

Web Site Development Information



Planning Stage:

The first step is, of course, developing the content for the site. This is a critical stage and will involve a great deal of effort on your part.

The key is to identify your goals and objectives for the site. Those goals will, in turn, become the driving force in deciding what specific content you want on the site. At this stage of the process, you may even want to identify your short and long term goals for the site. This planning stage is as critical to the success of your site as a business plan is to your organization or ministry.

Once goals/objectives are developed, we can collaborate with you in development of a site structure. This is essentially a diagram or map of your site incorporating the information and features you have identified through your goals and objectives. This, too, is a critical step. You want your visitors to be able to find the information they desire as easily as possible. Having an intuitive and user-friendly site structure will eliminate frustration for your visitors.

Having a well defined site structure will be a great asset in guiding you through your next step in the planning stage, which is writing the copy (text information) that you want your visitors to read within each section of the site. Needless to say, this is your most labor-intensive task. This is truly the heart and soul of your site. Attractive graphics are a visual enhancement that your visitors may appreciate, but the real drawing card will be the information you supply in the copy.

At this stage, you'll also want to gather together any specific graphics you want to use, such as your logo and photos. If you do not have a logo, we can design one for an additional cost.

Once you've got your copy and graphics, you're major work is done. <whew!>

Construction stage:

This is where we really take up the gauntlet for you.

Our first task is to create a "look" for the site that incorporates your logo, color preferences, etc. We'll first create a mock-up of the design and upload it to our web site. You'll have the opportunity to view it on our site and request any changes at that point. What you will see will be essentially a photo of how your index (main page) would appear. It will have your logo, navigational graphics, etc. It will not be a functioning page with links at this point.

Once the design concept has been approved, we can begin actual construction of the site. We'll slice the graphics and begin work on individual pages. During this process, we'll upload the pages to our site on a regular basis so that you can view the progress. At this stage, you'll be able to request changes in copy and page-specific graphics.

Once site construction is completed to your satisfaction, we'll be ready to upload it to your domain.

Publishing stage:

This is when you "go live" with your site.

First of all, you should have a registered Internet domain and a web hosting company. If you need assistance in acquiring these, we'll be happy to help you. We'll require the URL, user name, and password for your account in order to upload your site.

We'll provide you with a CD-Rom of your entire site for archival purposes. This CD will include original Photoshop and Illustrator files of your site's artwork, along with the HTML (web-formatted) files that are uploaded to your site.

Promotional stage:

This stage is optional, but *strongly* recommended.

Internet users frequently rely on search engines to locate web sites. While you can (and should) promote your site via word of mouth and printed materials, your web traffic can be drastically enhanced by submission to a large number of key search engines.

You can submit your site to search engines on your own, if you desire. However, many clients find this process very time consuming, as each search engine has it's own requirements and submission process.

For a nominal fee, we can submit your site to over 100 of the largest and most frequently used search engines in order to help jump-start your web traffic. The cost for this service only \$75. Sometimes search engines sort out old URLs. Therefore, you may want to consider using this service on a quarterly or even monthly basis, particularly until your site is well established.

E-Commerce, (Online, Secure Store):

If you have certain products to sell to your audience through your new web site, we can develop and incorporate that into your new site for an additional fee. Please e-mail or call for specifics on construction, time in set-up, fees, and pricing for e-commerce.

Other Non-Web Related Services:

ThirdHeaven Imaging also offers a wide range of other services to help promote your business, organization, and/or ministry. Everything from custom full color logo design and branding, to full color business cards, posters, stationary, letterhead, envelopes, promotional cards, bio sheets, press kits, CD, CD-Rom, DVD, and audio cassette concept, design, printing, and duplication. We also have a state of the art video editing and production facility for producing demo videos, concert videos, music videos, corporate and training videos, commercials, etc. Please call or e-mail with any and all questions and for pricing on any of these additional services.

Basic Web Site Development Costs:

Our starter/basic package starts at \$500. This will include the Planning (our consultation is included with this to help you through this process), Construction, and Publishing stages mentioned above for a five page web site. Costs go up from there when and if you want to add Flash pages, multimedia files (e.g., audio or video files – if you have files already prepared, we will upload them free), e-commerce, additional pages, chat rooms, bulletin boards, CGI forms and scripts, password protected "members-only" areas, newsletter lists, etc. We require 50% of the estimated cost upfront and the balance due before we publish your site to your server.

Hosting Packages:

You can host your web site through us for a \$50 set-up fee and \$19.95 per month. The set-up fee is waived if you pay one year in advance. For even greater savings, pay two years in advance at a rate of \$14.95/month and, again, we'll waive the set-up fee. This includes 500 MB of web space, (enough for hundreds of pages), 30 gig of traffic per month, Secure Socket Layer (SSL), Audio and Video Ready, 300 POP3 E-mail accounts (e.g., you@yourdomain.com), free Shopping Cart software, and much more!

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