

sage butterfly design

web page design - a client's guide

Greetings from sage butterfly design!

A website is an exciting venture! You are about to introduce your business to the world. So really think about what it is that you wish your site to say about you and your company.

This guide will provide you with a questionnaire to help you to organize your ideas and make the development of your web site run smoothly. When you have completed answering the questions, you can fax or mail them back to me. (See contact info below). Also, if you have any questions, feel free to call or email!

A basic site will contain the following:

- * HOMEPAGE - This page will contain your logo, photo, welcoming message, menu bar, and contact info about your company
- * ABOUT US PAGE - This page will describe you and your services with up to 2 photos.
- * CUSTOM FORM PAGE - This page will allow a prospective client to fill in info about themselves and how your services pertain to them.
- * THANK YOU PAGE - This page will thank the prospective client for completing the form and or ordering from your site.
- * AUTORESPONDER - This will send a message back to the prospects e-mail to let them know know their inquiry has been received.

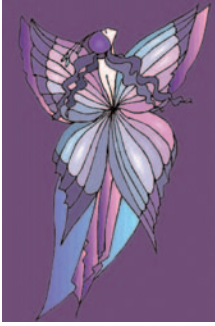
Photos and logos can be emailed in jpeg format or mailed to us and scanned in.

Of course, this is just a general outline. Every site is custom designed and unique to my clients. You also have many other options to choose from including shopping cart functions, a flash opening page, quicktime movies and/or slide shows and much more.

The above mentioned categories would be an effective place to start - but remember, your site can be as comprehensive as you desire.

Looking forward to being of service in your internet venture!

8059 kayak way, blaine, washington 98230 * 360.371.7466
sagebutterfly2@comcast.net



sage butterfly design

web page design - a client's guide

questionnaire

1.) Do you currently have your domain name picked out and/or registered?
(i.e. www.sagebutterfly .com) ___ Yes ___ No

If Yes, please specify name: _____

If No, please indicate the name you would like to use. We recommend you provide us with several variables of the name. Due to the nature of the internet, there is no guarantee that your first choice will still be available.

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

Contact Info (your personal info): _____

Contact Person: _____

Title: _____

Phone w/area code: _____

Email: _____

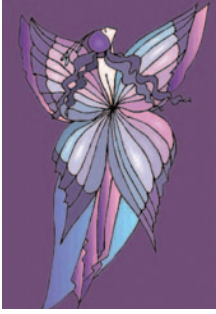
Fax w/area code: _____

Phone w/area code: _____

Mailing Address: _____

The next few pages will give you the opportunity to write down some info about you and your services. Think about what it is that you want the world to know about your business and what you have to offer. What makes you unique? What are you most proud of? In what way do you best serve the community? Do you have a mission statement?

These are all questions to ask yourself. At the same time be considering a color scheme that you feel most comfortable with - a certain look. Maybe you have visited other sites that really spoke to you and you wish to have your site designed using a similar look. All of this information is helpful in the design process.



sage butterfly design

web page design - a client's guide

CUSTOM FORM: What do you want to know about your customer? The following is basic info that would include on this page. Feel free to add some business specific additions or modifications.

First Name: _____
Last Name: _____
Phone w/area code: _____
Fax w/area code: _____
Email: _____
Fax w/area code: _____
Mailing Address: _____
City: _____
State: _____
Zip: _____
Comments: _____

AUTO RESPONDER: When your prospect fills in the Custom Form and hits submit the auto responder will automatically generate a response email. Current default is: Thank you for your interest in our (services, business, etc). We will be in touch with you shortly to discuss your specific needs.

Please make any changes you like while keeping the message short and to the point:

Feel free to use the next few lines to describe a look or color scheme that you have in mind. Also, if there are any sites you would like us to visit to get a comparable feel just let us know!

Search Engine Info:

Your design will also include insertion of what are known as key words or metatags. These are behind the scenes, descriptive words and phrases that categorize your site. Your design fee then includes a one time submission to top search engines. On the following page you will find room to include those words and phrases you feel would be most helpful in directing clients to your site.



sage butterfly design

web page design - a client's guide

terms, conditions & general pricing

Out of respect to my clients, I wish to furnish you with basic guidelines that will promote professionalism throughout our working relationship. Please read over the following terms to promote a mutual understanding of our web design agreement:

****These are GENERAL pricing guidelines. Every site is custom designed and priced.****

- 1) There are different design packages to choose from. These include:
 - a) Web Ad : composed of one page with up to two photos & limited text, email link. Cost: \$200.00
 - b) Basic Site : **WEB-BIZ - *helping you to establish your internet presence***- composed of up to 3 pages (categories) and two photos per page. This also includes an email submission form for your clients to reach you as well as registration of your domain name. Cost: \$499.00
 - c) Moderate Site: composed of up to 6 pages (categories) and up to 10 photos. This also includes contact info form and search engine submission. Cost: \$849.00
 - d) Large Site: composed of over 6 pages (categories) and up to 15 photos. This also includes contact info form, links and search engine submission: Cost: from \$899.00
 - e) Small Ecommerce: Same as basic plus up to 10 shopping cart items for purchase on secure server: Cost: \$999.00 (Does not include shopping cart annual fee of \$249.00)
 - f) Medium Ecommerce: Same as moderate plus up to 20 shopping cart items for purchase on secure server: Cost: \$1299.00 (Does not include shopping cart annual fee of \$249.00)
 - g) Large Ecommerce: more than 20 items: custom priced.
- 2) All of the above programs will be charged on a project basis. Should the design require more time for changes, additions, etc. this will be billed at a negotiable hourly rate - project dependent - as will follow up modifications.
- 3) It behooves my clients to have a solid idea of what they wish to accomplish with their site as well as having a clear ideas regarding design specifications (color scheme, fonts, etc.). The more info you can provide at the beginning, the better the chances of remaining within the project design time.
- 4) If you give me creative license and are not pleased with my rendition of what your site should look like, any changes will also be billed at the above hourly rate.
- 5) Please also note that while the initial design consultation is free, any follow up meetings to discuss the design will be included in your project design time.

