choose the prefix part)**

(You may list up to 5) ex. [sales@mywesternstore.com](mailto:sales@mywesternstore.com), or [joe@flyingaranch.com](mailto:joe@flyingaranch.com),

[info@myranch.com](mailto:info@myranch.com), \_\_\_\_\_

**Your Name/Names (that you want listed on the site)** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone (list all that you want to show)** \_\_\_\_\_

**Fax** \_\_\_\_\_ **Cell** \_\_\_\_\_

**Email address (current)** \_\_\_\_\_

(This is where all of your new email will come to, so I need your **main** email address. If you change this email, I can make a small adjustment to have your site email forwarded. That way you only need to give out the one email address that comes with your domain. Ex. [john@mywesternstore.com](mailto:john@mywesternstore.com) will really be going to [john@att.net](mailto:john@att.net) (It looks more professional)

**What pages do you want? Here is a list of some of the pages you might want. Circle the ones you'd like to have.**  
(Please use extra paper if you have lengthy descriptions.) These are pertaining mainly to the horse business, but you can substitute the pages for what item you are selling such as Dogs for Sale, etc.

1. Welcome ( <i>included</i> )	2. About Us
3. Our Stallions	4. Our Mares
5. Our Foals	6. Show Horses
7. Our Services-boarding, training, etc.	8. Horses for Sale
9. Links ( <i>included - to list other sites/webring, etc.</i> )	10. Items for Sale, (tack, etc.) or Pups for Sale
11. Board or Stallion Agreement	12. Any other page you might like

(If you want, use your own paper to type out the descriptions for each page if it is easier for you.)

**Welcome Page/The first opening page** \_\_\_\_\_ **This is what I'll use on the first page to describe your farm.**

(Write the text for your Welcome page. Please include **major keywords** and **descriptions** on this first page. That means words and phrases that people will type in a search on the Internet when trying to find your site. Ex. Quarter Horses, show horses, paint horses for sale, horse grooming products, etc.

Try including as many **keywords** that you can. If you need help on this, let me know.) Tell a little about your farm, location, any outstanding bloodlines, champions, etc. can also be an attention grabber on this page. Don't worry about making this page too formal. Remember, the key words for the search engines are very crucial here. A picture of your farm, would look nice on this page.

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**About Us** \_\_\_\_\_ (describe yourselves, family, achievements, shows won, etc.) Pictures for this page would be good.

**Stallion** \_\_\_\_\_ (write all info you want included) Please list each stallion separately on additional page.

Name of Stallion	Description of your horse:
Reg. #	
Date of Birth	
Color	
Breed	
Breeding Fee	
Shipped Semen?	
Mare Care	
Booking Fees	

<b>Sire:</b>			
<b>Mare:</b>			

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**Mares** \_\_\_\_\_ (write all info you want included)

Name of Mare	Description of your horse
Reg. #	
Date of Birth	
Color	
Breed	
Bred?	

<b>Sire:</b>			
<b>Mare:</b>			

**Weanlings/Yearlings, etc.** \_\_\_\_\_ (list all info)

Name of Horse	Description of Horse
Date of Birth	
Color	
Breed	

<b>Sire:</b>			
<b>Mare:</b>			

**Show Horses** (their accomplishments/winnings, etc.) \_\_\_\_\_  
 (list all info)

**Horses for Sale** \_\_\_\_\_ (list each horse's registered name, (if registered, association), age, mare/gelding/stallion, color, price, and any other info about the horse) (also send pedigree if you want to include that)

Name of Horse	Description of Horse
Breed	
Reg. #	
Date of Birth	
Color	
Sale Price	

<b>Sire:</b>			
<b>Mare:</b>			

**Our Services we offer** \_\_\_\_\_  
 (Training, boarding, showing, lessons, services/products) Give prices if you want to include them.  
 EX. Boarding Fees \_\_\_\_\_  
 Training Fees \_\_\_\_\_

**Shopping Cart (online store)** \_\_\_\_\_  
**What kind of items? (List them on the Shopping Cart Product Listing Page)**  
 (Write this on a separate page.)

