

Preparing for your Website Consultation

We want to save you time and money so Woodard's Computing Services prepared this worksheet to help you prepare for your first Website Consultation. You don't have to follow this worksheet to the letter but the more information you prepare for us the easier the website design process will be, on your time and budget.

The process

Like any other project you work on, website design has certain steps to go through to ensure success and increase efficiency. Here are the steps we will go through together while we design or redesign your website:

- Website consultation
- Design a prototype
- Make changes and approve design
- Launch website

Information to make the process go more smoothly

We probably don't know much about your business but we need to understand your business as much as possible in order to make a functional website for you. Below are some basic questions we will ask you about your business. Please prepare as much information as you would like.

- What do you want your website to do for your business?
- Who are your primary customers?
- What are your top selling products or services?
- Who are your competitors?
- Do you have any seasonal specials?

It would also help us if you had the following information:

- Your business logo, any print material and mission statement
- Examples of websites you like and don't like
- And, if you are moving or redesigning a current website we would need the login information, user name, password and your hosting company information.

Images and Text

Your website will obviously include images and text. It's very simple to put an image on a website but if the image provided to us doesn't meet certain criteria then we will have to prepare the image for the website which means more cost to you. We are happy to prepare any image (as long as you own the image or it is a royalty free image) but the less work we have to do to the image will save you money. Here is a checklist to help you prepare your images and text:

All images are high quality – This simply means the bigger the better.

You have purchased or have taken the images yourself – Keep in mind that just because you found an image on Google it doesn't mean that the image is free to use. If you do not have the ability to take your own photos you can get a free account at Stock Exchange (www.sxc.hu) and download thousands of royalty-free images.

Images are provided as an image attachment in an email or on cd - do not insert an image in a word document and definitely do not resize the image

Text is in a Word or similar document – This makes it easy for us to simply copy and paste the text into the website.

Text is organized by category or website page – If you have an idea of what information you would like on certain website pages it is of great help to us if you organize that information accordingly. For instance, if you have a company history page with a few paragraphs about the history of your company and an image of your building you can organize the text like this:

History Page

This is the history of my company...(rest of text)

(image: building.jpg) – This is the image that you would like to accompany the text.

If you have any questions regarding preparing for your Website Consultation please call Sara Ortiz at 217-316-4882.

We look forward to designing or improving your website.

