

SERVICE OUTLINE FOR SMALL/LIMITED WEB SITES

Q-1: Our group has a website but the person who built it is no longer available to make updates and changes. How do we proceed to manage the site ourselves or with assistance?

Answer: Collect important information first!

1. Find out the following information from the person who built your site:

- a. which hosting company is posting your website on the internet (example: GoDaddy.com)
- b. what are the account terms (monthly or yearly contract) and when your account expires
- c. what is your account Username and Password
- d. who is the current account administrator, is there more than one person involved

2. Get the Domain name(s) of your site:

- a. Domain is the name that shows in the url address bar (example: <http://www.yourname.com>)
- b. find out if your group has more than one domain on the account
- c. find out when it (they) expires

After collecting the information for Q-1, access your hosting account and change the name of the administrator to you and to send account updates to your email address. Then create a new Username and Password. Write the new info down and keep a copy for your records. Now you will be able to access your account and make edits through the hosting company's file management features (or through your own web developer's software) and receive updates from the hosting company.

Q-2: I want to learn how to make the changes on our website myself, how do I proceed?

Answer: Depending on your level of involvement you can edit your site two separate ways.

1. Access your hosting account and make changes through the file manager. It should give you the option of making changes through a design view or through a HTML editor (preferred method). You should be able to upload images* (photos, logos, etc.) and change the size, color and typeface of fonts**. Some hosting companies offer tutorials to assist you and most have a 24 hour help desk.

2. You can purchase HTML Editing software such as DreamWeaver or look for Shareware HTML Editing software (cheaper) which will open up more editing options. This means you will need to learn basic html code editing. The following web site shows reviews for HTML Editing Software: <http://html-editor-software-review.toptenreviews.com>. The CoffeeCup HTML Editor seems to be a good choice for low end users. Although your hosting company will have a FTP option, it's helpful to purchase FTP (File Transfer Program) software to upload your edited files and photos but not necessary.

Summary of software needed for number 2:

1. HTML Editing Software (such as Dreamweaver or CoffeeCup)
2. Image Editing Software (such as Adobe Photoshop or Shareware version)
3. FTP Software (such as Transmit)

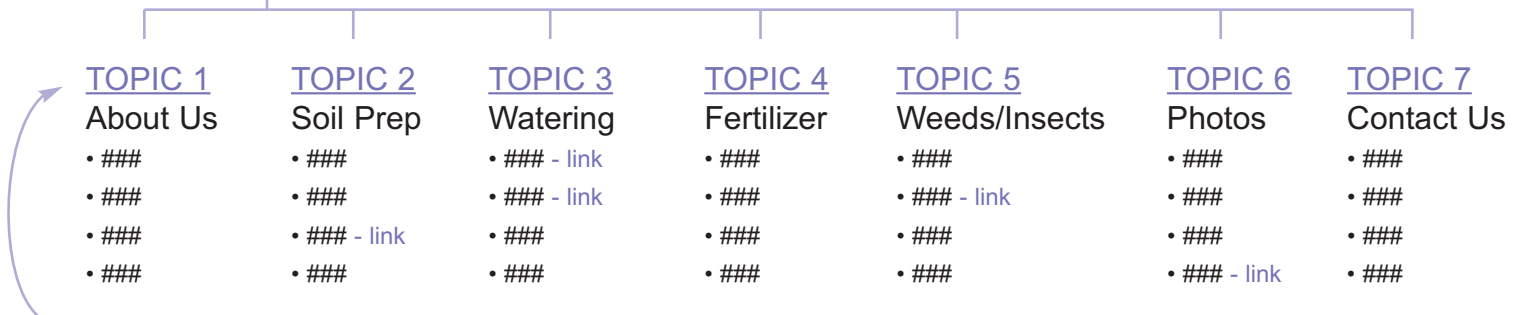
(* Images used for web: photos, graphics, pdfs must be saved in a low resolution format such as gifs, jpgs, or pdfs. Resolution should be 72 dpi (dots per inch) and sized to fit the space allocated within the column width set in the code. Colors need to be set to RGB (red, green, blue). To do this you will need Image Editing software (Photoshop).
 ** Fonts or typefaces: it's best to use default fonts acceptable on the internet. Fancy or unusual fonts will create errors. Size and colors can be adjusted. You can customize fonts with some knowledge of CSS or Cascading Style Sheets. If an unusual font is part of your company's look for a title, make the word a graphic image and save it as a gif file.)

