

Eport Studios Web Design

The Web Development Process (What to Expect)

We start out with our two key information gathering materials:

- 1) Initial Client Consultation Questionnaire to determine your overall website needs
- 2) Optimal Online Marketing Plan to fine tune the direction and design elements for your website

Once the Initial Client Consultation Questionnaire and Optimal Online Marketing Plan have been completed, and you decide to move forward in working with Eport Studios, we will present you with a proposal which you will need to review carefully and sign.

Moving on to the development phase of the website...

Navigation:

This is a very important phase of the web development process in which the navigational elements for your website will be determined. Typical main navigational elements on a website are buttons or links on the home page and every other main web page of a site, such as "About Us", "Services", "Products" and "Contact". Navigation often will include "sub navigation". For example, under "Products" (*main navigation*), an insurance site may have a list of the products offered broken down into divisions (*sub navigation*), such as "Boat Insurance" "Auto Insurance", "Homeowners Insurance", "Business Insurance", etc...

Well planned website navigation makes it fast and easy for viewers to find what they are searching for. Additionally, it allows room for growth, making it easy to add more links and information to the website as needed. For your convenience, a blank navigational flow chart is provided as part of our Initial Client Consultation Questionnaire, which will greatly facilitate the process of outlining your website navigation in detail.

We strongly suggest you take the time to carefully think through, not only what your current website navigational needs are, but what you anticipate your future website needs may be when you plan your website navigation. In the long run, this will save you considerable time and expense. Eport Studios will gladly to assist you with this key aspect of your site.

Design:

After the consultation and navigational phases are completed, you will receive three (3) mock-ups (designs) from which you will choose one to be your "homepage".

Some websites will require a second level page template. This is designed with a very similar look to the homepage. The main difference being the homepage design and the second level template design is that there is often more room allowed on the second level template for website content. Whether or not a second level template is needed depends upon the size of the website and each client's particular needs and circumstances.

Content:

Here is where the work load shifts back to you, our client. The content is what you will say on each page of your website. Although we can help fine tune your content, ultimately it is up to you to decide what needs to be said on each page of your website. We won't kid you, this part is *work* and it is the client's responsibility to have the website content completed and viewer-ready for each page of your site to avoid the unpopular "coming soon" message on the unfinished pages or worse, delaying the launch of your website.

If you are having an e-commerce site developed, the content will consist of you naming and identifying each item for sale (usually an SKU will also be required for each item available online for sale) as well as a brief description of all items for sale. Please keep in mind colors, sizes, make, model number and type, as well as brand names should be listed. Photographs are extremely important for e-commerce sites and individual photos of all merchandise are highly advised. Eport Studios can assist with any of your digital photography needs.

After the content phase is complete, we'll take a preview of your new website for fine tuning and your approval before we launch it into cyberspace for the world to see (otherwise known as going "live" online).

We're almost there...

Web Hosting, Domain Names and E-mail Accounts:

If you are having a new site developed, these three areas need to be addressed before we get your site up and running. Eport Studios can provide excellent service and pricing in each of these areas. Please note that pricing for hosting, domain name registration and new business e-mail accounts are normally charged separately *and in addition* to charges incurred for website development. Typically, domain registration, e-mail account fees and web hosting charges are each billed annually.

If you have an existing site, you have already covered these issues. However, it is very likely Eport Studios can offer better pricing and service in each of these areas than you are currently paying for. Please don't hesitate ask about our pricing and services for your hosting, domain and e-mail needs.

In closing...

I hope this brief overview has provided you with answers to what you can expect from Eport Studios Web Development Process.

If you have questions, please don't hesitate to contact me by phone at: 707-938-1009 or by e-mail at: lanie@eportstudios.com

At this time, I would like to take a moment to personally *thank you* for considering Eport Studios Web Design for your web development needs.

Sincerely,

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