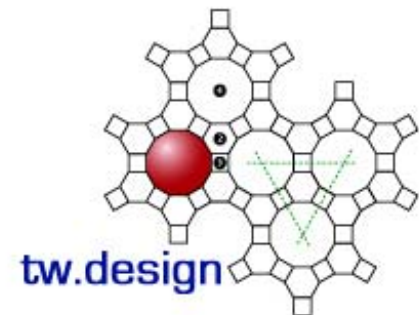
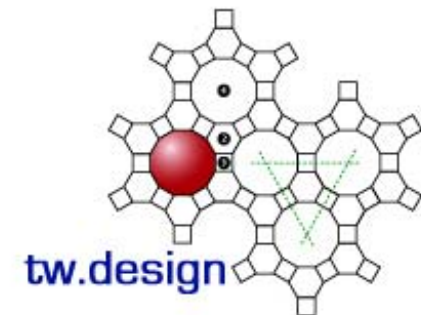

Building Your Website Where To Start

March 28, 2007



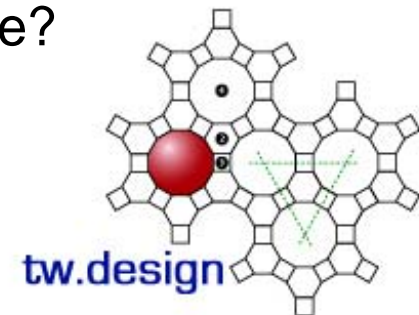
1. Preparation

- Why do you want a website?
- What will you do with your website?
- Do you **NEED** a website?



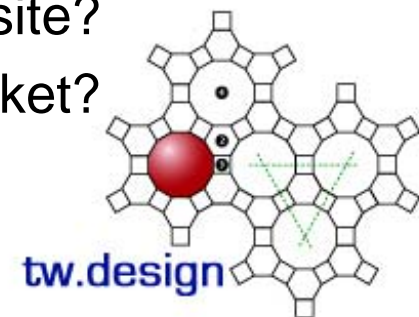
1. Preparation, Part B

- What is the history of your business?
- Does your business have a Mission Statement?
- What tonality do you want your site to convey? (i.e. Serious, humourous, dramatic, friendly, etc.)
- How is you product/service to be perceived in the marketplace? (i.e. High/Medium/Low End)
- Will there be files/articles for downloading?
- Will there be video or audio available?



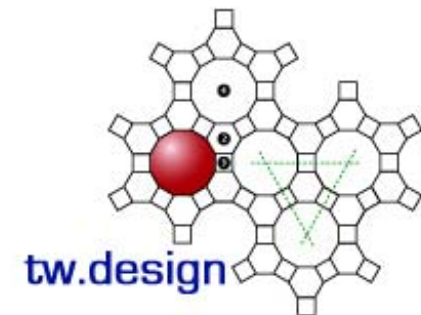
1. Preparation, Part C

- Will the site incorporate e-commerce? Will you be processing credit card orders online?
- Do you have an existing customer database for marketing purposes?
- Will content on the website be static or dynamic?
- How often will you be updating the website?
- Do you have written product descriptions, photos, other written text/images for the website?
- Who are your competitors in this market?
What are your competitors URLs?



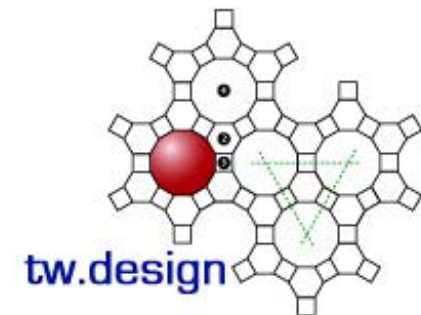
1. Preparation, Part D

- What are your strengths and weaknesses in this market?



