

Website Expectations

Webmaster Jonathan Srock

My Services

Website Creation: I build websites for organizations and persons. I can build static websites where information is constant reorganization or blog websites.

Social Media: I can set up a Facebook page for your organization, Twitter, Instagram, Pinterest, and any other account for your company to connect with its public. I will integrate your social media with your website.

Email Services: If you wish to collect email addresses, you will need an email service to store emails and contact individuals who give you their email address. You will need a lead magnet and landing pages. A lead magnet is something you give away for free to get email addresses. Landing pages can be used for special projects or campaigns.

Business Cards and Other Services: If you need business cards, postcards, etc. I can help you with these items as well. I like to use Vistaprint for such items. This costs extra time and we would have to work out what you need separate from website building and design.

Your Responsibilities: Website Hosting and Domain

I will suggest the best domain and hosting companies and plans I have come across. Either I can set up an account for your domain and hosting and give you access to it, or you can set up these accounts and give me access. The choice is yours.

Hosting. Fill out payment for hosting and domain. Create an account accessible to you and me. Choose payment options and provide credit card.

Domain: Choose a domain that fits your brand and project. This may take several options to find one that is not used on the web already. Provide at least three possible domain names. (Domain is the “www” address you type in to the address bar, the place your website will live on the internet)

Information Needed to Create Your Website

Below is information I will need from you before I can create your website. This is information I cannot supply for the website. Only you can decide these items. I suggest you have a good handle on these items to speed up the creation of your website. The more of this information I have upfront or after the first consultation call, the faster I can begin work on your website. Filling out the information below will also help you clarify what you want your website to be.

Organization or Project Website

You can make a website for a project or a organization. I suggest making one for your organization in most cases. Organization websites can include all the projects your organization is involved with. If you make a website for a project and have other projects you will need a website for each. It's better for your organization to make a website and include projects with one website. It gives you continuity and shows everything your organization does.

Name and Contact Information

You will want a way for your customers/public to get in contact with you. What do you want them of your organization to be or how do you want it to show up on the website? What contact information do you want people to have access to? You can use a contact form that sends people's messages to your email without them knowing what that email is. What you share with people is up to you.

Branding

Branding for a company/author/person is what makes you stick out to the people looking for you. It includes, but is not limited to, your message, your voice, a logo and colors that people instantly recognize you uniquely for, and even the products, books, and services you provide. If you have other forms of material (brochures, pens, and other items) already out there, you'll want your website to fit in with your branding. If this website is your first approach to your public, you will want to create branding you can use with other products.

Do you have a logo? If yes, I need the image for your website. If not, I can help you brainstorm your logo and perhaps create a few options for you. Consider that your site icon (the small picture beside the name of your website in windows and tabs) will be a much smaller form of your logo.

Do you have colors and fonts that go with your brand? I need those for the website.

Carefully consider these items and other items that will help people realize who you are instantly. You want to be as unique as possible. People need to separate you from others who do

the same things, or similar things, you do. What makes you stand out? All of this is part of your branding.

Number of Pages

Typically, you will need at least a homepage, about page, contact page, news or events page, donation page, services and/or projects page, and media page. I will do as many pages as you need. Decide what specific pages work for your project or organization. The more media you can put on pages the better they will look. Media includes images, videos, and audio.

Content

Decide what content belongs on each page. What do you want people to know about your organization? What services or projects do you want to include? What contact information do you want to have available? How will you collect donations? What should be on your homepage?

Important: I need text and images, videos, and audio for your website. These make your website look more interesting and provide a more user-friendly website for longer viewing.

Homepage: Quick introduction to your organization. Include upcoming events or projects and testimonials. Any pertinent information that remains constant. You may wish to create something to give away free to collect email addresses. If you choose to do this, you will need an emailing client like Convertkit, Mailchimp, or clients like these.

About Page: Describe your mission, what your organization does, staff and board, and any other pertinent information you wish to include.

Contact Page: Include contact person, phone number, email, street address, and other contact information. I will make a form for people to fill out to contact you. It will ask the contact for their name, email address, phone number, a subject line, and a message area. I will need your email address to receive this information for the submit button.

Donation Page: I can tailor the donation page to your needs. Do you have a current way to collect donations? We will use this information to make your donations page. I can connect to PayPal, Stripe (for credit cards) or any other setup you have.

Media Page: It's a good idea to include videos, pictures, and any other media you have to show what your organization does. I will need all images, video links or video, and anything else you want to include on this page.

News or Events Page: You can put a calendar of events, recent news, and any other ongoing information on this page. I suggest having a Google calendar dedicated to showing public events that I can import to the page. You can use a blog format to share your news or events.

Services or Projects Page: This page shows what your organization does. It will be tailored to what you do and reflects how you are involved in community, your clientele, and anything else you wish to show the public about your organization.

Blog Page: If a blog fits your organization or what you want your website to do for you, I can easily create a blog page for you that will house all the categories/posts of your blog. You will be responsible for all the content of your blog posts.