

THE A - B - C'S OF CREATING A WEBSITE

The ultimate goal is to create a dynamic and professional site at reasonable costs. A business will need a website budget which includes costs for consultation time, design and copywriting, web promotion, web hosting, and maintenance and updates. Additional website features such as 'shopping cart' development or database integration require additional time and fees.

The design goal is to communicate a company image, make an enjoyable experience for the visitor, and initiate return visits and increased interest in the site, and even generate revenue.

A. CONSULTATION AND INFORMATION

Consultation time is discussion time to determine a web site purpose, the target audience, and web features--all of which is necessary to layout the organizational structure of the site. After the consultation, gather all current company information, from brochures to business cards, from logos to photos. Write information to 'fill in' the missing areas. When all information is gathered, layout an organizational structure for the web site and provide to the design company. The more background work done at this stage will save time and money down the line.

B. WEB DESIGN

Web designers may use straight HTML (hypertext markup language) or web authoring software. Many programs are available: Microsoft FrontPage, Claris HomePage, NetObjects Fusion, Dreamweaver, Adobe GoLive. Some hosting sites also offer templates where you can have a 'cookie cutter' site up and running quickly. Other companies will charge to create a 'Content Management System' site. They do the framework and you do the updates. The upfront charge is hefty, and you will have the exact same look forever unless you pay them to make a complete change. The Peabody Group uses Microsoft FrontPage more often than any other program. It is a robust full featured program and other Microsoft products - Word, Excel, and PowerPoint - can easily be converted into html.

Web Page Design includes: page design and layout, text development and editing, logo scanning and optimization, clip art and/or graphic design and optimization, custom headers, custom navigation links and buttons to other pages, keywords and metatags (what search engines use to find your site). The Peabody Group offers a standard "Up to 8" package price which most businesses use to get started.

C. GRAPHICS

Depending on the needs for a web site, photos and/or logos need to be scanned. Adobe Photoshop is great for scanning artwork, Adobe Illustrator is ideal for creating original artwork, and Quark Express works for page layout. Adobe InDesign combines Photoshop and Illustrator. Design companies should know most of these programs.

D. INTERACTIVE ADD ONS

Database Development: If your database is transferable on a mutual program, time will be greatly reduced. Additional information about businesses may be included like e-mail addresses and web site addresses with links to each. Programming on a search page is necessary to query the database.

Audio/Video: Files can be from video tape, or audio tape. File conversion is priced per project.

Animated Gifs and JavaScript: Files can be created from scratch or with animation programs; to add floating windows, rollover effects, custom JavaScript is used.

Web Marketing Services: Track your ranking on the search engines and modify your site 'behind the scenes' to achieve better ranking. Servers offer web statistic reports for a minimal additional monthly cost.

Updating of text or graphics includes: Information changes or additions, special event announcements, additions to the database, banner programming for advertisement on site, and business promotions. Updates, both new and to current content, are part of the maintenance process.

Response Form includes 3 pages: 1- form design and programming, 2 - form confirmation, and 3 - form results. Example: Feedback Form, Need Information, Join Something.

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E. SET UP FEES

1. **Domain Name Registration:** Go to www.networksolutions.com to find out if domain names are available. Prices start at \$35 for one year, discounted for multiple years. Other places to buy domains: register.com or through other 3rd party providers. Prices vary.

2. **Web Server:**

You can use a 3rd party provider, or a standalone hosting company. We use NJ Internet Access (www.njaccess.com) because they have live technical support and offer web and email assistance as needed. Most other companies do not.

Set-up Server & Domain Name Registration includes: Application and filing with Internic for domain name, registering and set-up of site on server. Once this step is completed, a promo page for your site can be designed with "Coming Soon" banner. E-mail accounts are set up. Nominal Fee for this service.

3. **Monthly Hosting:**

Cost is determined by site elements, number of pages, server space and data transfer. Again, we prefer hosting websites at NJ Internet Access because they have the server extensions so sites show up properly, and they have superior technical help.

Monthly Hosting includes: server space, data transfer, technical support, and e-mail accounts.

Promotion on major Search Engines and Directories includes: using keywords and descriptions about your site sent to search engines and directories. This service is optional, but it is a great way to initially promote your site.

F. MAINTENANCE FEES

Maintenance Fees are fees paid to the design company for making/adding/creating text and graphics different than what is currently on the site. Keeping content changing keeps visitors returning to your site. The Peabody Group offers three packages.

1. **On Demand: Pay As You Go:** Each time you want additions or changes, the hourly rate applies. Email or fax changes.
2. **Monthly Fee: Pre Pay for 3, Get 1 More FREE:** Pre Pay for 3 hrs , and get 1 additional FREE hour of updates to use in the same month (no carry over.) Additional maintenance invoiced at hourly rate.
3. **Monthly Fee: Pre Pay for 6, Get 2 More FREE:** Pre Pay for 6 hrs and get 2 additional FREE hours of updates to use in the same month (no carry over.) Additional maintenance invoiced at hourly rate.

Do you have questions or are you ready to get started?

We welcome your questions and hope we can make your web presence a reality. Thank you.

Contact Us:

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