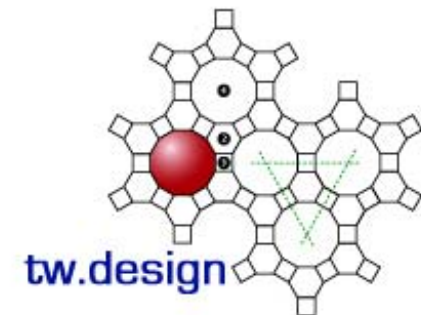
1. Preparation, Part D

- What are your strengths and weaknesses in this market?
- What are your COMPETITORS strengths and weaknesses in this market?



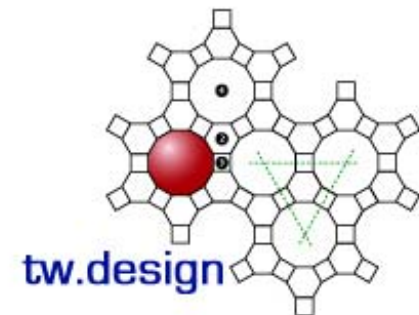
1. Preparation, Part D

- What are your strengths and weaknesses in this market?
- What are your COMPETITORS strengths and weaknesses in this market?
- Who is your primary target? What should be kept in mind about this audience?



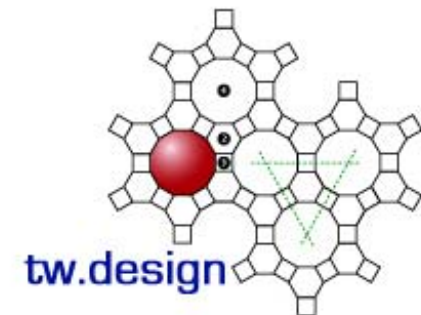
1. Preparation, Part D

- What are your strengths and weaknesses in this market?
- What are your COMPETITORS strengths and weaknesses in this market?
- Who is your primary target? What should be kept in mind about this audience?
- Who is your secondary target? What should be kept in mind about this audience?



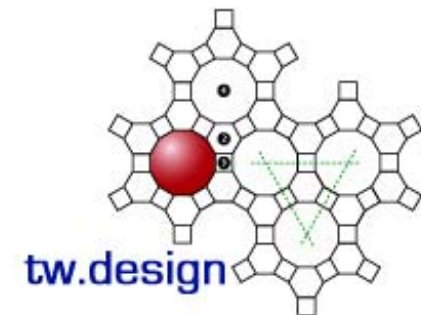
1. Preparation, Part D

- What are your strengths and weaknesses in this market?
- What are your COMPETITORS strengths and weaknesses in this market?
- Who is your primary target? What should be kept in mind about this audience?
- Who is your secondary target? What should be kept in mind about this audience?
- What is the Action Objective for this website? (desired response)



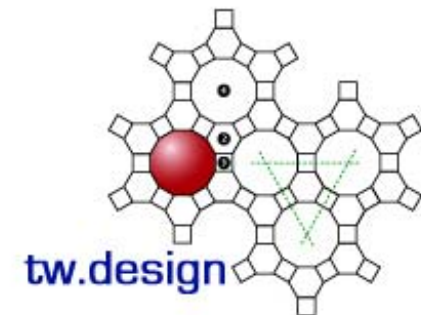
1. Preparation, Part E

- Is this website to be a source of revenue or primarily a source of advertising?



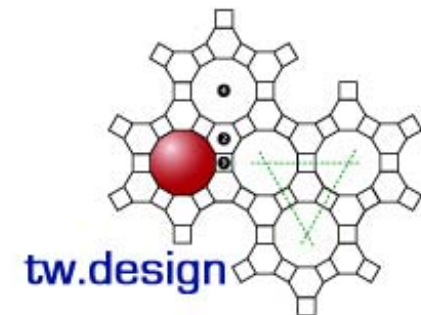
1. Preparation, Part E

- Is this website to be a source of revenue or primarily a source of advertising?
- How will people be contacting you?