**Do you have Pay Pal set up for your clients to make payments, deposits, etc using their credit card? If you need this service, you can sign up at <http://www.paypal.com> For more information about Paypal, email me.**  
 I will need your email address you use to sign in with and your password. I'll make the code to add the PayPal button to your site. This is a very secure way to get money from your clients and the fastest. (you can email or call me with personal information to set up this account.)

**Pay Pal** \_\_\_\_\_

Email address used to login with \_\_\_\_\_

Password \_\_\_\_\_

**Links Page** \_\_\_\_\_ (this page is included in your site at no extra charge)

Make a list of all places you would like to list on your site, such as horse associations, other farms, or anything that you can think of. If you know the link please provide that. (The more links you have, the more you will be found. Even list your competitors. Ask other places if they will list your site also, and let me know and I'll link to them. I do this once the site is completed, but make your list now.)

EX. American Quarter Horse Association <http://www.aqha.com> Farms/other breeders. Any good links you know of. Please provide me with the complete url link. Go to the site and copy the exact link.

- 1.
- 2.
- 3.
- 4.
- 5.

(You can make the list as many as you want)

**Other Pages You May Want:** \_\_\_\_\_

**Do you need a logo made? Do you have a logo already that you want to use?** \_\_\_\_\_

(What name do you want?) Let me know if there are any special colors you want to use in your logo.

**Do you want a Guest Book?** \_\_\_\_\_

**Any colors or backgrounds you prefer?** \_\_\_\_\_

(Fancy, Traditional, Rustic, Western, English Hunt Look,), \_\_\_\_\_

Dark colors/Light colors \_\_\_\_\_

(If undecided, I will choose something nice for you)

**Music?** \_\_\_\_\_

What type? \_\_\_\_\_

Singers? \_\_\_\_\_

Song Titles? \_\_\_\_\_

**Special Effects?** \_\_\_\_\_

These are just added touches to make your site look a little different)

**Moving Water (with your picture)** \_\_\_\_\_

<http://www.shadyoakhorsefarm.com>

**Page Effects, such as a screen opening such as a circle, sliding, etc.** \_\_\_\_\_

<http://www.paintedquarerridge.com>

**Having a picture slide show on a page?** \_\_\_\_\_

Ex. Several different pictures fading in and out of one picture.

<http://www.ramblinroseranch.com/nurseryandsales.htm> /

**Scrolling Text across a page?** \_\_\_\_\_ **Free Option**

Ex. Grand Opening, or New Foals Arriving, etc.

List your text here for the scrolling marquee \_\_\_\_\_

**Video Clips** \_\_\_\_\_

(you will need to email the video clip to me)

**Any other special requests?**

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Many of the examples can be found on the various sites I've designed.

They can be seen on <http://www.webscapesdesigns.com/clients.htm>

**Please send your photos (email or mail) that you want to use and be sure to label each one.**

(All mailed photos will be returned)

Some nice photos include: photos around the farm, aerial view, entrance, pastures, etc.

If you are taking photos of your horse, try to remember the background should be free from distracting items. Greenery, trees and fences are better to show off your horse.

**Print this page and mail, email, or fax back to me.**

**Lisa Armstrong  
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Salisbury, NC 28147**

[lisa@webscapesdesigns.com](mailto:lisa@webscapesdesigns.com)

**Phone 704-630-9595 fax 704-637-2502**

To begin the site please send: \$50.00 deposit and to buy your domain name, \$15.00 for a total of \$65.00

**Methods of Payment include:**

Personal Check, Money Order, Bank Check, Cashiers Check, or Credit Card using Pay Pal.

**Here is a link to make a deposit using Pay Pal:** <https://www.paypal.com/cgi-bin/webscr>