



A Web site is created as an online image of your organization. It is a natural extension of who and what your group is and your vision for the future. This package may look overwhelming, we don't want to add to your 'things to do' but if the picture is clear and direction defined we can help reduce your costs. The exercise we are about to work through will help us to better understand your vision – so we can see the picture that you want to create and make it happen!

Your web site is an evolving reflection of your business. Content changes should be frequent/fresh to keep visitors returning. In most cases, your site will change within a short time of initial publication (i.e.) pricing, new staff or board members, new benefits, coming events, awards, news ... etc.

Some important things to keep in mind while working through this process:

- What do we hope to achieve with an online presence?
 - Immediate goals
 - Ultimate Vision
- Who will be coming to our site?
 - What services will we offer those who come?
 - How can we attract more visitors?
 - How do we keep visitors coming back?
- Do we need www address (registration of domain name)?
- Do you want to maintain the site in house?

Think about what you like and dislike about the websites you have seen or visited in the past. The worksheets that follow are merely a place to start our project together. Many ideas and suggestions will develop from your input and our discussions.



Evaluation of Your Existing Site

You currently have a web site – you wish to change. Are there things in your current site that you like? If so please explain

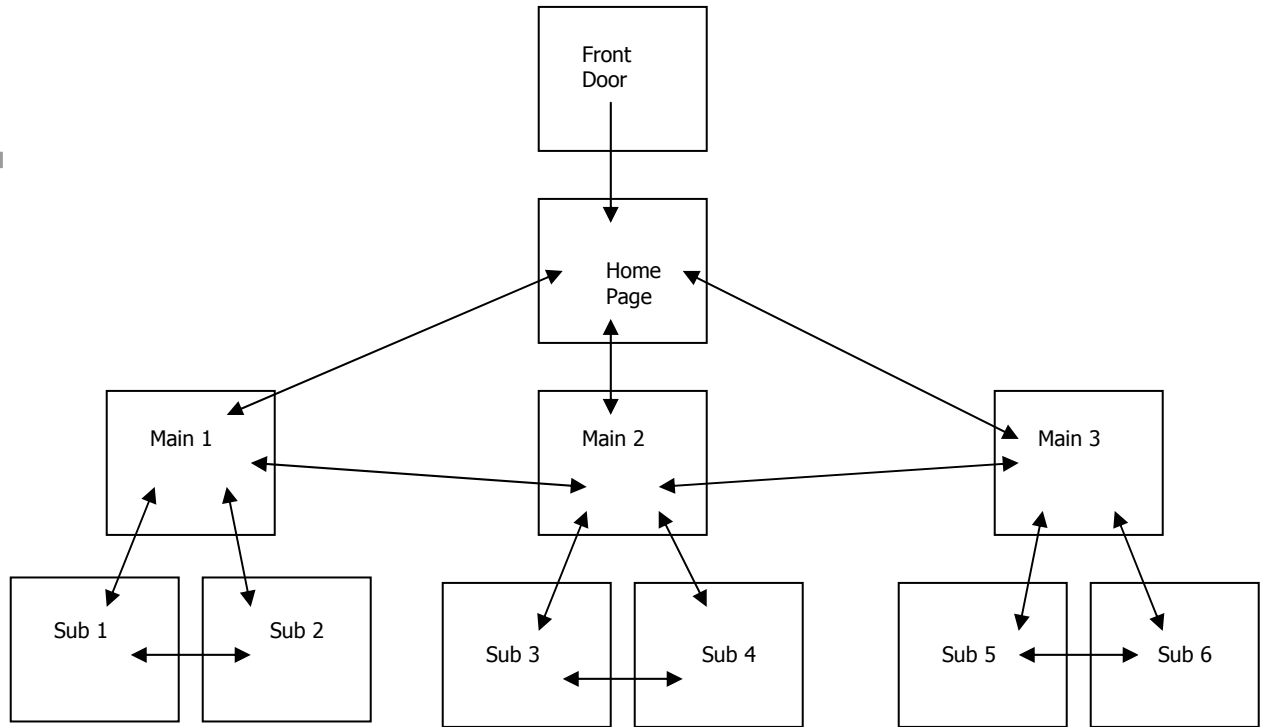
Are there things in your current site that you don't like? If so please explain

With your site revision what are the key elements that you want changed or updated?