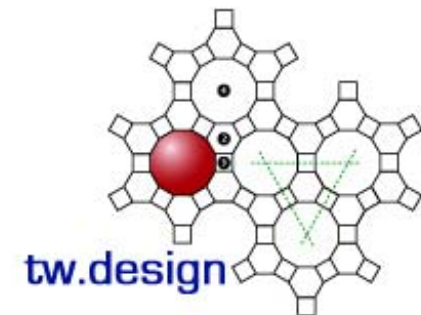
1. Preparation, Part E

- Is this website to be a source of revenue or primarily a source of advertising?
- How will people be contacting you?
- How will you fulfill orders/responses?



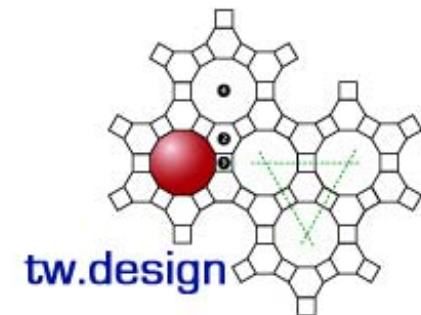
1. Preparation, Part E

- Is this website to be a source of revenue or primarily a source of advertising?
- How will people be contacting you?
- How will you fulfill orders/responses?
- Do you offer a guarantee of satisfaction?



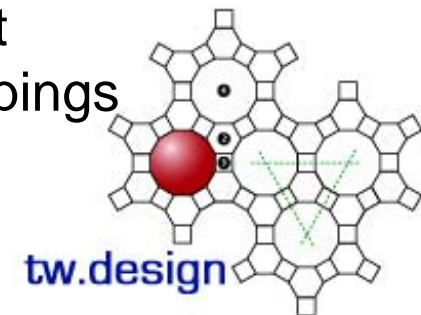
1. Preparation, Part E

- Is this website to be a source of revenue or primarily a source of advertising?
- How will people be contacting you?
- How will you fulfill orders/responses?
- Do you offer a guarantee of satisfaction?
- Do you have customer/client testimonials you can place on the website?



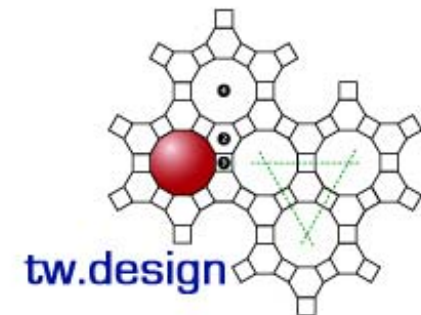
1. Preparation, Part E

- Is this website to be a source of revenue or primarily a source of advertising?
- How will people be contacting you?
- How will you fulfill orders/responses?
- Do you offer a guarantee of satisfaction?
- Do you have customer/client testimonials you can place on the website?
- Special copyrights? Logos? Product Authorizations? Awards? News clippings about you and/or your business?



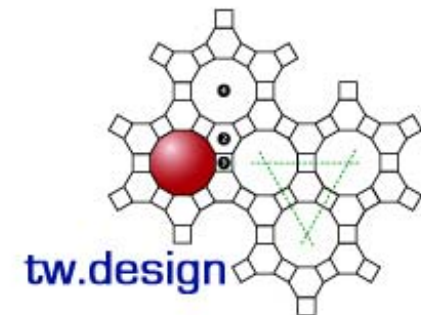
1. Preparation, Part F

- Are there existing or future projects in the works that this website must work with? (i.e. Posters, business cards, pamphlets, advertisements, etc.)



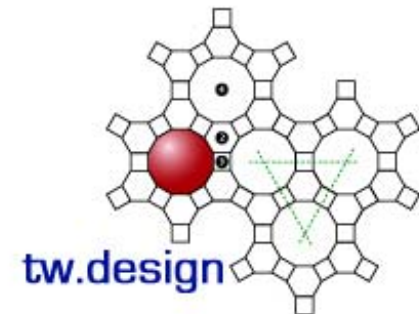
1. Preparation, Part F

- Are there existing or future projects in the works that this website must work with? (i.e. Posters, business cards, pamphlets, advertisements, etc.)
- List the URLs of 3 - 5 websites that you like, and explain why.



