



## GETTING STARTED GUIDE

### **Assembling your website content**

To receive the best possible service from us, it is helpful for you to prepare your company's materials for the website in advance. You supply the raw materials and we assemble them into graphically pleasing, easy-to-read web pages. Here are some guidelines to consider when preparing your content.

### **Site Organization**

Before the design of your site can begin, we must first determine how your content will be organized. It is best to review all the content you have chosen to include on the site, then separate the info into distinguishable categories (this will be the navigation menu on the site). If you are unsure, we can help, but begin by jotting down any ideas you have and a rough outline.

### **Text**

When you begin compiling the text portion of your site, be sure to set up a separate text file for each page. That way, we can clearly define what info goes where. Please do NOT add formatting to this text. Formatting will be determined by all of us at a later stage.

Most important, please do not send us a draft of your text. Send us your final version. While we expect to make minor changes here and there after the web pages are prepared, but extra charges will apply to insert brand new text.

### **Graphics**

The quality appearance of your site has a lot to do with the photos or graphics you choose for your web pages. High resolution logos and photos are highly recommended. If you are unsure, we can assess your files to determine if they are usable. If you do not have photos, don't panic. Stock photos can also be used, which may be purchased at an additional fee.

All graphics must be sent in digitized form (via email or cd). Hard copy photos can be scanned for an additional fee.

Specialized graphic elements can also be created for you and are usually included in your customized quote.