

There are a few things that you should know about websites, so that you understand what is involved in the building process and what to expect in the finished product.



A Website WILL NOT appear the same to everyone.

This is the biggest misconception.

If people tell you that they can guarantee that your website will look the same to all users, they are lying to you.

The truth is that every computer is different, just like every person. While most computers use the same settings and preferences, there are some computers that do not. This has to do with the way the computer systems, the operating system, the way browsers are configured, and what preferences the owner has changed to their liking. I cannot change these preferences via the web or your site.

As a result, things like spacing, text appearance, and some layout and design formats appear different on different screen sizes or computer systems. Sometimes, certain features in your website will not be visible, or will not appear correct to a user. This can cause confusion to the user and possibly to the computer.

I will suggest alternatives to create the effect you want and minimize any potential problems. **You will have the final decision as to how your site will look and what features it will have. You do not have to take my suggestions.**

I will do my best to make your site as universal as possible, but you need to understand that there are limitations as to what I can fix, and how I make things appear online.

There MAY BE some graphic work required.

While you may not think that your website uses pictures, or has any need for any images, that is very rarely the case.

The only way to ensure font, text, or effects is to use pictures. I can edit ones you have, or I may have to create a whole new picture based on ones you already have or need. Backgrounds, bullets, logos, and most effects are pictures or images, so they will probably be included in your site somewhere.

Any pictures that you may have will need to be edited.

They may just need to be cropped, resized, reformatted, or renamed, but they will have to have some editing done to have them work well with you site. I do not charge for such simple edits, but will charge if borders or effects have to be added to the pictures. I also charge for creating images to ensure the look and feel of your site.



There will be outside costs.

While I will build your site, **THERE WILL BE COSTS THAT YOU WILL HAVE TO INCUR BESIDE MY OWN FEES.** At the very least, this will be your hosting and domain name. Your hosting will depend on your needs, but I can recommend several hosting services to fit your needs and have no problem setting this up for you. I will just need your billing information.

Other costs that you may incur is outsourced products (additional programs, subscriptions services, some graphic work, etc), required services and certificates (SSL certificates, merchant accounts, memberships, etc), and any other special features or services that you will need/want to include.

You may have to pay these before your site is finished, so that I may complete your site. I will be sure to tell you what you need, make recommendations, and set up any accounts that you may need to finish your site. Again, I will just need your billing information.



Not everyone has a fast computer or internet connection. Some people don't even know how to use the "net."

Believe it or not, there are a ton of people who have no idea how to use the internet or what it's capable of.

Simply, the possibilities are endless, and the information that is available is overwhelming.

This being said, it is important to realize that there are people who don't use the internet on a regular basis, or are new to the "net," who will be viewing your site. It is also important to know that there are a lot of people who do not have a state of the art computer or have lightning fast DSL or LAN connections who may be viewing your site.

One of the purposes of being online is to inform your consumers and reach potential customers. In order to reach that goal, you need to keep in mind that **NOT EVERYONE IS COMPUTER SAVVY OR HAS THE LATEST TECHNOLOGIES.**

You don't want to leave these people out or alienate them from the services you offer, so please keep them in mind while you are thinking about what you want on your site.

Again, I will suggest alternatives to create the effects you want and minimize any potential problems. **You will have the final decision as to how your site will look and what features it will have. You do not have to take my suggestions.**



Do you know your audience?

I know I just told you about people who aren't used to the power of the internet, and people who aren't computer savvy, but that's only a part of your audience.

The real question is: **"Who are you trying to reach and what are you trying to say?"**

Website formats depend greatly on what you want to put out there and what your audience needs. Just like any marketing tool, your website should be designed to interact with your audience, fulfill their goals, and make the information you have available to them. The best way to do this is to know who you are trying to reach, why, and what you want to say.

A few key things to think about are:

- 🕒 How long do you want your user to be on your site?
- 📄 What's the most important piece of information that you need to give?
- 👤 What's the demographic of your target audience, and what are their goals?

- 🌐 What is the most requested information from your current customers?
- 🌐 How do you want your customers/users to feel after viewing your site?
- 🌐 How do you want to express yourself, represent your business, and attract consumers?
- 🌐 What do you want your website to do for you?

