



Website Building Kit

Get your website up quickly!

1. Develop a clear deadline for yourself.
2. Use the checklist to make sure you have followed all of the necessary steps.
3. Follow the recommended timeline:
 - make sure you complete all of the forms within the recommended time frame
4. Don't delay! If you have trouble with your text or graphics, call us and we'll help you through!
5. Don't hesitate to call us for any reason. We're here to help you get online as quickly and easily as possible!

Remember! Complete your website within a month using our quick and easy Website Building Kit

***Choice Mall
800 - Fifth Avenue, Suite 101-123
Seattle, WA 98104
FAX: (800) 581-3648
PHONE: (800) 970-5999
EMAIL: support@choicemall.com***

Choose A Style For Your Website



PREMIUM STYLE

The premium style has proven to be our most effective style type!

- extremely clean layout.
- easily navigable interface.
- inviting, pleasant design.
- standard look that shoppers are used to!

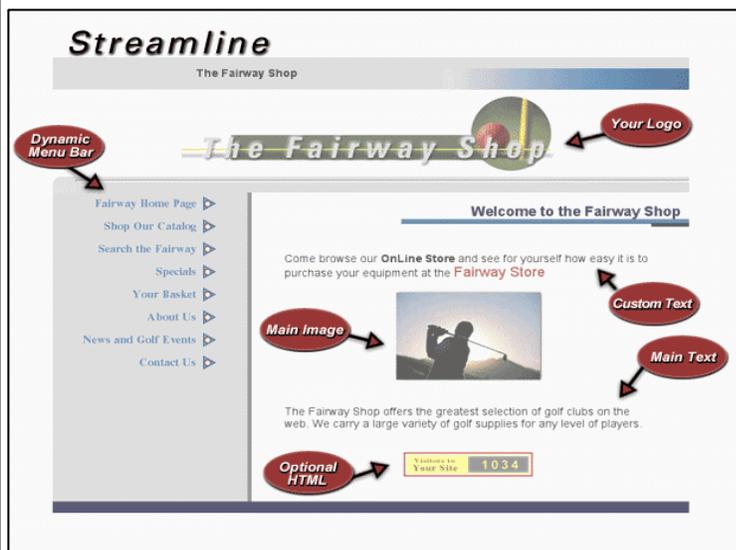
WATERMARK STYLE

The watermark style is very effective for service sites!



STREAMLINE STYLE

The streamline style is extremely effective for concept sites!



1



Choose A Style For Your Website (cont.)

Indicate your preferred style below and submit this page to Choice Mall!

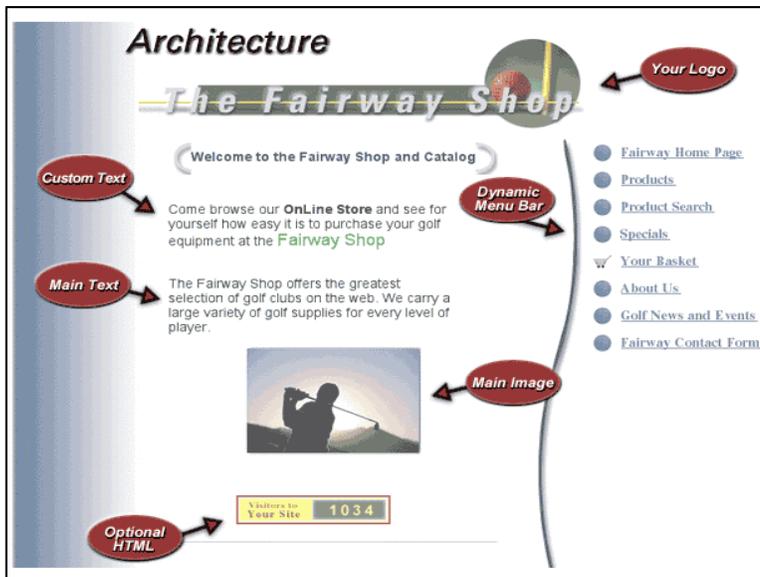


IMPRESSIONS STYLE

Shoppers find the impressions style comfortable, and easy to look at!

