

Prepared by Lori Stammer
Clients website Company
www.clientswebsitecompany.com

I want a Website, but.... not sure what to do

Looks color/feel/what is the image you are projecting?

Templates sources
www.fress-css.com
<http://www.templatemonster.com>

Elements/functions

Flash -animation: different types
 rotating images
 flash images
 jpg imaged doing something
Photo gallery - www.jalbum.net
Calendar - www.google.com (business solutions)
Boxes - call-to action - blinking, underline, highlighted, mouse over
Links - image vs. text
Images - location and size
video

Usability - Rate your Site

colors
font type, color, and size
familiarity consistent page to page
Navigation makes sense

Content

Think of each page, and prepare content for each page - use keywords throughout.
Short - 2-3 paragraphs.
images, graphs, video, links to break it up
white space

Search ability

Competition - what are they using to be found
 keywords
 campaigns
 SEO companies

Your site

content refreshed
driving visitors
setting up analytics - google.com

Updating Site

learn a bit of coding

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contract it to be updated
have site built in Content Management System

Choosing to do it your self, vs., hiring a professional
cost
time
level of importance

Preparing to build a site

Domain www.mywebsite.com

Suggest: www.yahoo.com

Remember login and password!!!!

Hosting : where all your website files are kept

Suggest: www.bluehost.com - link on clients website company.com
FTP: Login and password(will be different than domain registration) - File transfer Protocol (a way to upload files to server)

www.filezilla.com - free FTP software

Content - NO "welcome to my site"

Images - clean, clear, quality shots .jpg or .gif

Liked sites - know what sites you like and why - will help the design phase

Branding - logos, slogans

What to Expect of your Web Developer regardless of the cost of site

Type of coding - CSS /XHTML/Tables/Image

"[HTML](#) (the Hypertext Markup Language) and [CSS](#) (Cascading Style Sheets) are two of the core technologies for building Web pages. HTML provides the "structure" of the page. CSS is a powerful language for describing the (visual and aural) display of pages, for a variety of devices. Along with [graphics](#) and [scripting](#), HTML and CSS are the basics of building Web pages and Web Applications. "

Validation of site creating "interoperable Web page"

- Compliance help ensure accessibility for the disabled.

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- Compliance helps ensure that your website is accessible from a number of devices; from different browsers to the growing number of surfers using PDAs and cellular phones.
- Compliance will also help ensure that regardless of the browser, resolution, device, etc. that your website will look and function in the same or at least a very similar fashion.

- <http://www.evolt.org/w3c-compliance-and-seo>

Also for SEO purposes: reduce the amount of code and content takes priority

Experience

Down the road support

Who is your POC?