1. Preparation, Part F

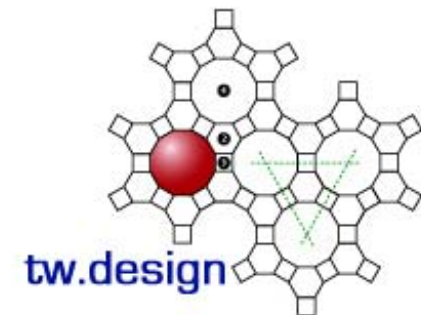
- Are there existing or future projects in the works that this website must work with? (i.e. Posters, business cards, pamphlets, advertisements, etc.)
- List the URLs of 3 - 5 websites that you like, and explain why.
- List the URLs of 3 - 5 websites that you **DON'T** like, and explain why.



2. I think I can do it myself

Things to Consider....

- Time
- Money



2. I think I can do it myself, Part B

Software you might need:

- Macromedia:

Homesite / Dreamweaver / Fireworks / Flash

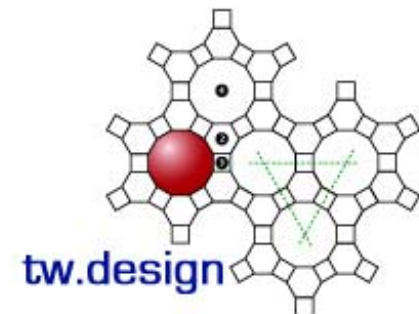
- Adobe:

Photoshop / Photoshop Elements / GoLive

- Others:

Microsoft Office: Word / Powerpoint

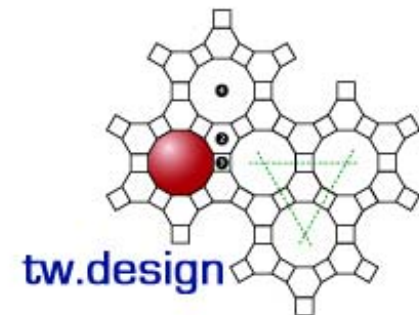
- Free software



2. I think I can do it myself, Part C

Hardware you might need:

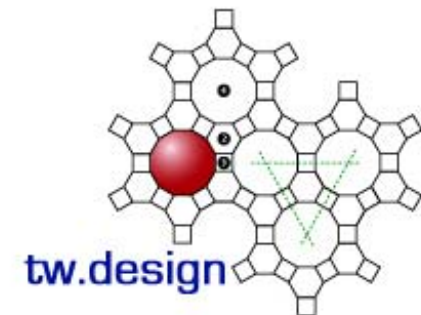
- Any PC/Mac made in the last 4 years
- Scanner: Flatbed, Negative
- Digital Camera



2. I think I can do it myself, Part D

Hosting your website

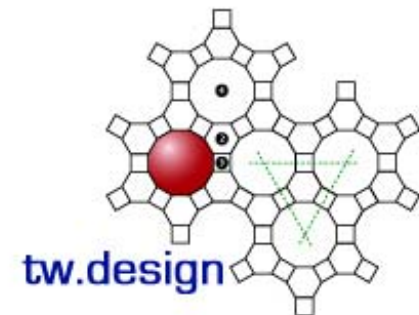
- Sympatico.ca
- Rogers.com
- Easyhosting.com
- Independent ISP's



2. I think I can do it myself, Part E

Getting a URL (Domain Name)

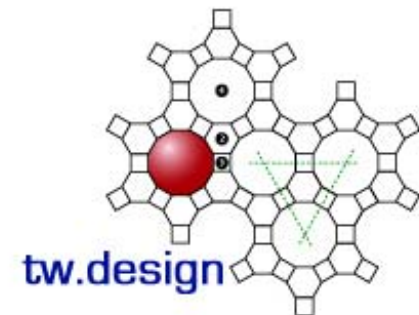
- Domainsatcost.ca
- Easyhosting.com
- Register.com