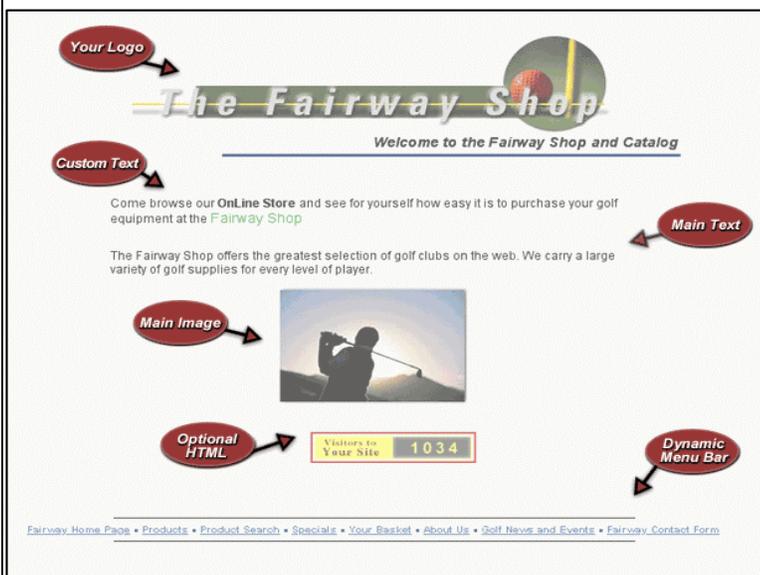
ARCHITECTURE STYLE

Architecture style definitely adds a touch of class!



WINDOW STYLE

Consumers are familiar with the window style!



Please indicate which of the style types you would like to use for your site: (i.e. Premium, Window, etc.)

Style:

Choose A Color Scheme For Your Website



Black



Brown



Dark Teal



Indigo



Orange



Green



Blue



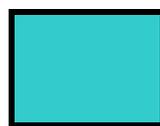
Dark Grey



Red



Lime Green



Aqua



Medium Grey



Pink



Violet



Light Blue



Light Grey



Gold



Yellow



Bright Green



Sky Blue



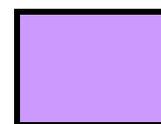
Rose



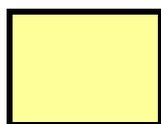
Tan



Light Turquoise



Lavender



Light Yellow



Light Green



Pale Blue



Stripped

Indicate the colors you would like for your website (i.e. Pale Blue or Tan, etc.)

Background:

Text:

Border/Sidebar:

Note: Typically most websites use black for the text, and a fairly light background, usually white. If you decide to use a dark background, you will probably want to use light grey text so it is visible.

Choose Font Sizes For Your Website

Use this page to help you choose font sizes for text on your website

This is font size 1

This is font size 2

This is font size 3

This is font size 4

This is font size 5

This is font size 6

This is font size 7

Font size 5 is considered to be a fairly large font size

Font size 2 is considered to be a fairly small font size

Indicate which default font size you would like for your website. The default font will be used throughout your website wherever you don't indicate that you would prefer another font size.

Default Font Size: _____

Complete The Content Forms For Your Site

Guidelines for properly using the website content forms

1. Content forms are available for every website style. If you choose the Premium style, the content forms are in this Kit. If you choose another style, like Window, you will need to download the content forms from the Choice Mall Office.
2. If you choose a non-Premium style, download the content forms at <http://mall.choicemall.com/office/tools/ls/AdditionalContentForms.pdf>
3. Do not write on the content forms or attach graphics to them! The content pages are intended to help you visualize the layout of your pages only.
4. On every content form, there are codes in each of the boxes for text and graphics (i.e. A1, C10, etc.). Create your using a word processing program such as Word™ or WordPerfect™, but clearly mark each body of text with the corresponding code from the content forms. We will use this code to determind the location of your text when building your page.
5. Clearly label your graphics with codes as well. Write the codes on the back of your graphics to avoid damaging them. Be sure not to make any marks on your graphics that are visible to the eye. Visible marks could destroy your graphics.
6. If you have any special instructions, write those on your text and graphics as well. For example, if you want a different font size or color than your default, make this clear. For graphics, if you want the image enlarged or shrunken, indicate this next to the code.
7. When you've finished all of your content forms, make sure to gather all of your text and graphics (which are now clearly labeled with codes) and put them in an envelope which you will later mail to Choice Mall. Before mailing, though, make sure you have completed your New Site Processing Form and Order Processing Form. Also use the checklist to make sure your site is totally complete!

