

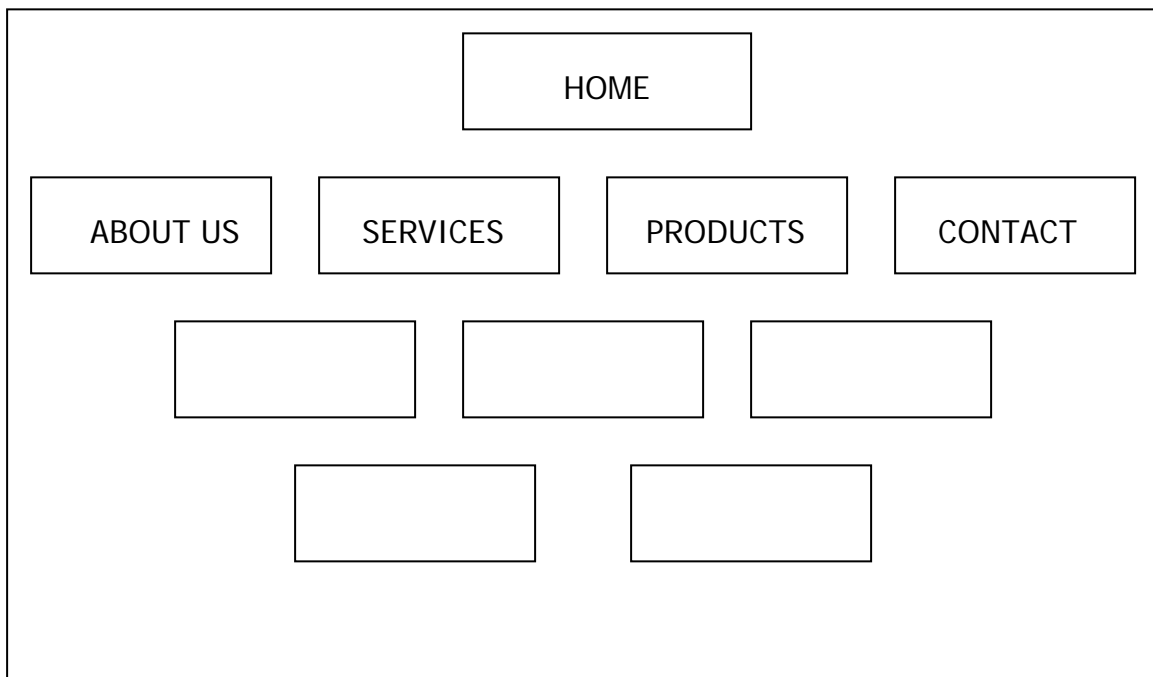
Tips for Site Design and Planning

1. Know the purpose of your site:

- ✦ To present a favorable company image to the consumer or vendor.
- ✦ To increase prospective sales
- ✦ To encourage potential customers to contact you for sales
- ✦ To sell products directly over the Internet
- ✦ To make available product information and price lists to distributors or consumers.
- ✦ To strengthen brand identification/corporate id.
- ✦ To engage in business with government agencies
- ✦ To provide valuable content to readers/visitors

2. Plan your site's architecture:

Site Layout Plan Guide (Label, add or cross out boxes as needed)



Decide on the number of pages you think you will need. Remember that at times a parent page is needed to have a "menu" for access to other child pages. (Ex: a portfolio page may link to different types of portfolio samples on individual pages.)

3. Work with us to select a Domain Name & Hosting Package:

We will work with you to help you find a name that is appropriate to your site, business or organization and available for your use. Keep these guidelines in mind:

- Check Availability of Domain Name
 - If .com is available, register as soon as possible.
 - If it is not available, look for alternatives that include your organization name such as:
 - Abbreviations that make sense
 - Alternative text
 - Your name + your city or state,
 - Other extensions such as: .biz, .net and .info
- We offer stable, 99%+ uptime web hosting service at very competitive prices. Speak with your representative about hosting your site through BHD.

4. Your Site's Branding/Identity:

- Using a company logo in the header graphic promotes site identity and reinforces branding (A new logo can be designed if needed.)
- Look at any current letterhead, brochures, advertisements, etc. to produce a site that is coordinated with and complimentary to existing company identity.
- Photos or drawing of product/location/etc.
- 2-3 Preferred colors, if any (pantone or samples should be converted to hex or rgb)
- Page header design preferences, if any
- A white text area background with dark text is best for legibility and Handicap accessibility rules (Rehabilitation Act of 1973/Section 508).

