

Website Development Checklist

~what Homespun Webs needs to get the ball rolling~

1. Getting Online

- Choose a domain name: ie. www.companyname.ca (.ca \$29.95/yr; .com \$19.95/yr) - have a back-up too, in case taken.
- Choose a website host company. I generally use Netago from Hanna. They charge \$14.95/mo for basic package, which serve most small business's needs.
- Copy of your company logo - preferably .png file format. Let me know if you don't have a logo.
- Your full name / mailing / email / phone contact information to set up hosting account for you.

2. Getting Started - check out 2 or 3 other sites

- Take some time to research what your competitors are doing / saying?
- Research layout designs that appeal to you.
- Take note of color schemes - these usually reflect your logo.
- Make a wish list of features that you would like to see on your website.
 - banner image(s), images, portfolio, gallery, slideshow...
 - contact information, contact form, google maps, links...
 - social media: Facebook, Twitter, YouTube, others...
 - ecommerce, newsletter, blog...
 - price tables, service / equipment lists...
 - meet the team, employee contacts, department contacts...
 - testimonials, frequently asked questions, videos, pdfs, music, login...
 - hours of operation, after hours, sponsors / ads...
 - so many possibilities and flexibilities - just ask!

3. Website Navigation

- What pages do you want your website to have: Home, About, Services, Products, Equipment, Portfolio, Gallery, Meet the Team, Career Opportunities, FAQ / QA, Contact...
- Each page needs content, so you will need to organize that: KEEP IT SIMPLE AND GET TO THE POINT. Headings, lists are great, question-answer tabs, images, tables, columns...
- Other sites you would like to link to - this helps with SEO too. These could be affiliated people or businesses, or sites you support.

4. Does your site have a theme? (ecommerce, autobody, sports, event, occasion...)

5. Sarah will assist with grammar, organization, paragraph structure, etc. Point form and/or photocopied content is fine.

6. Organize and label your photos, images, maps, etc.

- images for homepage banner.
- images for portfolio / gallery.
- images you would like displayed throughout site.
- product / equipment images...

7. Select your colors - 3 is the magic number.

- if you have a colored logo, it is best to stay with those colors.
- consider colors that complement one another.
- consider a color or two and their shades (add white) / tones (add black).

8. If you have any login preferences or requests, let me know. I can set these and I will teach you how to access and edit areas of the admin.

9. Other: As you get things organized, email me and I will begin a folder for you. When I have enough content, I will get to work!

- my fees: <http://www.homespunwebs.ca/services-fees>
- a contract will be drawn up once I have the full plan of your website.
- call or email any time for guidance, sarahjeanhagens@gmail.com | (403) 664-8801