These may seem like pretty standard questions, but not everyone thinks about them. **Basically, once you have the answer to these questions, then a format for your information presents itself, and we build your site around that format.** Then, we fill in the blank spots with all the content that you want or need on your site and finish it out with special features, individualize items and designs, and any extras that you may need or want.

Goals of a Website.

The first one is easy – to inform. You want to be able to tell your audience what you want them to know about you and your business.

After that, it may get a little tricky.

If you have a plethora of information how you present it can vary greatly. It's important to note no matter what the demographic of your target audience is, they are all looking for information, and they want it NOW!!

The Internet Age is the Age of Instant Gratification.

That means that you need to make your site easily navigational and you need to present your information in a straight forward manner to your audience. **The longer a user has to search for information on your site, then the more likely they are to leave your site and move to one of your competitors.**

If the goal of your site is to have your audience spend time “surfing,” then you can “bury” some information, but otherwise you need to make your site and its pages scan-able and have the information they need stand out.

Another goal of your website is to **ADVERTISE**. That means you need to find a way to present you information that is appealing to your audience, and possibly convince them to use your services instead of your competitors’.

A goal that is greatly overlooked is that **your website is about you!** Most people forget this and stick to the generic websites, which are boring, to ensure professionalism and reach as many people as they think they can.

While reaching a large target audience is wonderful, you can still do it by adding personal touches and letting the public, your consumers, know about you. You can still make it professional, but sites that are a little more personalized, not generic, are remembered more, welcoming, build instant trust with the users, and are not boring. After all, if you think the site is boring, then your customers will too making it unappealing and ultimately ineffective.



How I build my sites and why.

I build websites using a combination of programs and hand coding, but mainly I use Microsoft’s FrontPage.

While this program is by no means the industry standard, I use it because it is the most common, or most accessible, web editing program among my clients and small businesses. Also, for people who know nothing about

web editing, it is easy to learn and use on their own. If you can type and use Microsoft's Word, then you can use FrontPage and build or edit your own website.

Also, I have found that by building files in FrontPage, they translate easily to other packages that a client may use or have experience with. There is no set of coding blocking editing on other packages, which means editing your pages are even easier and more convenient to work with.

Because I use FrontPage, don't think that your website will be less than what you envisioned or won't support the features you want. That is simply not true. Your page will look no different than any other page on the internet and no one will ever know that you didn't pay a huge company thousands of dollars to produce it. Your page can have as much as you envision – making it happen is what I am here for!

That being said, I will repeat my web service disclaimer:

Please note that while I am very talented with a computer, and am always up for a challenge,

I AM NOT A PROGRAMMER OR AN ARTIST.

That being said, if there is something that I cannot do, or a feature that you want or need that I cannot provide, I will be honest and tell you up front. I may be able to recommend someone that can fulfill your needs, and I may ask to outsource that piece of the project. If that is the case, then the client will assume full cost of the outsourced product along with my regular service fees.

Not to worry, most of what you need or want for your page I can implement. I put this disclaimer in there for extremely complicated features, or features that I do not have a lot of experience with. As I said, I will be up front and tell you exactly what I can or cannot do.

The editing process.

Once we decide on your site layout, format, and content, I will start to build your site. **You can look at my progress anytime you want by going to caypay.com, clicking the link on the bottom labeled "Current Clients and Projects," and then clicking on your name or project name.**

That link will take you to a page that links to what I am working on and a personalized note of my progress, questions, or general notes. I try to update it daily, but please don't panic if your site isn't listed, or isn't updated from your last viewing, that simply means that I am working on it. It is also important to note that some links will not work until loaded onto your site/domain name, and that anyone can see my progress, just like you can see other projects that I may be working on.

Once you view your site, or read the notes, please let me know if there is anything you don't like, want changed, randomly thought of, or whatever. The sooner I know what you like or don't like, the sooner I can change it!

Everything I do will need to be proof read before finalizing and uploading your site to your domain name. I can read and re-read the content in your site a million times, I'm sure there will be something I miss. Also, I may not have something worded right, or a concept or idea misrepresented and don't know it – so everything needs to be double checked by you. I suggest having as many people as possible look at your site for mistakes and get their input as well.

Once you start looking at your site (I will usually call and tell you when it's mostly complete and really need to concentrate on corrections), making corrections can be done in a variety of ways. I can either come and look at the

site with you and go over the pages together, we can do it by conference call, or via email. Whatever is easier for you. I can assure you that I will have plenty of detailed questions for you as well to make sure your site is perfect.









