

## Web Site Starter Worksheet

### Getting Started

1. Pick a domain address ([www.whatismyname.com](http://www.whatismyname.com)) and server host.  
Should be something simple and relevant to your business.
  - a. A domain address can usually be leased for around \$10 annually or for a few dollars you can rent server space (where your site is kept) and get the domain for free.
  - b. A suggestion for company's who provide this service.
    - i. [www.hostmonster.com](http://www.hostmonster.com)
    - ii. [www.godaddy.com](http://www.godaddy.com)
    - iii. [www.anhosting.com](http://www.anhosting.com)
    - iv. Or your current internet provider
  - c. Decide on 5 names and a search can be done to check for availability.
    - i. \_\_\_\_\_
    - ii. \_\_\_\_\_
    - iii. \_\_\_\_\_
    - iv. \_\_\_\_\_
    - v. \_\_\_\_\_
2. Select A Layout Design.
  - a. Things to consider are:
    - i. Who is your target audience?
    - ii. How complex do you want the site to be?
    - iii. What is the purpose of the site?
    - iv. **Simple design** is usually always better. Keep in mind that most visitors will only spend as much time as they need to get the information that they are after.
    - v. Keep each page formatted so that the links are in the same location and pages flow smoothly. This keeps the visitor's interest and helps them to more quickly find what they are looking for.
    - vi. Avoid if at all possible, movies, music, or content not pertinent to your business.
3. Select The Content
  - a. What do you want to communicate?
  - b. What information is important to the growth of your business?
  - c. What graphics do you want to display?>
    - i. Staff photos
    - ii. Logo
    - iii. Business related photos
  - d. Content suggestions are:
    - i. Mission or what you are about
    - ii. Services provided
    - iii. Staff introductions

- iv. Contact information
  - v. Hours and directions
  - vi. Technical documentation
  - vii. Other?
4. What I need from you (can be e-mailed to me)
- a. A list of keywords pertinent to your business
  - b. Electronic version of your logo
  - c. Staff photos
  - d. Content language

What you can expect and the services that I provide.

- A flat rate quote for the entire project
- Initial page approval from you
- Build the site which will include:
  - All pages and content including graphics provided by you
  - Sitemap (to increase visibility with search engines)
  - QA of all pages and links
  - Page/content modifications desired by you
  - Site submission to all of the major search engines
- Once the site is near completion we will review again for final adjustments
- Upon final approval the site will go live and be available to the outside world
- A CD or DVD copy of the entire sites files will be provided.
- Also included is an optional basic service and support of the completed site for an annual fee of \$50

***Your satisfaction is guaranteed!***

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