Planning

a WEBSITE

25 YEARS

Building a Website that meets the Goals You Want!

a. [cre·ate]
To bring into existence

We receive a lot of calls starting off with, *"Our company needs a website and we're wondering what you charge. Just a ball-park figure is all we need. We won't hold you to it".*

Putting it in Prospective

Pricing a website is similar to buying a car. Imagine for example, going to a car dealership and asking them, "how much does a Pickup Truck cost? A ballpark number. I won't hold you to it." They would say, "well that depends on the size of Pickup you choose, 1/2 ton, 3/4 ton, what type of transmission and engine you need, 4 wheel drive or standard, are you going to pull a trailer, do you need heavy duty suspension" and so on.

Then it would continue with the type of other extras you may want. Leather vs fabric seats, stereo system, power windows & seats, tires & rims, security system and so on. You get the picture.

All of these choices add to the price of the truck. This analogy is very similar to how web development works.

Just like the time and money you would invest when choosing the type of Pickup you will need, those same types of decisions you make concerning your website will affect the time it takes to build, skill set to produce and the final cost. In web design, the elements range from what level of visual sophistication you want, to the type of programs & features you require. There are many variables and some can be complex. But all these choices will affect the cost of your project. The more choices or features you want, the more your project will cost.
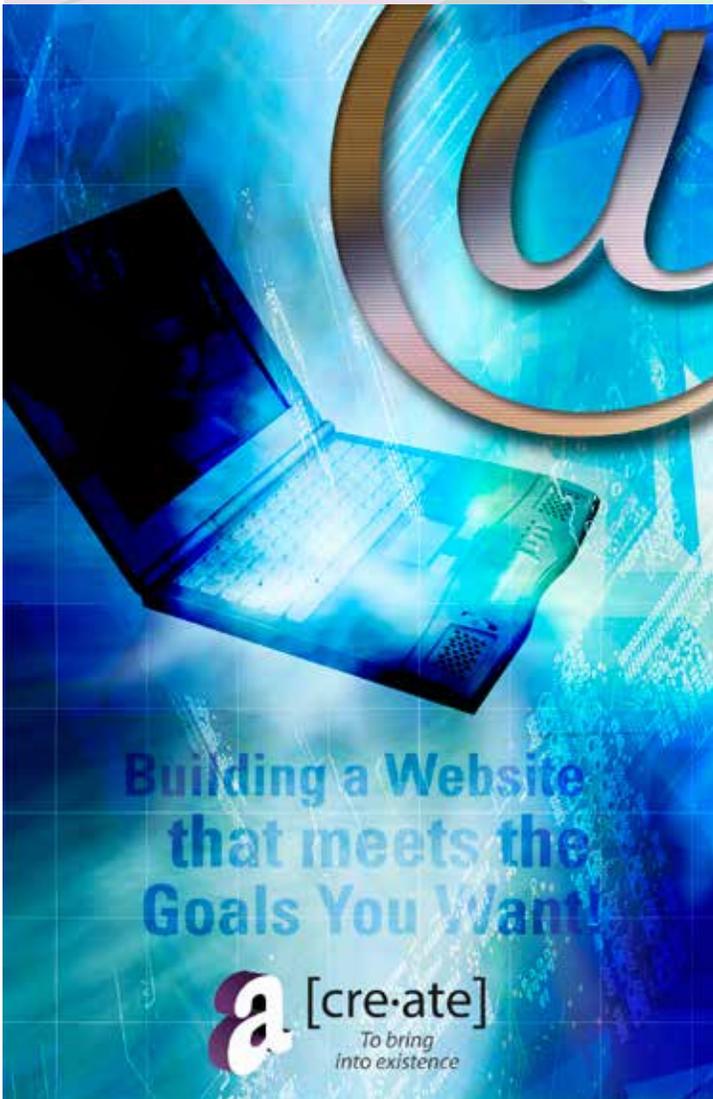
Consider This

Some information is better delivered live—meaning—with streaming video. Video is produced to capture an emotional response, show them the logic and then change their decision process. Professional Video is very powerful.

Internet traffic is estimated to grow an astounding 46% by 2016 and the driving factor will be VIDEO.

