



Let's talk about your web site!

Thanks for your interest in a web site design by Ellen Lebsock. The following is a brief introduction to the process. It will help you understand what you can expect during the development of your site.

Let me begin by sharing my philosophy

My business ethics come from the old school of mutual respect and service with a smile. I work fast and play fair. Working closely with my clients to meet their goals in a friendly yet professional manner means we will end up with a site we can both be proud of.

Your web site will be a collaborative effort

It is important to establish mutual goals for the project. I know web design. You know your business. We need to merge those two elements so your web site grows into a reality you'll love. I believe it is my responsibility to educate my clients so they understand what they should expect of me and what will be expected of them.

WEB SITE DESIGN — STEP BY STEP

The goal: Build a unique Web Site designed to fit your personality and needs
Working together we can establish mutual goals for developing your web site, getting it online and keeping it fresh and vibrant

By following a few simple steps your site evolution can be a very enjoyable experience all around.

In the end you'll be pleased and proud of the results. We guarantee it.

1: Getting acquainted

I'll ask about what you hope to achieve with your web site. You'll ask any questions you may have about the web site design process.

We'll also talk about: your target audience and current customers what products or services you'll be offering online.

A quote will be prepared for developing your web site. There is no cost or obligation for the proposal

If we communicate well and decide we can work together to create your web site, we will move on to

2: Getting it in writing

Web site development cannot begin without a signed agreement

A percentage of the total price agreed upon will be established as a non-refundable retainer, to be paid before actual work begins. The entire amount agreed upon becomes due and payable when the web site "opens" on the Internet.

3: Getting It Together

This is the time to decide about page layout, colors, site navigation, and so forth. Working together, we will develop a final design template to use in building your web site. We can make changes or completely re-draw this sample up to three times. I'll send you the URL of example designs for your approval.

After we get the template looking the way you want it, you will be asked to "sign off" - verifying that you accept the design. Changes made to the template after you sign off on the design will be billed at my current hourly rate.

4: Your job

Your job will be communicating with me through each step of design and development providing materials such as

- **Text**— the most important component of any web site - it communicates what you want your visitors to know about you and your business
- **Photographs**— remember the old adage ...worth a thousand words?
The quality of the images used will make or break your site

If we work together closely and communicate well you can be assured your internet presence will accomplish your online goals.

5: Keeping it fresh

Updates and changes to your existing web site are necessary to keep content fresh, interesting, and up-to-date. You may choose to do these chores yourself, of course, or support services can be included in a web site package. We also offer site monitoring and updating as needed, billed hourly in 15 minute increments. No minimum.

Whoa! This sounds like a lot of work doesn't it? Having a successful online presence is a lot of work. Your internet presence can become your most effective marketing tool or simply a drain on your resources. If you are not committed to building a working relationship with a web designer, doing your homework, and keeping the site current, an internet presence may not be a wise investment for you right now.

That pretty much covers it, except dropping us a note to say,

"Let's get started!"



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