Thanks for the opportunity!
kelly



sage butterfly design

web page design - a client's guide

Marketing Tips

What can you do to make your site stand out from others? How can you draw an audience to your site? Let's look at a few marketing tips...

There are more websites out there in this world than people! But before you get discouraged and say they why even try to market it, PLEASE first remember the law of credibility in today's world. If you DONT have a website, you are already losing customers.

Here are some basic ways that will make your presence worthwhile:

- 1) LITERATURE: Once you have a website, you need to let people know. Make sure that every piece of literature that leaves your hands has 'www.yourbiz.com' on it. Brochures, biz cards, etc. It is also a reason to have a press release. e.g. "You can now learn about Joe's Diner's special of the day... by going online!!" You get the idea.
- 2) FREEBIES: Give away some free advice or a discount to your online customers. e.g. "Tell Joe you saw his special on the internet and receive a free order of fries."
- 3) SEARCH ENGINES: The key words and descriptions that you furnish me with when I design your site come into play here. The engines seek out these "behind the scenes" words. While submitting your site to key engines is very important, it can also take time to get noticed. The major engine that I recommend submitting to is Google. It is still free - but has become the most widely accessed engine. Another major player is Yahoo but they will also charge you now to get submitted if you are a commercial business.
- 4) RECIPROCAL LINKS - if you have colleagues with websites or know of complementary businesses to your own, set up reciprocal links. The ol' you scratch my back, i'll scratch yours theory. It costs nothing - except the time to form the link. This way you are bringing in people from side doors as well as your front door. When i do this for my clients, i always design it so that they never actually leave your site - an additional window opens leaving your site exposed.
- 5) EMPLOYEE AWARENESS... i can testify firsthand to how employee ignorance of a website can damage business. I was recently shopping for a hot tub and the site i visited - nicely designed - had an online showroom. I picked out the two i was interested in and called the store to get the lowdown on availability etc. Well, the employee had never even visited the site. And when she inquired as to the availability of the 2 tubs i was interested in, come to find out they are no longer being produced. Double whammy!! So make sure not only that your employees are aware of your URL (www.yourbiz.com) but that they have actually visited it and know what is on your site - so that they can send potential customers to the right area to get them the info they desire.

Ask for input also- if they are on the "front lines" so to speak, they may have ideas that you had not considered - things to add in a FAQ section, for instance.

- 6) EMAIL MARKETING- This could be your biggest and best way to market of all. Gather as many email addresses as you can and start your database. If you have a storefront, put a pad and pen out asking customers to sign up to hear about specials, etc. If you dont have a storefront, have a form on your site where people can sign up to be reminded of upcoming specials, events - whatever. Because every time you update your site, it is a reason to bulk email and get your name out in front of people. I AM NOT CONDONING SPAMMING. These are addresses from people who have agreed to receive your emails.

Frugal MacDoogal and Greens Beverages have reaped the benefits many times over by collecting names and emails - we put a new wine on special - and bingo - the customer comes into the store. And typically buys more than just that one wine.

Marketing Ideas continued...

email marketing....

This is a terrific way also to communicate with your prospects on a one to one basis-the foundation of a solid relationship. A VERY important aside here - make sure that you respond in a timely manner to your customers when they email you for info. Some marketers say within 24 hours - i believe this is stretching it. The sooner the better - even if you dont have the exact info - let them know you received their request and will get back to them. This is also where an autoresponder can come in handy. They get an answer immediately saying that their mail has been received. You can then personalize what else you would like it to say.

7) DIVERSIFY..... It is also important to offer more than ONE specific item or service - for example, i do web design - i offer videography - and of course, public speaking. I am able to incorporate all three of these services on my site. If one area is slow, hopefully a second area will be booming - Example: Jeff was the owner of a small sporting goods store - just down the block a Super Sporting Goods store was moving in. Jeff was not going to be able to compete with the prices they were offering, so he asked himself, what can i do to beat this rap? Well, he decided to add "used sporting goods" department- He advertised that he would buy and sell used equipment- and expanded his used equipment to the internet. In time, this became the bulk of his income. He never would have diversified without the challenge - so we need to think outside the box to prepare for unexpected change that can effect our bottom line.

8) MERCHANT ACCOUNT- if you are selling products or services online and dont already accept credit cards, you may want to rethink this. Up til recently it was relatively difficult to get a merchant acct if you didnt have a brick and mortar bldg- that is no longer the case. Many companies now offer the ability to biz owners who just deal with the web. Stats have shown that companies

9) TESTIMONIALS - again dont underestimate their power. They have been known to increase sales by 25% and more- The internet can be a very impersonal medium - and people trust people. The more you can do to "humanize" your website, the more likely potential customers you will have. How to get them---- ASK! ask your current customers if you can quote them on how they liked your product or service . Always get permission and be as specific as possible.

Three key points to keep in mind:

- 1) ensure that it is believable. if it is far-fetched, you will reduce credibility rather than build it.
- 2) Include as much info on the testimonial giver as you can - J. West from Austin, TX is far more believable than "a satisfied customer."
- 3) NEVER make it up. A fabricated testimonial is not only illegal - its just not ethical.

So... as you can see, marketing is a very proactive process. And it requires patience.