Corisa Quevillon, Designer
P.O. Box 149
Penrose, Co 81240
719-372-3671

Site Design Getting Started Guide

We are looking forward to working with you this **Getting Started Guide** will help to gather materials and help you organize all the items needed to build your website. It also helps us to clarify your needs, desires and goals with regard to your website design. We will review this document, after you have completed it and submitted all your data and may have further questions for you. Please answer any and all questions as completely as possible.

We normally begin construction of your site when your completed documents and **all** the requested data are in our possession. Your site will be completed 2-4 weeks on average from the time that we receive all the necessary data.

Please print out and keep a copy of this document handy for yourself, and check off items as they are completed. That way, you will have your own list of "to do" items.

If you need web hosting and your domain name set up right away (so that your email is up and running, for example), we can arrange that without waiting for all the required materials. However, we will begin the actual construction of your web site when **all** the materials are in our possession. Hosting fees will apply from the time we have your web site space set up. In addition, we will put a "Coming Soon" page up at no cost.

First we will need **text**, like what you would have in a brochure, ad or flyer. Feel free to expand, tell about yourself, your business, or product. (See below for more information)

Next is the fun part: **graphics**!
Gather images in the form of original photos.   Photos maybe be scanned and mailed on a floppy or CD disk. Make sure they are clear, well focused and provide a clear view of item. Please note that, magazine copies, color photocopies and/or computer printed copies, will in most cases not be usable for a web page. Please also note that most photos, drawings, paintings, clipart, maps, etc. are protected under copyright laws and need to be licensed or a royalty free image will need to be purchased for commercial usage. If any photos have a photographer's copyright stamped on back or copyrighted in any way, please enclose correct permissions from owner. (See below for more information)

 If you are mailing photos and materials that you wished returned, please enclose a **Self-addressed stamped envelope**. Provide clear Camera Ready logos or we can create a new fresh one for you.

It will help if you have an idea about how you want to present yourself on the web. Keep in mind you want a clean, fast, free flowing web page. (Please note that we design our websites based on an 800 x 600 resolution PC monitor screen, which is the most commonly used. Also speed of downloading is important for customer retention.

Colors: Give some idea as to the colors you wish to use on your page. After receiving materials we use a sophisticated program to match the proper tones with your photos. We normally will use 3 main colors on the average web site, don't worry if you cannot pick a 3rd color, just give us your ideas. (See below for more information)

We discourage the use of heavy animations or large sound bytes; your customers may not want to wait while all that is loading.
        If you have any questions about assembling these materials, please feel free to contact me!

Step By Step

1. Fill out this document completely and return to Equine Web Marketing, Inc. as an email attachment.
   Send to **theboss@equinewebmarketing.com** as one Word document or snail mail it to:
   P.O. Box 149, Penrose, Co 81240   with all the any disks and or CD-ROMS**, in IBM format.**

2. Soon thereafter, you will receive by email a mockup of your website design based on the design idea that you have discussed with me, in emails and over possibly the phone. If you have very specific ideas about your design, please submit them to us.

3. When your site is finished, you may want print the site out, mark any typos and fax. email or snail mail it back to us. **Please proof *very* carefully**. Proofing means fixing any typos, misspellings, etc.

4. When the necessary corrections are made, we notify you. Then we will invoice you for the balance. After payment is made we make sure your site is "live" on the Internet when your domain name is typed. When your site is "live" we will hand submit you to the free search engines. If you need a list of those, please let us know.

Site Construction Questionnaire

Items where information needs to be filled out are in **bold red**. If anything does not pertain to you just skip.

Your Company Name:

Your Industry:

Target Customer Base:

Competition's Name:
Their Web Address (URL):

Of your competitors' sites, which ones do you like and why?

What competitors' sites do you dislike and why?

How do you think your site will beat the competition?

What sites are visually appealing to you and why? (These can be any type of sites, not just competitors)**:**

What colors do you prefer for your site:

Do you already have existing printed items (brochures, catalogs, business cards)? If so, would you like to continue the same font, style, logo and colors? (If you do want us to use such items, please forward these items to us.)

Describe the look and feel you would like for your navigational structure (menu), if you have a preference. (All web pages need consistent navigation on every page. There should be either a menu on the top or left-hand side. Finally, the bottom of every page should also have text navigation):

Do you have a slogan that you want used on your website? If so please supply it here:

Contact Information Section

Please provide your contact information **EXACTLY** as it should appear on your web site, if you are to have a separate Contact Us page.

1. **Name:**
2. **Address:**
3. **City, State, Zip:**
4. **Office Phone:**
5. **Cell Phone:**
6. **Fax:**
7. **Other Phone (specify which):**
8. **Your e-mail address** (This is the email address you will use once your site is fully operational– you@yourdomain.com):

Domain Name

If you have already registered your domain name, then please skip to **Transfer Domain Name section**.

1. **What domain name do you want?**

2. Skip **Transfer Domain Name section**. Only existing domains need to be transferred.

Transfer Domain Name

This section is only for those that have already registered their domain name. Please list all domain names you wish to associate with your web site. We will need the registrar's name, your username (or account number) and password used to register your domain name. Sometimes we need your direct involvement to transfer your domain name. If so, we will contact you at the time your assistance is needed

Registrar:
Username (or Account Number):
Password:

Your Domain Name:

Meta Tags (Site Title, Description and Keywords)

You need to decide on a title, description and keywords for your site. A few search engines still use Meta tags to a certain degree, for most they don't matter at all. We do general Meta tag creation for all sites that we build, however **do not expect much search engine traffic from this**. To seriously compete in the search engines you must optimize your site. If you are not sure about what to put, just list your general ideas and we will do some final research as to the best words to use.

