

# SOPHISTICATED DESIGNS LLC

## Website Planning Worksheet

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All Sophisticated Designs web site plans include a comprehensive planning and development process with a followup checking and verification process to ensure that you are satisfied with your web site.

### Basic Web Site Plan

- Up to 3 web pages (single A4, standard formatting).
- Up to 5 photos.
- Choice of colours (1 graphic design included)
- Basic marketing plan.

### Standard Web Site Plan

- Up to 7 pages (single A4, standard formatting).
- Up to 10 photos.
- Choice of colours (1-3 graphic designs included)
- Standard marketing plan.

### Custom Web Site Plan

- Graphic design including concept and corporate style development
- Database development
- Advanced marketing plan
- Media files and more

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## The Website Process

### **1. Advice and Estimates.**

Please call us 914-720-8742 for advice about your web site project, web site hosting, and estimates for a range of options.

### **2. Client Meeting**

If our estimate meets your needs, please feel free to arrange a meeting with our designer. We can discuss the options available. Bring along some example web sites to aid discussion.

### Example options for discussion

- logo design
- flash animations
- membership databases
- automated publishing systems ("no html!")
- promotion services

### **3. Web Site Plan and Agreement**

Once a common understanding has been reached over the details of the project, SOPHISTICATED DESIGNS will prepare a web site plan and agreement. To start the project, simply sign the agreement. An invoice will be issued, payment in full is required within 30 days. Your payment is fully guaranteed by our agreement. A \$25.00 cancellation fee will be applied if you decide to terminate service after the agreement has been signed.

### **4. Project Completion and Evaluation**

Once your site is complete you have a specified time available to provide any feedback or evaluation on your site. SOPHISTICATED DESIGNS will then make the requested changes provided they are within the agreement signed for the project.

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## **Making Your Web Site a Success**

Divide your effort equally into three areas: planning, development and promotion.

### **1. Planning**

Your web site will only ever be as good as the planning effort that you put in before the development process starts. Prepare all images and images in print ready format or in electronic format. Collect all the information for your site in a single document and arrange it as you wish it to appear on the site. Don't start the project until your content is ready. If you're waiting for some content, delay that component of the project for a second or later phase to avoid delaying the project itself. Meet with the site developers to gain a common understanding. Bring to the meeting some web sites that you like, as this will aid the discussion of the project. Have an agreed project plan with timelines before going ahead.

### **2. Development**

Make sure that your development phase includes consideration of accessibility and ease of use. How easy will your web site be to use and maintain? Remember that it can be difficult for designers and for clients to maintain the relationship between both sides, try and make it easier rather than harder for the other side to do their job. Allow time for error checking and revision of the project.

### **3. Promotion**

Your efforts will be wasted unless you are able to promote your web site successfully. Your ability to promote your web site is influenced by how much time you are able to get online. You should devote time online to promoting your site. The reach of your organisation will also influence the success of your web site. You can spend time promoting your site through search engines, but the success of this depends largely on the popularity of your site in the first place.

### **4. Online Marketing - an Overview**

No matter how much time you are planning to spend on marketing of your web site, it's important to create a simple marketing plan to ensure that you keep a record of your marketing activities, and also as a reminder to consider all the relevant aspects of online marketing. Use this overview as an outline for your marketing plan.

### **5. Preparation**

1. Define the audience and target market.
2. Define the objective of the web site.
3. Carry out market research including competitor sites and keyword research.
4. Site optimisation, optimise the user experience and for search engines.
5. Document this process and all steps taken in a marketing plan.

### **6. Marketing**

1. Search engine submissions (maintain a list and schedule)
2. Web site networking (get links on other related sites)
3. Email marketing to known contacts and mailing lists, use signature file.
4. Off-line marketing including feature in newsletters.

### **7. Followup**

1. Monitor usage through server stats/user stats, surveys.
2. Update site to maintain relevance, and to provide a reason for visitor loyalty.
3. Regularly repeat the entire procedure.

### **8. Graphic Design**

SOPHISTICATED DESIGNS's can create custom graphics for your site, site templates, or even design a logo for you. To find out more please let us know your interests.

#### **Sophisticated Designs**

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