What you need to provide.

While I'll be the one creating and editing your website, I can't do it all by myself – I'm going to need your help!

In order for me to put content on your page, you will need to provide it. Any content that I generate will be things that will be required (general policies, copyright, reference logos, etc), and I will need to have them approved by you. If I have to create content, then I will try to tailor it as best I can to fit your needs.

Other than that, everything that goes on your site needs to be provided by you. This includes:

-  Pictures
-  Descriptions
-  Slogans
-  Domain Name
-  Policies and Procedures
-  Personal Information
-  Specialty Items that you want to include

I will also ask you to provide **key words**. Key words are simply a group of words that describe your site and are used to help search engines index your site. Think of words that you would use to find your site or service if you were the one typing it into a search engine. If you can't think of any, I will help, but they mostly need to come to you since you are the one who knows what you want your site to say about you and your business.

Keywords should be less than 100 characters long. You can use more words or characters, but the chances of them being effective lessen the more you go over 100 characters.

I will also ask for your slogan, or a brief sentence used to describe your site. This is also another tactic used to help search engines catalogue your site.

Lastly, I will ask for outside links that you may want to include. While this is your choice, research has shown that the more links your site has to other websites (and vice a versa) the more your site gets index from search engines. If you want to include links, they can be anything from professional references and products, friends and affiliates that you want to promote or work with, or personal favorites. We can present them in a variety of ways, and include as many or as few as you would like. One you may have is Caypay.com!

About Search Engines.

Everyone wants their site recognized by search engines. Search engines are complicated computerized programs that send out "bots" or "spydere" to digitally index and catalogue your website for their use.

Eventually, no matter what you have on the web, it will get read by a "bot," put into memory, and indexed so that people who search with these engines will find your page. But this could take at least 3-6 months.

In your page, I will embed code called "Meta Tags." These tags will not be seen by you, but are very visible to the "bots." Think of them as instructions. These tags will include key words, a description sentence, and any other important information that we feel we need to put there. The "bots" will read these tags and instantly index your site with those key words. That way, once a user types in corresponding key words, the search engine will go into its index, find your matching words, and place your site in order of most words matched on the engine's results page.

You may be wondering, “How long will that take? And does it make a difference with these tags?” Well, it may take just as long for the “bots” to discover your site as if you didn’t have these tags, but once it does, then it will index it faster. But, there is a way to speed up the process of having these “bots” read and index your page.

Once your site is complete, I will submit it to a search engine service that submits your site to a variety of search engines and has their “bots” instantly read and index your site. While this seems ideal, and is quite a bit faster than just waiting for your site to be indexed, search engines will tell you that you site may not be completely indexed for 4-8 weeks after it is submitted – which is a lot better than a 3-6 month minimum!!

Overall, these tags, and submitting your site to the search engines, may not be as instantaneous as you would like, but it will help improve the traffic to your site. Plus, the longer your site is up, the more these “bots” catalogue and create different search terms for you so your site will reach your customers faster!



Suggestions

In order to make your website more effective and reach a variety of users, I make these general suggestions:

- Keep your pages small to minimize scrollage. This also presents all or most of your information quickly for the user.
- Do not use video, slides, or any complicated images with lots of movement on pages directly, make those options available on separate pages. This minimizes load times and lessens the chance of a browser hang. It also ensures that your page can be viewed by all, not just those who have compatible browsers or programs.
- Repeat your information. Remember, there are a lot of people who are not going to read all the information, the more it is presented, the more likely it’ll get noticed.
- Keep you file sizes small – this also includes pictures. This will also minimize load time.
- Do not use a lot of pictures on one page. Pictures are great, but if you have too many on one page, it will take a long time to load.
- Add information about yourself. You can keep it professional, but showing your users who they are working with and communicating with builds trust.
- Use lots of outside links and make them open in a new window, so you don’t have your users navigate away from your site.
- Use thumbnail pictures linked to larger pictures to minimize load time.
- Consider pages with downloads or printer friendly versions of your information.
- Have contact information on every page.
- Have text buttons along with your graphic ones.
- Think about people with disabilities and if you need tailor your site for those users.
- Keep your site updated!