5. Provide Style Guidelines:

Find and list addresses for at least 3 sites you like and explain why you like them:

1. _____
2. _____
3. _____

Find 3 sites you don't like and explain why you dislike them:

1. _____
2. _____
3. _____

Determine what your likes and dislikes have in common:

Share this information with us, so we may create a style and design that is comfortable for you and will project the web presence you need to maintain with your most profitable client bases.

6. Site Navigation:

Remember that navigating your site easily is a main factor in whether visitor return to your site. Consider the following guidelines:

- Navigation Bar should be clear and appear on every page.
- Navigation Bar style and location is determined by your site's design.
- Navigation Bar should be limited to 5-8 selections.
- Home page should link to every page in the site to enable search engines to "spider" & index all pages.

7. Uniformity in Design:

Using consistent graphical, layout and navigation schemes will cause your site to feel "unified" and present an organized and professional appearance. Switching these items frequently results in a "home-made" or unprofessional appearance subtly communicating a lack of stability to your clients, vendors or distributors.

- All pages should display the same header. This increases branding, and provides visitors with a clear indication of where they are on the web and in your site.
- Title each page in header or under header
- Keep your fonts consistent throughout the entire document. This helps to present a unified image and increases readability.
- Use consistent navigation schemes (generally at the top or left is where visitors expect to see site navigation)

8. Handicap Accessibility

- What level of accessibility and compatibility will your website require?
- § 508 of the American's with Disabilities Act compliance is needed if you intend to do business with federal or state agencies.
- Web Accessibility Initiative Level A, AA or AAA
- (For most sites Level A and §508 will be sufficient to make their site useable by most people with or without disabilities.)

9. Copyright/TM/Privacy Tips:

We do not offer legal advice, but the following general tips are offered for your consideration in planning only. Obtain legal advice from an attorney regarding your actual rights and restrictions regarding these items.

Copyright - Copyright © and trademark notice should appear at the bottom of every page. Registered trademarks should have their ®.

Privacy Policy - Every site with very few exceptions should have a Privacy Policy. If you collect any data that might be linked to an individual you must provide a privacy policy. This includes: Contact Forms, Registrations, and Guest Books

10. Graphics

- It is best to use original graphics created just for your site. This prevents several problems:
 - Clipart can give your site a 'cookie cutter' or an amateur look when visitors recognize the graphic from other sites or as included with MS Office.
 - Copyright violation-**under current law the person who creates any graphic, text or code owns the copyright even if they have not registered it with the Office of Copyright.**
 - As with graphics, original photo images are best.
 - Take your pictures with a high quality digital camera or provide a high quality photo print. If you need a higher resolution or larger size for distribution use a thumbnail with a link and file size to the larger image.
- Stock Photos
 - Sometimes you can't get the photo you need. We have a large collection of stock photos to assist with the design of your site graphics. If we don't have an image that will work, we can find and purchase rights to one for you.

11. Multimedia

- Consider the purpose of your site (#1). Does the use of media support the purpose(s)?
- When appropriate use:
 - FLASH / Animated GIF images / Video / MP3, MIDI, or Streaming Real Audio

12. Forms/E-mail

- What is the purpose of your form?
 - To contact the site owner/administrator/sales;
 - A guestbook for visitors to record comments;
 - Request for product or other information;
 - Customer Survey; other?
- E-mail:
 - E-mail response link (Make sure this link is an email address that gets monitored but note that this account will most likely experience an increase in spam as a result of being listed on your site.)

13. Maintenance Decisions:

- Will BHD maintain your site's content or will you?
- How often will content be updated?
- Will Content Management Software (CMS) be needed?
- If content is frequently updated, a service contract may benefit you.

14. Sequence of Design/Timeline:

- Initial meeting or phone conference to discuss site plans.
- Contract for Website Design/Development and Good Faith Deposit to BHD
- If site is currently hosted, FTP user ID & password provided to BHD for access to site. (Or obtain domain/FTP/host with BHD if new site or transfer is desired)
- Delivery of organization's logos, site content (text, databases, etc.), and images to BHD
- Delivery of preliminary design concept [logo, header, page layout] from BHD
- Revisions/Approval of design concept to BHD
- Site preview delivered from BHD
- Revisions/Edits to content – final proofing.
- Final Payment to BHD/Site is published on web server.
- Monitoring & Maintenance continues by BHD or Client