

# CBS WEBDESIGNS

## **Building your website**

To many, developing a web site is an overwhelming process. It need not be. When you work with us, we guide you through all the choices.

We will provide you with a site development document that will help organize your thinking so that we understand what you need and want.

CBS Web Designs offers you three options:

**Fully Developed Solution:** A website that includes

- Custom graphic site design supportive of your brand identity
- Search engine keyword rich site copy written for your site
- Professionally produced photography to illustrate your site
- Registration or listing in all major search engines
- Content management system

A Fully Developed Solution is what you need if you are in need of a high-quality website and don't have the time to allocate to anything other than planning and review.

**Collaboratively Developed Solution:** A website that includes

- Custom graphic site design supportive of your brand identity
- Client supplied copy minimally edited by CBS
- Professional stock images to illustrate your site
- Registration or listing in all major search engines
- Content management system

A Collaboratively Developed Solution may work for your business if you begin several of months in advance of your launch date. You will be spending a good amount of your time getting copy together and reviewing edits.

**Basic Solution:** A website that includes

- Semi-custom graphic design built upon a commercially available template or framework; The template colors are coded to support your brand and your logo is added to the theme.
- Client provided website copy
- Client supplied photography
- Registration or listing in all major search engines
- Content management system

A Basic Solution is not for you if you have limited time. Depending on your site's size, you may spend as many as 40 hours on your responsibilities.

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**CBS Web Designs is different from many small site designers and developers.** We have many years' experience managing large and small digital projects and have consistently exceeded client expectations. Our marketing insight and code development set us apart. We offer far more to make your site function well. Simply said, this is "stuff that works."

**CBS Web Designs provides for all sites:**

1. Custom designed site based on your company's goals and brand. We do not use pre-designed templates unless you request one.
2. Suggested keywords based on Google keyword tools and analysis of competitors
3. Meta data (site description and keywords) based on Google keyword tools
4. Google analytics reports to help you track your site's traffic
5. Testing in all current major web browsers
6. All sites are built in compliance with current industry standards

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## **CBS Web Designs' Policies:**

We will gladly explain any of these in detail to you.

1. All sites will be hosted by CBS Web Designs.
2. All clients must complete a site development questionnaire.
3. All projects require a non-refundable upfront payment of 50% of the projects estimated cost.
4. All sites must be completely paid for prior to "going live" to the world.
5. All sites include 2 rounds of changes to submitted copy after it is placed on site's pages.
6. All sites include 2 rounds of changes to site design, navigation or look and feel.
7. Any changes beyond 2 rounds specified above will be billed at our standard rate.
8. Delays on the client's part will cause the project to lose priority, causing other projects in line to gain precedence.

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## Our process

CBS Web Designs has designed an efficient process to develop sites that are relatively low in price when compared with other developers and web designers. We provide this overview of the process to you to help you understand your role in developing the best site for your business and what to expect from us as we work together.

Our goal is to save you time and money while providing a site that works and exceeds your expectations.

1. We will provide you with a site development questionnaire which serves as the foundation for all our work together. This document will focus your thinking and prepare for our planning meeting.
2. After you complete the site development questionnaire, we meet with you to determine your goals for the site. We will discuss with you the following items:
  - domain name
  - site hosting (We require that we host all sites we develop.)
  - site's audience and how you wish them to interact with the site
  - your brand and integration with your other marketing materials and brand positioning
  - style
  - tone
  - feeling
  - behavior of navigation and type of navigation
  - how will the site be updated
  - who will keep the site updated
  - marketing of the site
  - your budget
  - your time-frame
3. We will then develop a site architecture based on our planning meeting and your answers to our site development questionnaire. This site map will guide us in all the remainder of our development. This is perhaps the most important step in our development. A web site is based on an architectural frame work that is created first. Changing architecture late in the site's development is time consuming and can be expensive for you. So, we take as much time as necessary on this step so that we've all thought carefully through how you want visitors to navigate through the site, how information is presented and in what order.
4. Next, no matter which option you choose (fully developed or collaboratively developed) you will be asked to provide us with the items that are the building blocks of the content of your site.
  - Company logos
  - Company marketing materials for use in developing a consistent look and feel for your website
  - Photographs of
    - key personnel
    - your location or facilities

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- your products
  - Links to other sites important for your industry/area of business
  - Site copy (which for a fully developed site will come from the copy writer's interviews with you and your colleagues.)
    - Typically includes the following pages. (We suggest copy be no more than 300 words per page. If your firm is specialized and needs navigation that contains top level navigation and pages under the top levels, we will need more content than is listed here.)
      - Home
      - About the company (overview of history, products, services)
      - About the owner or key executives
      - Products or Services
      - Contact Us
  - If you do not have these materials we can assist you by creating a corporate identity; taking photographs or sourcing stock photos to be used in your site's development.
5. We will design a site layout consisting of
    - site framework
    - look and feel
    - navigation concept
    - site diagram
  6. You select your preferred concept and authorize us to move forward with this concept to build the site. All our "in process" sites include a password protected area where you may view your site in development. We ask you not to share the in-development site with others outside your company because we cannot guarantee the state or functionality of the website while it is being developed and it may in no way reflect what the final site will look like at the time they view it.
    - If you have changes you'd like to request for your selected design/layout, we will make those changes at this point in development and bring those back to you for review. We will not proceed to the next steps until we all agree on the site's look and feel.
    - We include **two rounds of design changes** to all our projects. We are happy to make as many changes as you like to a design, but we ask that you remember that any changes beyond two rounds will incur additional charges for management and design time.
    - When presented with the next set of design changes, you will be asked to approve them or give more changes which may incur additional design costs.
  7. We develop the correct code framework to support the design.
  8. We now request your site copy if you are supplying it. If we are working with a copy writer on your behalf, we will provide copy to you for your final review/approval. Two rounds of copy changes are included in the development of all websites. It is time intensive to change copy and we ask that you provide us with final copy as soon as possible. We will make all the changes you wish, but

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- keep in mind that any copy changes that exceed two rounds of changes will cost you more. So, it is in your best interest to determine what you want to say, write it, or have the copy writer write it, then get approval from all participants in your company; only providing us with the final product.
9. Based on your copy and photographs available to us, we now will place images in the pages to illustrate your copy. If your site is primarily image driven, our design will be based on this.
  10. We will add links to your site based on those you supply. These should be to trade associations, partners, suppliers, or others whose alliance with your business lends credibility. These should not be to your friend's websites or "traded" links.
  11. Now that we have accomplished all these steps, your website usually is ready to go live. You will be asked to provide the final approval and make your final payments for services as required in our agreements. It is our policy not to take any site live until it is completely paid for.