



YOUR PART IN THE WEB SITE BUILDING PROCESS

Experience has shown us that the best web sites are produced for the lowest cost when these guidelines are followed.

- **Use email.** Email is most effective method for communicating with us, particularly because it gives us both a written record. Please use it whenever possible. If it happens that we use the phone and email will be generated and sent to you (the client) for acceptance and billing adjustment if need be.
- **Be clear on what your goals are.** Let us know what you want from your web site. Your clarity is important. The greater your understanding of the web and your clarity of purpose for your business the better the site will come out.
- **Decide on content.** Decide what content you want to present on your web site. We will be in charge of designing the how and where - the formatting and layout.
- **Make Sure you Have a Call to Action:** When your site is attached to any type of business or organization it will be the call to action that will ultimately determine the site success. There are many books and a tremendous amount of information on a call to action but remember it is the clients responsibility to insure that one exists. "Click here now!" "Call today!" "Order here and Save" are examples of a call to action. Most are not so obvious but the most successful sites ALL have them on every page.
- **Graphics:** If you do not currently own your graphics we have two options please choose either when you submit your client estimate request form;

We acquire

- By allowing us to choose the graphic you understand that we will be billing hourly for this service, we will then send you the graphics choices and you will approve or disapprove and we will continue to create choices, this is an hourly process and dynamic so your bill will be reflective of this process. Your estimate will include our best guess based on your criteria. If we go over this hourly you will be sent a website project change order with additional cost estimate for approval and signature.

You acquire

- When you integrate yourself into the process we will guide you to stock graphic sources, help you open an account and create a light box. You will then be able to sort through thousands of filtered and available graphics, load them into your light box for us to see. We will then go into the light box and purchase through your account the choices that you have selected. This is the best method as it saves time money and keeps you in the creative process. YOU also must own your own artwork for legal reasons so you are now covered. This is included in the estimate.
- **Deliver content to us in an organized and timely manner.** Text should be finalized, proofread and ready for publication. Graphics should be named carefully and sent in an orderly way. All content must be sent in the dates required by your contract. If you cannot deliver content it will hold up the process of the site and the delivery will be delayed. Your delivery delay could vary based on the workload and schedule of the sites being produced so a one day delay can push back delivery of the site as much as two weeks.
- **Offer clear, helpful feedback to design drafts.** Remember that the process consists of 2 rounds of revisions.



- **Time Frame**

What is your time frame for producing and launching the site? Remember any submissions that are your responsibility and not delivered on time will push your scheduled release date back.

- **Search Engine Placement**

Your delivered content must include the Search Engine key words in order to support you SEO. *The search engine packages are sold separately and will include a monthly charge adjusted to the level of package chosen.* What will be included will be the set up and organization of SEO, this will require additional programming but we do not build sites without including this.

- **Marketing Budget**

All businesses require advertising and marketing especially website. When creating your business plan make sure that you have a budget set aside for the first 180 plus days in order to get your site up and going. Get ready to use your contacts and mailing list, as they are one of your most important assets. These are the people that are closest to you it may be that they can offer the most clear and useful feedback ASAP without frustration or judgment, ask them for this feedback.

- **Other Considerations**

Please tell us anything else we need to know about the planned web site.

- **Leave it to us to produce a professional product.** Be flexible and aware that time is limited, and leave the responsibility of producing professional results primarily in our hands.

Client _____ Date _____

Signature _____