You may also email your documents to support@choicemall.com.

Note: All text must be submitted in electronic format, on disk or via email.



CATEGORIES SHOP LOCAL STORE INDEX SEARCH

A1 Store Name

A2 Slogan

A3 Main photo or store logo

A4 Welcome message and store or site description

A5 Product Line Description

A6 Graphic for category 1

A7 Category Page 1 Title

A8 Category Page 1 Description

A10 Graphic for category 2

A9 Category Page 2 Title

A11 Category Page 2 Description

A12 Graphic for category 3

A13 Category Page 3 Title

A14 Category Page 3 Description

Please note that only the first two graphics per page are free.

Shopping Basket Store Home Next Email



CATEGORIES SHOP LOCAL STORE INDEX SEARCH

A1
Store Name

A15
Introduction to product category

A18
Graphic for product 1

A16
Product 1 Name

A17
Product 1 description and price

A20
Graphic for product 2

A19
Product 2 Name

A21
Product 2 description and price

A23
Graphic for product 3

A22
Product 3 Name

A24
Product 3 description and price

A26
Graphic for product 4

A25
Product 4 Name

A27
Product 4 description and price

A29
Graphic for product 5

A28
Product 5 Name

A29
Product 5 description and price

Please note that only the first two graphics per page are free.

Shopping Basket Store Home Next Email



CATEGORIES | SHOP LOCAL | STORE INDEX | SEARCH

A1
Store Name

A30
Introduction and service highlights

A31
Service 1 Name

A32
Graphic for service 1
A33
Service 1 Description

A34
Service 2 Name

A35
Graphic for service 2
A36
Service 2 Description

A37
Service 3 Name

A38
Graphic for service 3
A39
Service 3 Description

A40
Service 4 Name

A41
Graphic for service 3
A42
Service 4 Description

Please note that only the first two graphics per page are free.

Shopping Basket | Store Home | Next | Email



CATEGORIES SHOP LOCAL STORE INDEX SEARCH

A1
Store Name

A43
Call to Action (describe why a customer should take advantage of these specials today)

A45
Graphic for special product 1

A44
Special Product 1 Name

A46
Special product 1 description and sale price

A48
Graphic for special product 1

A47
Special Product 2 Name

A49
Special product 2 description and sale price

A51
Graphic for special product 1

A50
Special Product 3 Name

A52
Special product 3 description and sale price

A53
Additional Promotion / Detail

Please note that only the first two graphics per page are free.

Shopping Basket Store Home Next Email



CATEGORIES | SHOP LOCAL | STORE INDEX | SEARCH

A1
Store Name

A54
Commitment to Excellence

A55
Primary Means of Contact (usually list the address, phone number and an email address)

A56
Store Location(s)

A57
Directions

Please note that only the first two graphics per page are free.

Shopping Basket | Store Home | Next | Email



CATEGORIES | SHOP LOCAL | STORE INDEX | SEARCH

A1
Store Name

A59
Title

A60
Text with more information or special messages

A61
Photo

Please note that only the first two graphics per page are free.

[Shopping Basket](#) | [Store Home](#) | [Next](#) | [Email](#)



CATEGORIES	SHOP LOCAL	STORE INDEX	SEARCH
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A1

Store Name

A62

History of the company

A63

Guarantees

A64

List and describe staff

Please note that only the first two graphics per page are free.

Shopping Basket	Store Home	Next	Email
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ChoiceMall New Site Processing Form



This form must be completed in its entirety before any work will be started on your site. Call 1-800-970-5999 or email support@choicemall.com if you have any questions.

