

Websites by Val Heritage

I've put together a list of what I will need to make a website.

This is also a rough timeline of how most sites progress. Call or email me anytime with questions.

You can send all this info in an email or attach in word format.

1. Before I can give you a quote, I need an idea of how big the site is. Please give me an outline of all the pages in the site. This should show each main menu item and any sub pages. Not every page has to be in one of these categories.

Let me know if you'd like an example. Also:

- . Do I need to make you a logo, or use an existing one?
- . What is the purpose of the site?
- . Who is the target audience?

-----I will send you a detailed quote here-----

We can add to the site later, or do other graphics work, hourly or with another quote.

2. Domain and Hosting. If you don't have an existing website you will need to register your domain name as soon as you can (<http://www.yourdomain.com>). Hosting, or renting space on a webserver, can be done closer to "launch date." I prefer my clients register for both domain registration and hosting, this way they can have their own passwords and I don't have to charge monthly.

I can walk you through it. Its easiest if you register your domain where you plan to host:

- . <http://www.interwrx.com> -
 - . This is a popular local company. It might help get a little more search engine traffic.
 - . Domains are around \$35 a year
 - . Hosting is around \$25 a month
- . <http://www.godaddy.com> -
 - . This is good hosting too. Good customer support. I like the value.
 - . Domains are around \$9 a year
 - . Hosting is around \$4 a month

Examples of work: <http://www.valdesign.net>

call - 928.231.1659
email - val@peckswb.com

3. Design Direction. Give me a clue to what your tastes are. Do you favor minimal design? Have a color scheme in mind? Give me or send me existing literature if you want me to match fonts and style. I find a good way to learn about what you like is to see examples of your favorite sites. Sites can be in your field or not. Send me links to at least 5 sites and a reason why you like them. Any sites you don't like might be helpful too.

4. Send me any initial content you have prepared. This doesn't have to be finalized. Normally a homepage is made and then other pages. Its nice to have some content (with photos) to start with.

5. While I am working on the design, you can be finalizing the content for the whole site.

-----I will put 1-4 designs on my development server for you to look at-----

I'll show them to you so you can give me feedback.

6. When we decide on the design, I'll build the whole site.

7. Most companies want traffic from search engines like google and yahoo. Nowadays search engines mostly use the text of the website, so content is good. A site just full of photos will not get as much attention as a site with a lot of text about the pictures.

Other then text, I need to put some hidden information in each page. I can give you examples and help you with these if you need it. Please send:

- . **Keywords:** words you would use to search for your website. Single words and word combinations. No more then 1,000 characters.
- . **Description:** once a search engine gets your page, it needs a description to display with the link. Keep this to a sentence or two.
- . **Titles:** do you have any preferences for how your pages are titled?

That's it, you'll be online...

Examples of work: <http://www.valdesign.net>