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HOW WE MAKE A WEBSITE & HOW WE APPROACH THINGS

It is important to have a professional, accurate and easy-to-navigate website. It also has to be designed in a way where it is expandable. Beyond that, we try to steer our clients away from spending a lot of money on graphical design and their initial website. Our clients want their website to *sell*, to save *them* time and money, to save their *clients* time - our clients want functionality and return on investment, not first prize in a beauty pageant and a huge bill from us.

If you are sure about what should be on your website, then tell us. If not, or if you want some additional ideas, talk to us first. We then ask that you gather the pieces (we call them *elements*) and give them to us. Elements could include your logo, pictures (you must own the copyright), text (you save money by giving it to us in an electronic format), documents that your clients may need to download, etc. etc. Think in terms of "how can we and our clients save time by putting certain information on-line". If you already know what your sales message is, great. If not, we can help you develop one.

Once you have given us the elements, the designer will talk to you about color themes, pictures to use and other issues. *If you saw a website that you thought would be perfect for your business, show it to us.* Even if you want a different color and some other changes, it is much cheaper to copy a general idea than to develop a brand new one.

We then ask you to step aside for a while - based on your input, the designer will develop a one page mockup. Once you approve the mock-up, the site will be completed out using that structure, look, feel and color theme. Based on having made over 1000 websites, we have found that end product is better and the cost lower if you let the designer design. We have had cases where the designer did exactly what the client wanted in great detail - the client got exactly what they asked for....and wasn't happy. So let the designer design.

Rather than doing fixed price quotes, we think it better that you have the ability to change the plan a little as we go along. Our goal is to make you a professional site for as little money as possible. We work with a minimum time budget of 10 hours, but we have never made a website that took more than 40 hours. There is just no reason for it, and it just costs you money.

We hope this gives you better idea of how we work and we look forward to working with you for many years to come !