



EFTwebsites.com

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Developing/improving Your Website

What you will need:

- **Domain Name:** This is www.yourname.com; your address or home page on the Internet. We are happy to purchase the yearly ownership license for you and in YOUR name as owner. (If you already have already purchased your domain name license, we will need access to set up hosting "DNS" and email accounts.)
- **Hosting:** An Internet presence provider. This is where your website is stored for the world to view. We offer this additional service from \$9 per month with the 12th month free pre-paid. If your site is already hosted and we are updating it, we will need:
 - ftp URL - it will look like this <ftp.nameof company.com>
 - Username
 - Password
- **Website Design:** You'll need a website designer who knows coding, computer language, scripts and graphics which, when put together, formulate your website into a viewable form for the world to see. We have been designing and coding websites for over 9 years (World Wide Web was developed in the mid 90's).
- **Maintenance:** Updates, additions, changes, and possibly search engine analysis and submission of the pages that make up your website. For content that needs changing often: We suggest a set date(s) per month so that our staff is scheduled to work on your site and you know to gather what you want to change by that date. If content changes more often, we suggest setting up php or other programming so updates can be "automatic.")
- **Options:**
 - **ISP:** an Internet Service Provider is how you connect to the Internet. This ISP will provide you with an email address to communicate by electronic mail (email).
 - **POP3 or forwarded email account:** an account where your email resides on the internet and then is downloaded to you computer through Outlook, Netscape, Eudora or other email software.
 - **High-end Programming:** database engines, search functions, automatic page population, extensive photo galleries, client based updates, etc

The Process:

1. **Goals & Target Market:** First, we work with you to determine the exact goals of your website. There is a list of questions below for you to answer in determining the goal of your website. If, for instance, you are selling a tangible product then the goal would be a site that has your product listings, pictures, descriptions, prices and shipping information in an online catalog. The end goal being a website enabling the consumer to easily view, gather information about and then purchase these products online (E-commerce). And it would be important to discuss how you plan to market the website to drive traffic to your site.
2. **Look, Feel & Layout:** We go through existing sites to determine the **basic visual layout** of how the site will appear on the screen. We look at colors, styles, layouts, attributes, how buttons "light up", where the buttons are positioned, what kind of "feel" sites have. We look at your reaction to other sites both positive and negative to determine what you like and what you need. We DEFINITELY look at your competition and at those who have the success you aspire. Here, we will make suggestions about adding any additional functionality that is absolutely necessary or simply might be useful.

3. **Information Architecture:** Through a thorough preliminary discussion with you, we map the buttons and **flow of your website** from the internet user/your customer's point of view in order to ensure that they can easily navigate from the entry point through to the main content pages and all other pages within the site. This is done by providing intuitive and thorough navigational tools – and the unique ability to “be” your typical customer and make sure that all information they might need is easily accessible. This includes choosing “button” names and organizing all the information that will be available on your website.
4. **Creative Designs:** Finally we are ready for our design team to create **custom** designs based on supplied information, notes and concept meetings. Each design is completed by a different graphic artist to insure various concepts. The designs are specific with layout, buttons, color and feel as you have requested. (These designs are in jpg/pdf form without being “clickable” at this point.) This step includes mix and match changes as requested to refine to final Home Page and Child Page Designs.
5. **Mechanics:** We then register your domain name (www.YourDesiredName.com), activate your hosting account, code the designed pages from art to html, create & code the rest of your child pages and implement any other requested elements. We test all components of the site and then upload to our work site for you to look at/approve. If any additions or adaptations are necessary, they are made at this point. We try to be so thorough in our pre-design stages that there are rarely any changes needed. The site is then re-tested and re-submitted for your final approval. Finally, when we are sure the test site is in perfect order and you're satisfied, the URL is made live to the site and the website is submitted to search engines and/or directories.

Questions you should have answers to in developing your website:

1. What do you want your website to do? (answer any of your new client's preliminary questions, sell my services, show my portfolio, photo gallery, etc.)
2. Who is your target market? (who views your site AND who do you WANT to view your site)
3. What are the top 5-10 questions that new clients always ask me? (also, are there so many questions that we should have a FAQs - frequently asked questions – button?)
4. What are the top 5 questions that current clients ask?
5. List the top reasons why you think clients should choose your service/products over other providers?
6. List the reasons current clients have TOLD you why they chose you over someone else. (All info is good, even if we don't actually use it in the website, it still helps to develop the sites function and content.)
7. Do you want/need video? (Plant tour, intro video, sample speech, demo, etc) Video gives authenticity and trust to your services – seeing is believing.
8. View at least 5 websites of your competition and be able to explain what you like and dislike about them. Please take notes as you look and evaluate the sites. Remember that some sites can look TERRIBLE but make it very easy to find information in or a site can be beautiful but don't answer your questions. We need to look at these elements separately. Comment on the following:
 - Visual – layout of navigation, information blocks, header design, colors, fonts, company name positioning, etc
 - Navigation – how easy is it to move around and find what you need, and how information is divided up.
 - Content – what features and buttons are on the site, how much info is on each page, what advanced features you like or dislike (like searching, databases, dynamic programming, Flash, etc)
9. Make a definite list of what you believe HAS to be included on your site and then what's preferable but can wait. (not details, just areas – like Frequently Asked Questions, Before You Visit Form, Company History, Guestbook) – give them a priority number of 1,2,or 3.
10. After you have done all of the above - What are the top three things you want to get across to those that view your website?