Additional Comments:



Web Site Navigation Examples



Navigation could go like this

Visitor arrives at Front Door and enters site arrives at your home page
 Home page links to your Main Categories (ie) , Contacts, Services, Products
 Selects Contacts (Main 1) from Contacts can go to your Privacy Policy, Phone & address, Staff
 or can also select while at the main Contacts page to get Main 2 or Main 3

Home Page Navigation Bar could look something like this one advantage to this method is that information gets seen on the way to the page they want (it should only add one mouse click to their search)

Contacts | Services | Products | Staff

You could also offer sub navigation from your home page as well with a Navigation Bar similar to this one advantage to 'Menu' style as it allows your visitor to go directly where they need to with one click

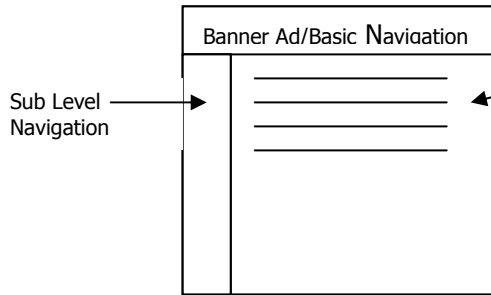
Contacts (Main 1)
 Privacy Policy
 Phone & Address
 Staff
 Services (Main 2)
 Sub 3
 Sub 4



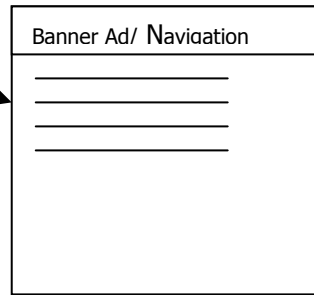
Looking at Site Navigation

Your vision for the basic page construction:

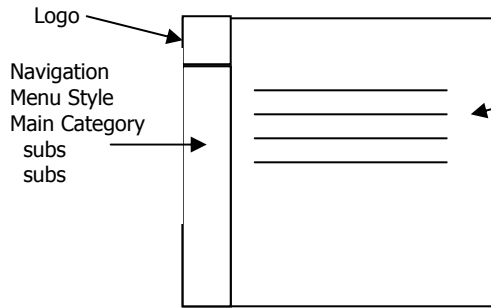
Option 1 Stationary Frames:



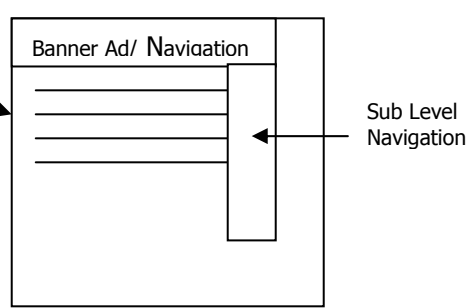
Option 2 Stationary Frame:



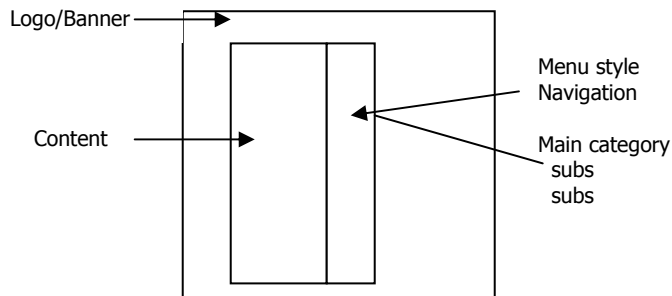
Option 3 Stationary Frame:



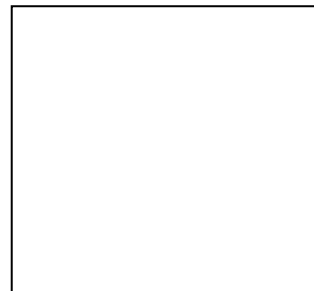
Option 4 Stationary Frames:



Option 5 Tables:



Option 6 Draw Yours:



Notes:

Navigation most users prefer a Main Category – click and then sub category click this make for easy navigation through your web site

Page Layout there are no rules of thumb – what do you like best?



E Commerce Setup

Creating your online marketplace is as easy as 1, 2, 3! Some things to think about or to consider are the following:

- Pictures are really a 'must have' to let your customers see what they are buying we recommend both thumbnails (very small images) and a larger more detailed picture. WE can optimize these and reduce them to thumbnails for you
- Provide good descriptions of your items, help your customer 'see the item' with your description
- Categorize your items into logical departments
- Clearly state your shipping and tax policy before your client gets to the checkout page
- Create or provide an online sign up for monthly newsletters (a great way to increase return business, and referral business)
- Credit cards that you will accept

Logical groupings or departments are also a good idea to think about when setting up your online store. Our logical groupings would be:

Will you offer online coupons? If yes these should be provided in pdf format or we can create an html coupon page for you. Online coupons should be changed often (ie) monthly or seasonal specials, overstock items, discontinued items

Do you want to include some client/customer testimonials? This could include but is not limited to the following:

- The quality of your products
- The variety of your selection
- Your shipping policy
- Your product pricing
- Your customer service

Do you want to provide information on your store location?

- Hours of operation
- How to get there
- Phone number, fax number



Defining Meta Tags

All sites created will have meta tags. Meta tags are used by the 'Internet Spyzers' to index your web site (an inexpensive means of promotion). The two main tags we will create for you are 'Keywords' and 'Content'.

You can list as much as many keywords as you like – keep in mind that all keywords must relate to you business/organization. List them most important first.

Keywords:

Content should describe what you do & who you are.

Content:

This Meta information is for page _____