Personal Information (all fields mandatory)

Associate Number:	
First and Last Name:	
Phone Number:	
Fax Number:	
Email Address:	

Information Used to Locate and Categorize Your Site on Choice Mall

Name of Store: _____										
Web site Name: www.choicemall.com/ _____ <small>(You cannot use more than 15 characters nor can you use any special characters such as !, \$, %, or &); make sure that your web site name is representative of what you're selling.)</small>										
Web Site Description: (Choice Mall shoppers will see this before they see your store) _____ _____ _____ _____										
Keywords: (Choose words that you think Choice Mall shoppers will type when searching for products or services similar to yours) <small>DO NOT put the same word more than once.</small> _____ _____ _____										
Category Listings: Select a maximum of four Choice Mall categories and corresponding subcategories where your store will be listed. For a list of categories, please refer to page 15 of the Web Building Kit.										
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">Major Category</th> <th style="width: 50%; text-align: center;">Sub-Category</th> </tr> </thead> <tbody> <tr><td style="height: 20px;"> </td><td> </td></tr> </tbody> </table>	Major Category	Sub-Category								
Major Category	Sub-Category									
Regional Listing: Select the regional mall(s) that you would like your site to be listed in. Please note that the first region is free. Each additional region is \$10 per month. Choose one major category for each regional listing. A list of regions can be found on p.6 e.g. Detroit >> Books & Music _____ _____ _____										



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ChoiceMall New Site Processing Form (continued)

Personal Information

Associate Number:	_____
First and Last Name:	_____

Web Site Information and Design

Number of Pages Used to Build Web site:	_____
Total Number of Graphics Used on Web site:	_____

Web Design: Please refer to pages 2-5 of your Web Site building kit.

- 1** Web Site Style: _____
- 2** Font Size: _____
- 2** Background Color: _____
- 2** Text Color: _____
- 2** Border/Sidebar Color: _____

External Hyperlinks: If you are linking outside of ChoiceMall, please provide us with the name and address of the site(s). Maximum 3 hyperlinks and they must be informational only – not sales sites.

<u>Name of External Site</u>	<u>Web Address (URL)</u>	<u>Web Page # to Appear On</u>

Payment: I authorize ChoiceMall to bill this card for my monthly listing fees on the Mall once my site is activated. This also includes any regional mall charges.

Name on Card (please print)

Credit Card Number

Cardholder's Signature

Credit Card expiry date (MM/YY)

Date

Choice Mall Category and Subcategory Selection Form

Cat: Sub-Cat:	ARTS & ENTERTAINMENT Entertainment Meeting Place New Age The Arts Video Games	AUTO & TRANSPORTATION Aviation General Products Services	BOOKS & MUSIC Books Children Cookbooks General Guides Magazines Music Posters-Calendars Video	BUSINESS PARK Business to Business Environmental Equip Leasing Financial Center Industrial Legal Center Opportunities Printing Products Relocation Services Trucking Warehouse Wholesale Foods
Cat: Sub-Cat:	EDUCATION General Schooling Self-Help Teaching Aids	FASHION PLAZA Accessories Fragrance Jewelry Maternity Men's Apparel Personal Care-Cosmetics Women's Apparel	FOOD COURT Beverages Consumables Cookware General Restaurant-Shop Wholesale Foods	GIFTS BOUTIQUE Antiques Arts & Crafts Cigars Collectibles Consumables Flowers Games Gift Baskets Greeting Cards Novelty Unique Gifts
Cat: Sub-Cat:	HOME & FAMILY Emergency Plans Furniture Gardening General Housewares Improvements Interior Kitchen & Bath Organized Living Pets Plumbing Nutrition Religion Security Self Improvement Seniors Tools	KIDS CORNER Accessories Apparel Babies Education Information Music Tech Center Toys	MEDICAL & HEALTH Allergies Alternative Cosmetic Surgery General Health Products Information Insurance Nutrition Personal Professional Vitamins Weight Loss	PROFESSIONAL SERVICES Agriculture Computer Cosmetic Surgery Employment Financial General Services Home Insurance Insurance Adjusters Legal Medical Personal Services
Cat: Sub-Cat:	REAL ESTATE Agents Brokers Financial-Mortgage Property Services	SPORTS & FITNESS Apparel Baseball Basketball Biking Boating-Marina Camp-Hike Collectibles Equestrian Exercise Fishing Football Golf Hockey Hunting-Archery Information NASCAR Products Soccer Tennis Trampoline Water Sports	TECHNOLOGY HUB Computers Electronics General Internet Services Services Software Telephone Y2K	TRAVEL CENTER Agencies Cruise Packages Discounts General Vacation Resorts

