

SAMPLE

SAMPLE

SAMPLE

SAMPLE

Website Outline – Getting Started

This document is designed to give you a rough idea of how to package your website content for us.

Domain Name – what’s your “www.somethinghere.com” do you have a domain name registered? If yes, great, let us know what it is so we can set up your hosting account. If you don't have a domain yet, start brainstorming some ideas for your domain, send us a list and we'll check to see if they are available.

Navigation Button Headings -

See the buttons down the left side of this site? This is what we're talking about.

These are the buttons users will click on to move around your website. Think about what you would like to see on a website if you were shopping for your type of product or service.



Below are a sample of typical website navigation button headings*:

- Home
- Products or Services
- About
- Portfolio or Gallery
- Links or Resources
- FAQ (Frequently Asked Questions)
- Testimonials
- Articles or Case Studeis
- Contact
- Media

*keep in mind you can always add new pages, rename existing pages or delete pages in your CMS website.

Content - now that you have a list of pages for your website, you will need to create some content for each of these pages. Content includes text and photos. We recommend at least one image per page depending on the amount of text you have to keep the readers engaged.

Keep in mind, the beauty of the CMS website is you can change this information anytime. So start writing your first draft for each page and we will post it on the appropriate page to get you started. If you don't have any photos, let us know and we'll come up with some low cost ideas for you. Following is a sample to get your started:

Home page:

NOTE: home page to include photo titled 'productxyz.jpg' at the top right of the text and photo titled lifestylephotoxyz.jpg further down the page.

Following is the text for the Home page, link the bold words to other pages on the site, self explanatory:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam rutrum neque id felis fringilla egestas. Quisque ac nibh mauris.

- Nullam tristique consectetur elit id tempor.
- Sed congue sapien nec justo **portfolio** feugiat.
- Cras consectetur, leo sed posuere volutpat, sem sapien blandit sapien, id suscipit nisi purus sit amet nulla.
- Curabitur vitae feugiat neque. **Services** non lorem velit, non laoreet libero.
- Aenean ac nisi ante, vitae **monthly specials**

In eros ligula, adipiscing sit amet elementum nec, euismod ac mauris. Duis congue sem et libero posuere sed tincidunt metus malesuada. Nunc et nibh felis. In eros ligula, adipiscing sit amet elementum nec, euismod ac mauris. Duis congue sem et libero posuere sed tincidunt metus malesuada. **Contact Us** nibh felis.

In one Word doc or email, do the same as above for all the pages of your website. Provide us with any special requests or instructions.

Header Graphic -



The horizontal image along the top of the page to the right is called the “header graphic” and typically contains your logo, business name and usually an image. Included in the cost of your CMS website is the development of a simple header graphic*.

Provide us with your logo, business name, corporate colors and an image if required, give us a bit of an idea of what you want and we'll do the rest.

*Many of the header graphics used in our CMS sites are developed by professional graphic designers and then provided to us to place in the website. And, no, unfortunately the Header Graphic is not CMS.

Hosting services - we host the CMS websites that we build so that we can provide excellent technical and customer support. We support our CMS websites 100%, if there are any technical issues we will deal with it...on our dime. For Standard CMS websites, the Bronze hosting package is usually sufficient and is \$10/mo, paid annually.

Email Accounts - let us know what email accounts you would like set up @your new domain and we'll set these up and we can also help you set up this new account in your email program like Outlook or any other program.

Website development timeline & process - once we have everything noted above packaged in a word doc or email, along with the deposit, we will start to work on your new CMS site, not before. This includes: a draft of all website content, your domain name to set up the hosting account, header graphic info, deposit paid etc.

The first draft of a Standard CMS sites can typically be viewed in seven to ten business days, from the date we start working on it. Once we post the first draft, you will have the opportunity to provide some feedback and we can make some slight changes to the site.

Deposit - we require a deposit equivalent to half the total amount quoted to secure a block of time to build your website. We work on a first-come-first-serve basis.

Tips on developing text for your website:

Home page text- this text is VERY important and should contain some/all the words your prospective customers would use when searching for your type of service in a Search Engine like Google.

Meta Data - you can manage the following for each page in your CMS website.

Title - located at the top left of the browser window, NOT your website. It is VERY important. It should contain some of your key words/phrases and can be ~ 150 characters in length including spaces.

Description - this is what Google and other search engines will display in the search results when your website is "indexed". Again, this is important. Length can be equivalent to one or two short sentences.

Key Words and Phrases - not very important, but useful all the same. Key words represent words your prospective customers would use when searching for your type of product or service in a search engine like Google. Provide us with ~ 25 Key Words & ~ 15 phrases that contain 2-3 Key Words. Make sure to include the geographical area your potential customers might include in their searches.

Additional Features - do you have any special requests or additional features you would like your website to have? Examples: registration, client management, order management, administrative area or anything else you can dream up. Contact us to discuss building a custom CMS website for you.

Samples of Custom Built CMS websites:

www.honeymilkdesigns.com

www.youremploymentservices.com

www.jumpgymnastics.ca

www.cave-employment.com

www.crystalfiles.com

SAMPLE

SAMPLE

SAMPLE

SAMPLE