

New Image Website Design

Getting Started with Website Design

Determine Your Budget...

While it's not necessary to know exactly how much your website design budget will be, it is important to have a general idea of how much you can afford to spend on your website. In our experience the one mistake we have seen most often is when people either spend too much money when they start out by paying for a lot of services or features they just don't need or they cut corners and spend almost nothing. Neither approach makes much sense. We will work with you to determine which options and features will work best for your goals and budget.

Determine Your Website Goals...

What do you want to accomplish with your website?

- Offer company information such as location, phone number and hours.
- Encourage customer to contact by phone or email.
- Allow customers to make appointments online.
- Make product/service information and pricing available to your customers.
- Sell products/services directly online.
- Offer online memberships.

Determine What Type of Website You Need...

- **Static Website**
The most simplistic and affordable way for a business to get a professional online presence. A static website consists of basic HTML content, photos, graphics, and simple scripts.
- **Interactive Website**
An interactive website allows the site visitor and the site owner the ability to contribute and exchange information. Some of the features used for interactive websites are message boards, blogs, calendars, chat rooms, interactive scripts, and databases.
- **Flash Website**
Flash takes the world of design and eye-catching animation to a whole new level by offering the site visitor a dynamic, highly graphical experience that is full of multimedia content. Recommended for the business looking for that "wow" factor.
- **Membership Website**
A membership website allows customers to login with a User ID and Password to access specific "member only" pages of your website.
- **eCommerce Website**
An eCommerce websites allow customers to purchase products/services from you directly online.

Selling Products/Services Online...

Some important things to keep in mind if you will be selling products/services directly online from your website:

- Will you be accepting credit cards?
- Do you have a Merchant Account?
- How many products/services will you be offering?
- Do you have photos or images of your products/services?

Pages for Your Website...

How many pages will your website need? Basic pages for a website are typically a home page, contact page, online contact form, about us page, product/service information pages, order pages, special offers page, and a what's new page. Every business is different and will have different needs and goals for the pages on their website.

Check Out the Competition...

Visit other websites of similar businesses and see what you like and dislike about them. This will give your website designer a better idea of exactly what you are looking for on your website.

The Look of Your Website...

What kind of look do you want for your website? Fun, professional, classic, modern, futuristic, savvy, technical, playful are a few suggestions. Also, think about what colors you want to incorporate on your website.

Types of Features on Your Website...

A website can offer so many different features and ways for you to communicate with your customers. Below are just a few examples of different features that can be added to your website.

- Audio
- Video
- Message Board / Blog
- Chat
- Searchable Database
- Photo Slideshow
- Flash
- Password Protected Area
- Events Calendar
- Online Contact Form
- Calculator
- Logo Design

Updating Your Website...

At some point most websites need updated for some reason or other. Some companies add new content or updates to their site on a regular basis. Other websites rarely need updating. If you anticipate that your website will need to be updated frequently, we offer website maintenance options that make maintaining your site easy and convenient.

A Domain Name...

A domain name represents your website (www.yourcompany.com). Do you already have a domain name? If so who is it registered with? What is the user id and password to access it? If you don't have a domain name, we can help you select and register one.

Website Hosting...

Website hosting is the actual "housing" where a website is stored. Every website needs to be "hosted" before it can be published and viewed on the web. Do you already have website hosting? If so who is it with? What is the log in information to access your account? If you don't have website hosting, we can set up a hosting account for you. Refer to the Website Hosting page on our website for more information.

Website Design Steps...

1. Initial consultation to determine the scope of your project.
2. We provide you with a quote in writing based on the services you require.

3. You approve the quote.
4. We provide a written service agreement that outlines the scope of your project. You sign and return the service agreement along with a 50% deposit.
5. We begin working on your project right away.
6. We create your initial design and publish it on our server for you to look over.
7. You advise us of any changes you want made.
8. We make the requested changes and complete the rest of your project.
9. You pay the remaining balance due and we make your completed project available to you by publishing it directly to your website hosting account or on a disc.

**Thank you for choosing New Image Website Design for your website design project.
We look forward to working with you!**

Melissa Socha

Owner / Senior Design
New Image Website Design
newimagewebsitedesign.com
(734) 535-4610