2. I think I can do it myself, Part F

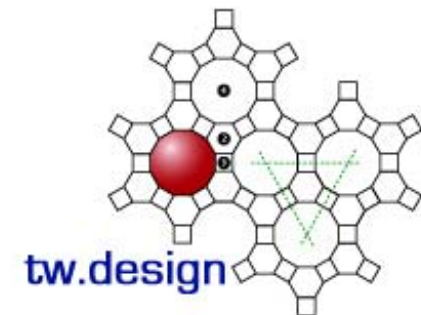
Credit card processing & SSL certificates

- Ask your ISP for help
- Hire a professional

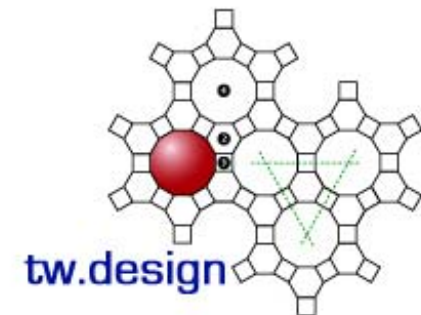
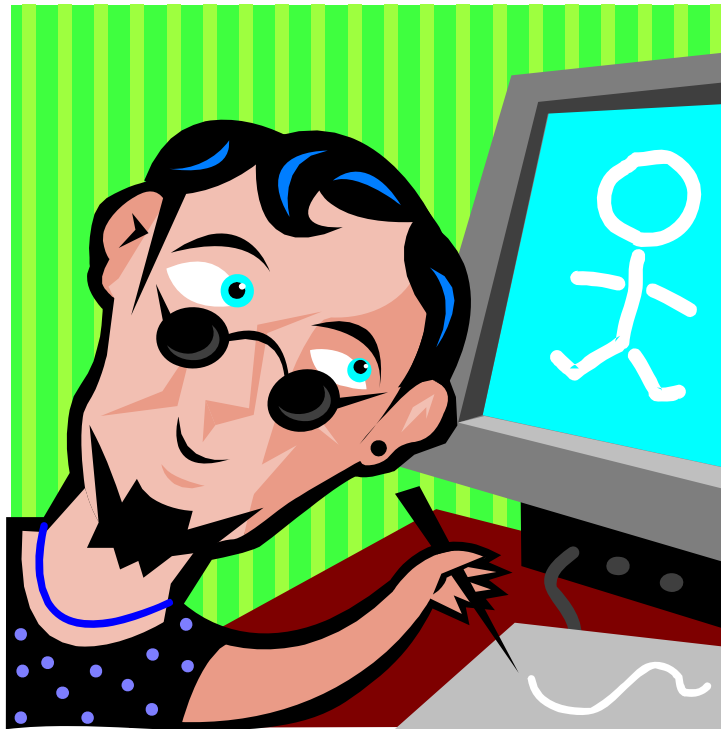


2. I think I can do it myself, Part G

- How long is this going to take me?
- Other considerations



3. Hiring a Professional

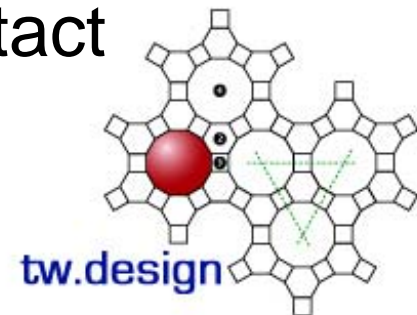


3. Hiring a Professional, Part B

How to find someone you can trust
..... tricky. Treat it like hiring a
contractor for your house/business.