To be effective the **Title** tag should reflect the theme of your site. Try to keep it short.

Example 1: Birthday Gift Baskets, Chicago
Example 2: Full Service Travel Agency in Pompano Beach

1. **Title:**

The **Description** is a one-sentence summary of what your site is about. Some search engines use it as your listing in that search engine. Descriptions should be no more than 35 characters.

Example: Luxury resort on the Gulf Coast. Virtual Tours and Online Reservations.

Your **Keywords** are words or phrases that will help your classification in some search engines. You should keep these to a maximum of 6. Keywords should include important key phrases that you think people would use to look you up in the search engines that still use these, however most search engines do not.

Example 1: cruise, cheap cruises, vacations, air travel, hotel reservations.

3. Keywords:

Your Site Content Information Pages

The next step is to organize the information for your site. **Use the number of pages that the web site package that you chose allows.** Each number below represents a page. Next to each number write the subject for that page. This list will serve as the outline for your site.

Please conform to the outline below. For example, when you send the information for the "About Us" page, clearly identify it **"Page 3 – About Us"** followed by the text for that page. If you are not sure of how many pages your package allows, please ask us. Extra pages can be added for an additional $40 per page. If you can't afford to add all the pages you would like at this time, they can always be added on later. ☺ You can submit the Text and info for these pages in a separate document with the proper labels.

1. **Page 1 Title/Subject=**
2. **Page 2 Title/Subject=**
3. **Page 3 Title/Subject=**
4. **Page 4 Title/Subject=**
5. **Page 5 Title/Subject=**
6. **Page 6 Title/Subject=**
7. **Page 7 Title/Subject=**
8. **Page 8 Title/Subject=**
9. **Page 9 Title/Subject=**
10. **Page 10 Title/Subject=**

Want To Add Something?

Do you see a Site Add On in our website or others that you would like to add. Just make note of it here in this document and any page additions will be adjusted accordingly on your final invoice.

If you would like to add photos that are not provided by you, we will help you choose a professional photo from royalty free stock photography and help you with copyright questions. Please note that most photos, drawings, paintings, clipart, maps, etc. are protected under copyright laws and need to be licensed or a royalty free image will need to be purchased for commercial usage. This can lead to additional fees to a third party .

Sending Your Materials To Equine Web Marketing

Text

1. Please send your written materials complete in **a** Microsoft Word document divided into sections for each page. **Please make sure the text you send is exactly as you want it to appear on your site.** You will be able to make corrections for typos before the site goes live. If you do not have Word and the written materials are not too hefty, they may be sent in an email. If it is a lot of information and you cannot send it as a Word attachment then put the data on disks or on a CD-ROM (make sure you have a back-up) and mail it to us at the address shown above.

2. If you cannot provide a Word document or some other digital format, please mail clean hardcopy with clear larger font.. Retyping pages of text from a handwritten or printed page, may incur extra costs, to be billed at the end of the work.

3. No faxes, please. When you mail hardcopy, which must be typed, this does introduce delays into the process and possible errors into the end result. When the material needs to be retyped, we will need proof and submit corrections before we finish your site.

Photos

A specific number of photos are included with each web site package. This includes cropping, resizing and color correction.

1. Please send photos as email attachments in **as IMB format only.**

2. We can copy photos from the web if you send us the URL (domain name). This applies only to photos that are legal for you to use (e.g., your photo is at another web site and you'd like us to use it.)

3. If you want us to scan photo prints, please mail the prints to us at the address shown above. Keep in mind that the charge for scanning of extra photos can incur.

4. **Logos:** if you want us to use a logo that has already been created for you, please identify the exact URL (domain name) where the logo can be found on the web **or** give us the logo in digital format. If it's not on the web or in digital format and needs to be scanned, please mail several different sizes of the logo for scanning – a piece of stationery, an envelope, a personal brochure, etc.

Materials on CD ROM and Zip Drives

Please do not send us any material that is formatted for Macintosh computers or Zip drive format. If that is all you have, please take the material to Kinko's (or someplace similar) and have it converted to PC format.

Formats

We can accommodate Microsoft Word, Microsoft Publisher, Microsoft Works, Microsoft Excel, Microsoft PowerPoint, Adobe Acrobat and Notepad. If you have material in other formats, please check with us first before sending by email. If you have a lot of large files (over 1MB in size) be sure to check before sending. We may have special requirements. Microsoft Publisher and Adobe Acrobat files can be very large. To reduce the size of these files you may need to compress the documents before you send them to us.

Be sure to notify us when you have sent the last of your materials. Unless you notify us, we do not know when you have finished sending materials. We cannot begin designing your website until we have all the information requested in this document.
Please be certain of the data you send to us. Once all your data is received we begin development. Any major changes that you request after we begin finalizing will be billed at our normal maintenance rates.
We develop web sites based on the order in which we receive complete data for each site. Complete data includes all text, photos, signed contract, deposit and this completed document. Once we receive all your data, if we still need additional items, it may be possible that the development of your site at the end of the queue.
Your site will be completed in approximately 2-4 weeks if not sooner from the time we receive all your data. Thank you!