



***Good web design involves meeting your objectives,
while keeping the most important person in mind -- the end user!***

Introduction

Web sites can be very effective communication and business tools, if done correctly. Content should drive the organization of the site to balance your needs with those of your target audience(s) -- form must follow function. A site that is well written, pleasing to the eye, easy to navigate, and downloads quickly will ensure a pleasant experience for your visitors and keep them coming back again and again.

This guide is designed to give you every opportunity to assist in making your site the best it can be. The development process is broken into three phrases -- conceptualization, implementation and maintenance.

Phase I: Conceptualization

Design and Finalize Site Plan

Designing the site plan involves determining the content (function), the presentation (page layout and graphics), and the navigation (flow) of the website.

Considerations guiding the content and style of the site include:

- The nature of your organization:

- Your target audience(s):

- Objectives for the site (what do you want people to do?):

- Primary message you wish to convey:



- Perception of your organization:

- Other sites you like and why you like them:

- Organization's colors or color scheme:

- Visual elements or styles that can be taken from existing marketing materials (images, fonts, etc.):

- Content that can be taken from existing materials or developed as needed:

- Basic structure of the content and organization of the site:



Select possible domain names

A concise and descriptive domain name enables potential visitors to locate your site easily, while building "brand" recognition.

A domain name consists of a name with a maximum of 26 characters and a web extension. Web extensions include com's, .org's, .edu's, and country-specific extensions. The extensions help signify the type of organization.

- .com -- For profit organization
- .org -- Non-profit organization
- .edu -- Educational organization

However, these naming conventions are not enforced and not necessarily adhered to. If the desired name is not available in one extension, another one can be used.

1. _____
2. _____
3. _____
4. _____
5. _____

The domain names will be researched for availability with Network Solutions, the registrar for Web addresses.



Phase II: Implementation

Develop the Content for the Site

A prototype of the site will be developed and tested before inclusion of the content.

Select all text and images to be included in the site. Existing marketing materials can be easily adapted for the Web. However, the content should be stream-lined and concise. Re-package it into bite-size chunks and let visitors use hyperlinks to "drill down" to the specific data they want. Remember, people come to web sites for information, not a marketing pitch.

Include the content into the site and test again. Get as much feedback from as many people as possible and make any necessary changes.

Choose Keywords and Description

Keywords and descriptions are used by potential visitors to find sites with information they are seeking.

1) A general description of the site and what you do. The description should be about 20-25 words or about 150-200 characters of text. Anything longer will be cut off in the middle of the sentence and will look less professional. This description is what the user will see in the search results when they search the internet for your site. The description should be used to provide a short but colorful description of your site that will entice searchers to click on your link instead of your competitor if they come up next to each other in the search results. Try to use only the keywords that you feel are the most important in you description.

2) A list of keywords. These are additional words that the search engine will use to index your site. You can put words in here that don't even appear on the site. To pick good keywords, put yourself in the shoes of your target audience and try to determine what keywords they are likely to use when looking for a site like yours. You can even use brand names or competitor names, if you want.

Publish the site

Upon completion and final approval of the site, transfer it to a web host's server for publication to the Web.



Phase III: Maintenance

Market the site

- Submit the URL to search engines on a monthly basis
- Include the URL on all marketing materials
- Establish reciprocal links on other sites

Update the site

A web site can easily turn into a "cobweb" if it is not updated. Make sure your site has timely information to keep visitors coming back to your site (newsletters, articles, calendars, etc.).



Pricing and Billing

Description	Vendor	Price
Web Site Design/Re-Design	web-genies, llp	\$125/page <ul style="list-style-type: none">• 50% of project fee due upon approval of site plan• 50% of project fee due upon inclusion of content and publication
Web Site Maintenance	web-genies, llp	\$60/hour – Sr. Web Site Designer \$30/hour – Jr. Web Site Designer
Web Site Hosting	Various	\$20+/month
Domain Name Registration	Various	\$70 (reserves the domain for the first 2 years; \$35/year after the 2 years expire)
Search Engine Submission	Various	\$60+/year
Site Monitoring (hits, etc.)	Various	\$25+/month