Websites

Redesigning or creating a website involves dedication and planning. Below are basic areas we consider in custom designing a website that works well for you and your organization.

1) Your mission

What is your company or group name? How will your website support your organization? Who will be visiting your website and where do you want them to go? If you have an existing site, what is and isn't working, and what do you want to change?

2) Your style

What is your existing or desired domain name? Do you have or desire a logo? What are your keywords (words you'd search to find your company in a search engine such as Google)? What is your product or service? What other sites do you like in terms of style and navigation within your market and otherwise?

3) Your navigation

What are the three main reasons someone would visit your site? What are the three main services/products you wish to promote? Do you have an existing site outline or ideas on its navigation? What information and page topics do you know you'd want to include? Common page topics aside from the home page include about, products, services, FAQ, events and resources.

4) Your timeline

What is your target launch date? What types of changes will you want to make to your site after it's live? How often would you want to make them?

5) Your budget

How much money did you allot for this project? What features are mandatory on your site and which would you consider adding at a later date? These features include content management, blogs, e-newsletters, shopping carts, forums, autoresponders and password-protected pages.