3. Start by creating a SITE MAP to identify your look and navigation. It's helpful to make a site map or outline of how you want users to view your website. The main topics would be your MENU BAR items from where users would look for information on that topic. Addition pages (not Menu worthy) may need to be created and then link from within the Menu pages or to another Menu pages. Other items under a topic may be listed as a submenu for that topic.

Sample Site Map: *MyGarden.com*

HOME - MY GARDEN

(HOME = Domain landing page - what users see first or land on when clicking on your domain. It should have graphics, but keep wording brief. Develop a graphic header to be used on all pages within the website, the header is also used as a link back to Home from other pages. The Home page may also include info, calendar or elements not found on other pages.)



(THE MENU NAVIGATION BAR - can be horizontal or vertical near the top of the page and relisted again in a footer bar if needed. As shown here, each topic is a page link. The Menu Bar is on all pages within the website. It can include drop-downs or slideout options for submenus.)

OTHER IMPORTANT ELEMENTS TO GOOD DESIGN

A. Make the site exciting to view:

- Keep text to minimum, loads of text turns off users. Put lengthy information into small file size pdf downloads as links from your page. Set the link to open as a 'Blank' or in it's own window so the user will still be on your page when closing the pdf.
- Do not use more than 2-3 different types of fonts. Consistency is an easier read.
- Use photos or graphics. Be sure to keep them at 72 dpi and sized relative to the column height and width. Extra large images can be set to open in their own windows.
- Avoid annoying elements such as: music in background, animation openers, etc.
 Too many elements clutters the site and causes page opening delays. User's will leave.

B. Updates should be current and specific

- Google Calendar is a free program and easy to use if you need to include a calendar.

C. Look on the internet for site designs you like and may want to mimic.

D. Understand basic HTML - Tables, Rows, Columns, Tags, Divs, CSS, etc. Get a HTML resource book.

E. Ask for help if stuck. This happens to us all and a quick solution is to ask for assistance.

Q-3. I'm ready to begin building my site but need BDMC assistance, what are the costs?

Answer:

OPTION 1:

BDMC - Assisted Construction with HTML and Image Editing Training:

- 3 page templates with Menu Bar and CSS construction = \$400
- 5 page templates with Menu Bar and CSS construction = \$600
- additional templates = \$90 each

Price includes:

- Template designs for a Home page and for individually different inside pages.
- Setting up the Menu Bar and CSS for each page.
- 8 hours HTML training at your location
- Six months free tech phone support for troubleshooting HTML code.
(Limited to 15 minutes/week)
- NOTE: additional HTML tech support. One hour minimum. = \$40/hour

OPTION 2:

BDMC - Full Service Construction with HTML and Image Editing Training:

- 5 page web site with Menu Bar and CSS construction = \$500
- 6-9 page web site with Menu Bar and CSS construction = \$700
- additional pages = \$90 each

Price includes:

- Total site building using Dreamweaver and Photoshop. Insert all user provided info, images, and create custom CSS per page plus site navigation
- Create continuity of branding the site's header bar look and style
- Perform initial site launch and pre-check all functions: i.e.; navigation, images, css codes, hyperlinks
- 8 hours HTML training at your location
- Six months free tech phone support for troubleshooting HTML code.
(Limited to 15 minutes/week)
- NOTE: additional HTML tech support. One hour minimum. = \$40/hour

OPTION 3:

BDMC - Full Service Construction and Full Service Maintenance:

- 5 page web site with Menu Bar and CSS construction = \$500
- 6-9 page web site with Menu Bar and CSS construction = \$700
- additional pages = \$90 each

Price includes:

- Total site building using Dreamweaver and Photoshop. Insert all user provided info, images, and create custom CSS per page plus site navigation
- Create continuity of branding the site's header bar look and style
- Perform initial site launch and pre-check all functions
- BDMC to perform all site updates (information, photos, etc). Can be as needed per your organization's requirements. One hour minimum. = \$40/hour