

WEBSITES

Creating a website involves different kinds of software that don't necessarily work well together. To maintain reasonable website development costs, we try to eliminate repetitious steps that add to development time – and to your overall expense. The following schedule will help keep costs down.

#1 RESEARCHING WHAT YOU LIKE ...



Surf. Look at four (or more) sites to see what you like. Ignore content ... don't pay *any* attention to text. These sites don't even have to be pages related to your field of expertise. Just imagine your name on the site. Like it? Note the URL! (We won't 'copy' it, but it helps define your tastes).

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

others:

Who is your **audience** for the website? What is your **purpose**?

Audience _____

Purpose _____

Mail or e-mail company **identity** items ...

_____logos (electronic if you have them)

_____marketing materials

_____business cards

_____letterhead, etc.

We want to create a website that blends with your identity.

Mail and/or e-mail **clip art and photos** you've used that you think work for you (in marketing materials, hand-outs ...)

Other notes & comments:

Fax this and any additional notes you may have to 630-668-4404.



#2 REGISTER YOUR DOMAIN NAME

Forward login id and password to debmanning@bigplanet.com. Also record this information in a very safe place - you will need it sometime!

Login id _____ Password _____

Hosting service's URL _____

#3 NEXT STEPS

Outline your site. Pick 3-9 topics that you would like to have as pages on your site (navigation bar).

- | | |
|-------------------------------------|----------|
| 1. <u>Home</u> _____ | 4. _____ |
| 2. <u>Contact information</u> _____ | 5. _____ |
| 3. _____ | 6. _____ |

ALSO...

Think meta-tags! These are keywords for search engines. Write down 50 (or less) 2-3 word phrases (keywords) applicable to your site. Check your competition's keywords. Also, create a description metatag - a short phrase describing your business (see the descriptions listed under titles in your favorite search engine).

Think about page design. If you have ideas, sketch them. Or write and e-mail your ideas ... whatever is easiest for you. All input is welcome!

Prepare text in word-processing program. Use keywords often (repetition is very, very good!).

Before writing text, consider META-TAGS. Then, instead of NOT repeating words – as you were taught – think of ways to USE - AND RE-USE - metatags in your webpages.

WHAT TO EXPECT DURING THE DESIGN PROCESS

First ... a "look!"*

... First, you will see a graphic representing your page. The graphic will not contain links, roll-overs, animations, or even html text.

Then, specifics ...

Once you sign off on the graphic look of the site, links, roll-overs, animations and text follow.

Followed by pages ...

Expect the home page to differ from other pages. Generally, the home page will be designed first, followed by a single linked page. Once the linked page is approved, other pages generally don't take long to follow.