

**What determines pricing?** The best thing to do is to sit down together and talk about your website objectives. Or about the weather, whatever's on your mind. There are a handful of basic elements to consider when pricing a project - domain name, server space, the site design, and search engine optimization. Other questions that will help to determine pricing include;

Have you registered a domain name and server space?  
Do you need a logo? If not, is your logo web ready?  
How many pages would you like in the site?  
How many images would you like to see in the site?  
Do you have images or would you like me to provide them?  
Will you need image editing?  
Do you want flash elements built into the site, such as a flash home page?  
Do you want search engine optimization?  
Do you need the site to perform any special functions? Online store, forms, etc.

**Can you explain the website development process to me?** First, we'll meet with you to get a better feel for what your website objectives are, what your aesthetic style might be, what your deadlines are, etc. Next, we'll register the domain name and server space. The design and development process of the site might best be compared to that of building a house. (On a much smaller scale of course!) The client first needs to approve a blueprint (site design) so we can work with the same goals in mind and can both envision the end result. Then from the blueprint, we start to build the structure (site development). Agreeing on the blueprint before we build is so important, because often times changing those details AFTER we've started building the site can mean more hours in development and in turn, more cost for the client.

### **What can I do to help make the best website possible?**

You can jot down some answers to the following questions...

Briefly describe your project.  
What are your goals for this website?  
What website designs do you like? URL?  
What do you like about them?  
Is there a site whose color combinations you really like?  
Is there a site whose "look and feel" you really like?  
Is there a site whose site organization and layout you really like?  
What URL do you wish to use for your site?  
What menu options or major sections do you want on your site?\_Ex: HOME, ABOUT US, CONTACT US  
How do you plan to maintain the site?  
Will you provide text or would you like me to write it?  
Do you have a deadline for this website?  
Do you need the site to perform any special functions? Online store, forms, etc.  
Are you interested in added features such as Flash?  
Jot down 10 keywords/keyword phrases that best describe the content of your site for SEO purposes.