

Building a Website

Setting the Expectation

In this economy it's important that you have a website that attracts customers, engages them and is easy to navigate around.

Before having your website designed, you should have a plan and know the following information:

1. What is your budget?
2. What is your time frame for this project?
3. Who are you targeting?
4. What are some of your expectations for the site?
5. What is the most important aspect of the project?
6. Will you be selling anything on the site?
7. List 3 sample/reference sites that you like, and explain why?
8. Do you have your own logo?
9. What colors, themes do you want to see?

Website basics

3 Things you need to build a website.

1. **Domain name:** A domain name is like a website address. It is used to locate a website on the internet. For example: www.e-nnovativeartists.com or www.e-nnovativedesigns.com

2. **Web developer:** There are many web designers out there today. What separates them is the level of service, response time, and quality of work. We provide high quality designs, fast response times (usually within 24-48hours) and a high level of customer care.

3. **Web hosting:** Every website on the internet has to have a web host. A web hosting service is required as it allows your website to be accessible via the world wide web. Web hosts are companies that provide space on their servers for their clients to publish their websites. You have an option to pay monthly or yearly for the web hosting service.

Example: Think of web hosting as a "parking space" for your "website". Just like when you buy a car, you need some where to park it. So when you create a website, you need to find a space for it on the internet. So you have to buy space and pay monthly to keep your website online for people to see. The price for web hosting depends on how big your website is and how many different functions and features you have. Its like owning a small civic versus a big SUV. The bigger it is, the more space (bandwidth) you will consume so the price will be higher per month.

Web hosting can start as low as \$9.95-\$89.95, depending on the type of website one has.

Other info:

Once your website is complete, most web design companies will charge you if you ask them to update, or revise the website.

Often times people have to make changes like adding or deleting photos, updating new event info, or just changing some content.

Updates can become expensive once the website is complete if you get charged for every new change.

Additional benefits with our hosting plans:

Our company does not always charge you to update your website once it is complete, as some of our web hosting packages include free monthly maintenance.

Monthly maintenance allows the client to add or delete photos, update events info, or change basic content. No design changes can be made.

Restrictions apply, contact us for details.

Web Design Process, How long will it take?

This is a very good question and always comes up. We like to tell our clients that it depends on you. We understand how important your website is to you.

That is why we will work hard to complete the project in a timely manner. That being said, we also want you to be 100% satisfied with your website as well.

Our design team will create a sample home page draft for you to see. From there, you have the option to revise or make changes to the page until you are 100% satisfied. Once the page is approved we move on to the next page, and the revisions and approval process starts over. This way by the end of your project you will be 100% satisfied as you have approved the project each step of the way.

The time it takes for each project will vary as some customers respond quicker than others. The numbers below just show an estimation as actual time to complete each project will vary depending on the project and customer. In general we'd like to say between 1-2 months to complete.

WEB DESIGN PROCESS:

1. Contact us and complete profiling questions, view some sample work (30 minutes)
2. 50% deposit, contract is drafted up which will include project scope and all the functions and features agreed upon. (24 hours)
3. Sample home page draft (24-48 hours)
4. Design stage (15-45 days)
5. Programming (15-45 days)

Questions/Comments: info@e-nnovativemodels.com