



## Web Development

### *General Information:*

- Your site should be easy to understand and navigate.
- Simple text works best, such as STD serif, roman type, or monospaced font.
- Stay focused and stick to the point.
- Add esthetically pleasing graphics and color.
- Deliver your message succinctly.
- Minimize excessive text and remember - constant animation alienates visitors.
- Emphasize your strengths.

### *What Is Your Product Or Service?*

What is your product or service? Make a list of your primary product/s, services and secondary categories. What do you want to accomplish with your site, information, customer support, new business, storefront, etc?

### *Target Audience:*

Who is your target audience? Are they specific to a particular industry? Do they operate locally, nationally, internationally, or world wide? Step into your buyers/users shoes and ask yourself what am I looking for, what do I want, how will this serve my company or me? Is this product/service valuable?

The use of color, verbiage, and the complete layout will have different meanings and symbolism for different nationalities.

### *Your Message:*

What do you wish to convey? Why should anyone want to buy your products/services? What is the difference between your company and that of your competitors?

### *Your Style:*

Depending on your message, will your site present simple, elegant, or flashy design?

Simple - Not elaborate, elegant, or luxurious. A single component of a complex one, especially one that is unanalyzable.

Elegant - Characterized by or exhibiting refined, tasteful beauty of manner, form, or style.

Flashy - Dazzling for a moment; making a momentary show of brilliance; transitorily bright.



## ***Your Logo?***

Do you have a current logo? Does your logo need an updating, or completely re-designed? If new, do you have a specific color scheme in mind?

## ***Flash Opening:***

Would you like a flash opening? Will it enhance the rest of your sight? Will it serve a purpose? Would it be more suitable in another location on your site as a flash informational item? Do not waste space or time on something unless it serves a purpose. For frequent visitors, flash openings get tiresome and users exit more quickly.

## ***Your Viewing Screen:***

Would you like information viewable on a standard screen size or scrollable? Currently, the standard screen viewing size is 800 pixels wide by 600 pixels high. When the page is open to the user, naturally, it is easier to view without having to scroll and everything is right in front. Less information is better to grasp at one time. Link to alternate pages for more information.

## ***Downloads:***

Do you have text articles, brochures, newsletters or informational material to share with your users? By converting your material to PDF, anyone on the web can download and view. The PDF Acrobat reader is free from adobe.com. To create PDF's, you can purchase the full version of Acrobat from adobe.com.

If you have other files to download, they should be zipped first. Files can be zipped using WS FTP for windows. You can purchase WS FTP at ipswitch.com, or Fetch for macintosh users, which you can purchase at fetch.com.

- PDF – portable document format
- Zipped – condensed to a smaller size
- FTP – file transfer protocol

## ***Photo Gallery:***

Do you need a photo gallery? How extensive will it be? Do you need captions or descriptions? Do you have photos? Do you need a photographer? How often will you update? Photos should be sized appropriately for thumbnail and larger. Standard same sizes work best. Start with high-resolution photos and scale down for the web with the best clarity and smallest storage size.



## ***What Are Storage Sizes?***

The capacity of the disk to hold and retain data.

Bit – binary digit, smallest unit of information on a machine

1000 bytes = 8000 bits

1000 kilobytes (KB) = 1024000 bytes (2 to the 10<sup>th</sup> power)

1000 megabytes (MB) = 1024000 KB (2 to the 20<sup>th</sup> power)

1000 gigabytes (GB) = 1024000 MB (2 to the 30<sup>th</sup> power)

1000 terabytes = 1024000 GB (2 to the 40<sup>th</sup> power)

1000 petabytes = 1024000 terabytes (2 to the 50<sup>th</sup> power)

1000 exabytes = 1024000 petabytes (2 to the 60<sup>th</sup> power)

For graphics...

1 bit image = monochrome

8 bit image supports 256 colors or grayscale

24 or 32 bit supports true color

## ***Your Menu:***

What are your proposed menu items, which will link to your subsequent pages? Keep your descriptions short and descriptive. Will you need sub-menu's linking off your main menus?

## ***Links:***

Besides menu page links, will you need links to alternate sites, organizations? Make sure the links are up to date and correct. If links are to industry organizations or other sites, you should get permission to link from the linked to site first.

## ***Questions To Think About:***

Do you need training on website use or a basic manual on server hosting?

Do you need support/maintenance for revisions?

Do you have copy or graphics?

Do you need purchased art-custom photos?

Do you need a photographer for company/plant photos?

Do you need online surveys?

Do you need an online database?

Do you need e-commerce to accept credit cards, etc?

Do you need a contact form or multiple forms?

What do you anticipate for future needs?

What is your time frame?

Do you have an allocated budget?



## ***Your Domain Name?***

Do you have a registered domain name? Do you need to register one? To register a domain, make sure you register with a reputable and known company such as networksolutions.com. First, check to see if your domain name is available. If not, you will need to choose an alternate. You can register from one to 100 years and as many names as you choose, if needed.

## ***Your Web Server Host:***

Hosting comes in many varieties. Once again, host with a reputable and known company. Make sure data storage size is appropriate for your needs.

If you currently have a host, take note of your server storage size, the type of host and programs usable and available.

A few good hosting companies:

- earthlink.net
- intermedia.net
- myhosting.net

The main operating systems for hosting are windows, unix and linux. Make sure the programs used in development will work on your host server. Microsoft Visual Studio creation of an .asp or .aspx page will only work on a windows host that supports it. There are multiple authoring tools/languages to develop web pages such as php, perl, coldfusion, dreamweaver, flash, xml, etc. Your host server must support what you are using.

Depending on your package, which includes your storage size, and any additional programs needed, the pricing varies. You can normally pay monthly or yearly and do not forget your setup fees, which are one time.

## ***Databases:***

Do you need a database?

What type of information will the database consist of?

Is it private, confidential information?

How large is your database?

Who will have access to the database?

Will the database be writable?

Will you collect new information?

What will you do with your database information?

Will you need reports, downloads from your database?

Will the database need to be secure?



## ***Security?***

How secure do you need your site or database? Do you need an SSL License, (Secure Site License), which is an additional cost, currently around \$140.00 a year? Will you need multiple users and passwords?

## ***E-Commerce:***

Will you need e-commerce? Besides security, most of the better hosting packages have e-commerce add-ons, which will be an additional cost. Miva is good source for online storefronts. You can learn more at [miva.com](http://miva.com) on how e-commerce works. In addition, for credit card usage, you will need to make sure your banking institution works well with online purchases, which may be additional costs at your bank.

## ***Support:***

Support must be a dominant feature, 24x7 and phone access is best. There will ultimately be some downtime, as even the best tech cannot beat Mother Nature if she deems to knock the power out for an entire city. If you depend on your site for business, a great deal of profit could be lost if professional, knowledgeable support is not on the job.

## ***Loading Your Website To The Server:***

Many of the authoring packages, such as Dreamweaver, Visual Studio, etc are set up to upload to the web server directly from the program. You can also use an ftp client to upload your files, or ftp in through the web browser. From the web server host, information you should get before you load or program your scripts:

Host Address to your web server.

Your website root directory username.

Your website root directory password.

The exact path to your root directory if needed for scripts.

Your ip address.

Your DNS (Domain Name Server) addresses for your domain name.

A secret password for future use with tech support help.