

The Checklist

Now that you have budgeted, here is what you need to complete before the design of your website can begin:

- ___ Decide upon a domain name and an alternate in case your first choice is already in use
- ___ Contact a provider and set up an account
 - ___ Tell the provider you want an FTP account
 - ___ Authorize TBR Web Designs as your web designer
- ___ Ask your provider to register your domain name (if you have not done that already)
- ___ Gather together all information and pictures you would like to see included on your web site
- ___ Create a list of approximately 25 words or phrases that best describe your web site. These will be used to help people "search" for and find your web site once it is registered with search engines.
- ___ Contact your webmaster.

TBR Web Designs
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TBR Web Designs

The Web Page Planning Guide

- ✓ A guide to help you budget for your web site
- ✓ A checklist of things you must do before work on your web site can begin



Web Page Design ♦ PowerPoint Presentations ♦ Training

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For example, you may require maintenance once a week, once a month or every few months. Each time you contact TRB Web Designs to make changes to your web site, you will be billed \$100.00 for up to and including 5 changes.

What is considered a change? Examples of changes include, but are not limited to:

- The addition of a new newsletter
- The deletion of a staff member
- The addition of a new staff member including a biography of the new person

Each of the above examples would be considered one change. Each change in addition to the first 5 will be billed at an additional \$15.00 per change.

If you want to change the look of an entire page, you will be billed at \$125.00 per page since that is considered a redesign.

Billing:

An initial deposit of \$100.00 is required before any work on your web site will begin. When the web site is finished or when maintenance work is completed, an invoice will be emailed to you. Please make all checks out to:

TBR Web Designs
15 Stacy Court
Cheshire, CT 06410

Your Budget

This section describes in detail the 3 costs that you must include in your budget in order to get a web page up and running. These costs consist of:

- A Domain Name
- A Provider
- The Webmaster

A Domain Name

If you want to have unique web address (URL) for your web site, you must register a domain name. Your provider can do this for you or you can do it on your own using a site such as <http://www.register.com>

If you choose to have your own domain name, your web site address will look like: *www.yourcompanyname.com*

If you do not have your own domain name, your web site address will look like:

www.yourprovidername.com/yourcompanyname/index.htm.

Having your own domain name costs approximately \$25.00 per year.

The Provider

The provider houses and maintains your web pages on special computers called servers. These servers are connected to other servers throughout the world enabling your web site to be seen by anyone with an Internet connection.

A suggested provider is:

Doteasy

- www.dotesasy.com

When setting up an account with a provider, tell the provider you want an **FTP** account. Give the provider your domain name or arrange for the provider to register a domain name for you.

Also, authorize TBR Web Designs (Tara Rothman) as your web designer and tell the provider to give TBR Web Designs your username and password. After you give them the authorization, they can email TBR Web Designs the information at tararo@cox.net.

The Webmaster

Pricing as of 01/01/2009

Initial Setup:

The following costs are based on the assumption that you provide all text in electronic format (on disc or via email) and all photos, pictures, and logos. Given these assumptions, the costs for designing a web site are:

- \$120.00 initial setup (one time fee)
- \$200 for the first 3 pages
- \$100.00 for each additional page
- \$50.00 for each java script or flash text.
- \$50.00 for each form or guest book activated from a pre-written script
- \$50 for customized graphics

Note: A web page is **not** equivalent to one typed page, but rather equates to a section of information about your company.

Maintenance:

Once the site is complete, you might need enhancements or changes to the text or design. This is considered maintenance. Maintenance charges are \$100.00 per request for up to 5 changes. Some companies charge a fee per month whether or not any changes are requested. This is not so with TBR Web Designs. You are billed only when you request a change.

Frequently Asked Questions

- *I want to have a web site, but how do I begin?*
- *How much will it cost me?*
- *What do I have to do?*
- *What does the person I hire do?*
- *Can I make changes to the site once the site is complete?*

This booklet will answer these and other questions you may have about getting a web site up and running.

A Partial List of Clients

- Adolescent & Family Counseling Center
 - <http://www.afccenter.org>
- Advanced Diagnostic Pain Treatment Center
 - / <http://ihurt.com/>
- Howard J. Nitkin & Co.
 - <http://www.howardjnitkinco.com/>
- Lakeside Terrace Bed and Breakfast
 - <http://www.lakesideterracebb.com/index.htm>
- Sandlot Stats
 - <http://www.sandlotstats.com/>

Other Services

TBR Web Designs can also provide your company with custom designed PowerPoint Presentations or training in Microsoft WORD, Microsoft EXCEL, Microsoft PowerPoint, Microsoft ACCESS, Internet and email skills, or web page design.

Contact TBR Web Designs at 202-272-3031 or via email at tara@tbrwebdesigns.com for a *free* consultation to discuss your needs.