Print media is more appropriate for reference or sales information, while websites present all the details.

Websites are an organic wellspring of detailed information.

WEBSITE
WORKSHEET

You'll need to do this no matter what designer you choose.

1) What does your website have to accomplish?

2) What amount of traffic do you anticipate?

3) Have you already chosen a designated person that will be the liaison between you and the designer during the planning & production process.

4) Make a fairly comprehensive bullet point list of everything you think you need or want on your site. This list should be an overall outline of what the content is *(of all the pages)* and what you want on those pages. *(i.e.)* About us, FAQ, shopping cart, specials, product line, schedule of events, contact us and so. Then underneath each bullet point, make some clarifying notes describing what that means and does it include photos, coupons, forms or whatever.

5) List the type of elements you want on your website? Elements like, the menu style you'd like. Simple or complex, like a "Flyout menu". *(you probably can't think of everything here, but give us an idea).* Is there going to be streaming video, or maybe just some audio bites. Will there be any forms to fill out and submit. Do you want Flash animations, Flash Ads, an online catalog, pictures showing products or services, maps, just to mention a few.

6) Is the site going to be static or dynamic. In other words, do you need the site to serve as a "brochure" or informational website only, or will you need a more interactive design? If interactive, you'll need to elaborate here and describe what you mean.

7) Will your website be database-driven. *(dynamic)* This would also include a "search" feature if you want that.

8) Do you want all the bells and whistles of the larger more well-funded websites? If yes, provide some links to these sites to show examples if you can?

9) Do you already have some of the basics in place? For instance, is your logo designed *(if not we can help you with that also)*, domain name purchased and secured. Have you already hammered out the finished copy for all your pages *(or pretty much got a real good start)*, gathered, picked and organized any photos you want to use, acquired affiliate logos if that applies, any legal documents or privacy rights issues that have to be posted and so on.

10) What is your due date? *(the date you want to go live)* Is there a true dead drop date or is it flexible?

11) What is your budget for the website? This is an important question. After we review your outline, we can quickly assertain whether your budget is adequately funded for such a project. Using our "Pickup" example, there's no sense wasting your time and the designers time looking, describing, kicking some tires and then having a quote written up for say a $20,000 website with all the extras you want, when you have $5,000 to spend. A good Design Firm will not take advantage of you being candid about your budget. You can quickly cut to the chase and determine whether what you outline above is feasible OR there may be additional funds in your budget for additional features.

Summary

The cost for a website is determined mostly by what you can afford to spend. The complexity, size, and what the site needs to do, plays an important role as well as the level of expertise and experience of the design team to accomplish it.

Generally speaking, the more you spend on your website, the more website you will get for your money. An obvious statement but it needs to be said.

Another component that is as important as price is—the service—you'll receive. What's the point of getting a discounted or cheap website quote and then the service is poor or non-existent. For instance: you can never get a human being on the phone, several days for them to answer emails and they don't listen to your comments.

Additionally as important, beyond the scope of this article, addresses the promotion and marketing of your site. The best website in the world isn't likely to be successful if no one knows about it. Be sure to include additional costs associated with the marketing of your website such as, all your colateral materials, printed pieces, brochures, mailing campaigns, radio spots and certainly SEO. We include SEO in all our website quotes.

The outline tool on page 2 will be very helpful to you in your preliminary planning and searching out a good DESIGN Company to give you a professional web presence. If at any time while answering these questions you need further help, please call us and we'll do our best to advise you.

Whether your a new startup, a small or medium size company, we are your DESIGN Company.

Our Specialty

Our company designs beautiful static websites. We <u>do not</u> design dynamic *(database driven)* websites or sites that need shopping carts.

However, if you need a professional website with gorgeous graphics, Professional Video or Photography, outstanding slideshows and information content that is easy to navigate and downloads fast....we are your DESIGN Company.

Once you've thought out your plan and made your own outline that we described on page 2, email us your outline and we'll go over it with you and possibly see some gaps and polish it further. Then we can submit a firm, detailed quote to you.

We hope you choose us as your "Full Service DESIGN Company" in your final decision. You'll find that our customer service and attention to details is superb. Every job is important to us and your's will be no different.