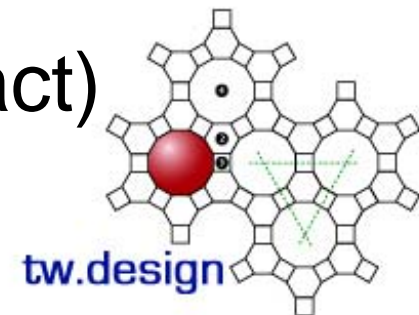
Ask:

- Friends
- Your local BIA or other associations
- Find sites you like and contact their web designer



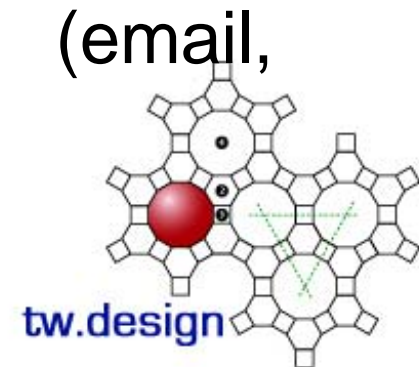
3. Hiring a Professional, Part C

- Are they designers, coders, programmers, animators or some combination of these?
- How long have they been designing/building sites?
- What are their rates?
(hourly, quote, contract)



3. Hiring a Professional, Part D

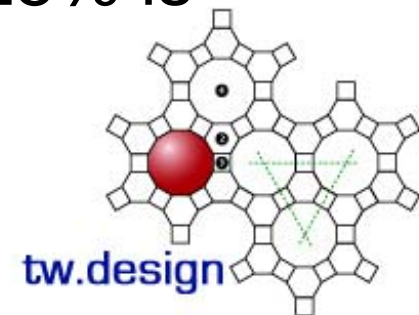
- Do they respond quickly to your questions/emails/phone calls?
- Will they get you completely set up (i.e. hosting, url, email, etc.)?
- How will you be getting the material to them?
(email, cd, printout, etc.)



3. Hiring a Professional, Part E

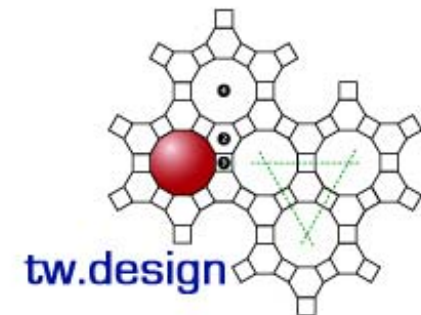
Most importantly:

Get it all in writing, with all details about the site fully and clearly stated, especially the due date(s) and payment schedules/penalties for late work. A deposit of 25% is fairly standard.



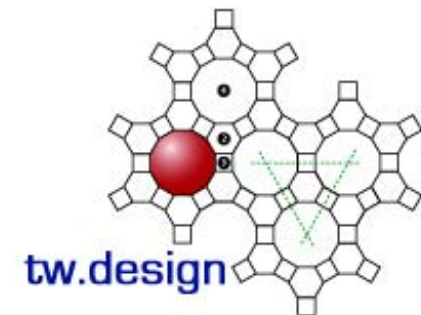
4. Maintaining Your Website

- How often will you be updating your site?



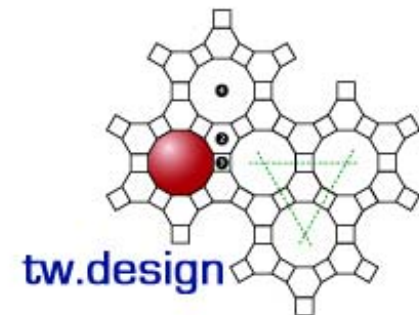
4. Maintaining Your Website, Part B

- How often will you be updating your site?
- Do you want to do the updates yourself, or hire someone else to do it for you?



4. Maintaining Your Website, Part C

- How often will you be updating your site?
- Do you want to do the updates yourself, or hire someone else to do it for you?
- If someone else, how will you get the material to them?



4. Maintaining Your Website, Part D

- How often will you be updating your site?
- Do you want to do the updates yourself, or hire someone else to do it for you?
- If someone else, how will you get the material to them?
- Finally, how much (money, time, etc.) are you willing to budget each year for updating your site?



twhetung@cogeco.ca

<http://www.twdesign.ca/>