Choice Mall Regional Selection Form

Choice Mall Regional Malls

Alabama

Birmingham
Montgomery

Alaska

Anchorage

Arizona

Phoenix

Arkansas

Little Rock

California

Fresno
Inland Empire
Los Angeles
Orange County
Sacramento
San Diego
San Francisco

Colorado

Denver
Colorado Springs

Connecticut

Hartford/Bridgeport

Delaware

Wilmington

Florida

Miami
Orlando
Tampa

Georgia

Atlanta

Hawaii

Kona
Honolulu
Maui

Idaho

Boise

Illinois

Chicago

Indiana

Indianapolis

Iowa

Des Moines

Kansas

Wichita

Kentucky

Louisville

Louisiana

New Orleans

Maryland

Baltimore

Massachusetts

Boston

Michigan

Detroit

Minnesota

Minneapolis/St. Paul

Mississippi

Jackson

Missouri

St. Louis
Kansas City

Montana

Billings

Maine

Portland

Nebraska

Omaha

Nevada

Las Vegas

New Hampshire

Manchester

New Jersey

New Jersey State

New Mexico

Albuquerque/Santa Fe

New York

Buffalo
New York City
Long Island

North Carolina

Charlotte
Raleigh

North Dakota

Bismark

Ohio

Cincinnati
Cleveland
Columbus
Dayton

Oklahoma

Oklahoma City
Tulsa

Oregon

Portland

Pennsylvania

Harrisburg
Philadelphia
Pittsburgh

Rhode Island

Providence

South Carolina

Columbia
Greenville/Spartanburg

South Dakota

Sioux Falls

Tennessee

Memphis
Nashville

Texas

Austin
Dallas/Ft. Worth
Houston
San Antonio

Utah

Salt Lake City

Vermont

Burlington

Virginia

Richmond
Norfolk

Washington

Seattle

Washington, DC

Washington, DC

West Virginia

Charleston

Wisconsin

Milwaukee/Madison

Wyoming

Cheyenne

5



Checklist

Your step-by-step guide to getting online quickly. We want to help you join our other Choice Mall merchants!



Stay on track and complete your site quickly.
The sooner you finish your site, the sooner you can start getting sales!

Timeline	Checklist	Steps
Day 1	<input type="checkbox"/>	Choose the style, color scheme, and font size for your website on the provided forms.
	<input type="checkbox"/>	Decide on a page layout for your site (Home, About Us, Contact, Product Catalog, Specials, etc.).
Day 1 - 3	<input type="checkbox"/>	Create the text for each page of your site and label with the codes from the content forms.
	<input type="checkbox"/>	Collect graphics and photographs for your site and label with the codes from the content forms.
Day 4	<input type="checkbox"/>	Look over all of your materials to make sure they are complete and you are satisfied.
Day 5	<input type="checkbox"/>	Make any additions or changes that you feel are necessary before sending in your materials.
	<input type="checkbox"/>	Complete Choice Mall New Site Processing Form.
	<input type="checkbox"/>	Complete Choice Mall Order Processing Form.
	<input type="checkbox"/>	Make a copy of your materials and mail package to Choice Mall! Make sure that you include your color scheme form, style form, content forms, new site processing form, and order processing form.

Call a CM rep if you're having trouble!

Choice Mall
800 5th Ave., Ste. 101-123
Seattle, WA 98104
FAX: (800) 581-3648
PHONE: (800) 970-5999

Day 23 - 30	<input type="checkbox"/>	A Choice Mall Representative will contact you to schedule an appointment to view your site.
	<input type="checkbox"/>	View site online, and quickly make note of any revisions that are necessary!
	<input type="checkbox"/>	Sketch out revisions and re-submit or simply call a Choice Mall Rep to make the final changes.

CONGRATULATIONS !