



Starting your Website Project

To get started on your website project, you'll need to prepare the following:

1) Obtain Domain Name and Hosting Service. If you haven't done so already, you'll need to purchase/sign up for the following accounts with an Internet Service Provider (separate from my service):

- a) **Domain name** (i.e., for example: www.parrottalkdesign.com),
- b) **Hosting service** (which enables your site to appear on the Internet)

NOTE: When you sign up for the above accounts, please write down the following and keep in a safe place:

- Domain Name (exact spelling)
- Customer number(s)
- User ID (if different from your customer number, or your email address, if used)
- Password (case-sensitive, so please tell me upper & lower case letters exactly)
- IP Address (an 11-digit number like this: 12.345.678.910 that is supplied after account sign up)
- You may also need to create a 4-digit PIN. If so, please write this down, too.

I will need all of the above info, except for PIN, in order to connect your site to the server (so your site can appear on the Internet). If you need some guidance on signing up for your accounts, let me know.

2) Decide on actual main web pages and their names for the link buttons (i.e., Home, About, Products, Services, Contact).

3) Prepare and finalize your text. I'll need the final text for the Home page, for starters. You can send me the text for the other pages later, if nec. Proofread your text for accuracy, proper grammar, and completeness. Run spellchecker for typos. Double check names of people, places, etc. Please have your text in a common font such as Arial, Helvetica, or Times New Roman. Save your final text document in **Rich Text Format (.rtf)** and email it to me as an attachment, or copy and paste your text directly into an email message to: cindy@parrottalkdesign.com.

4) Prepare your photos. They should be a minimum of 72 dpi at final size or larger. **Note:** Enlarging low resolution images will result in poor quality. It is best to provide your high-resolution originals in TIFF or JPG format on a CD. You may also send them via email if they are each about 2 MB or less in size. If your images are about 2 MB each, then please send them in separate emails, one or two at a time.

5) Provide your company logo art. Submit your original digital logo art files (EPS, TIFF or JPG format) in the highest resolution possible via email or CD. Do NOT scan your logo from a printed letterhead or marketing piece. Contact me for details or questions.

6) Create a list of 5 to 10 keywords or keyword phrases for EACH page of your site (i.e., common search words or phrases that potential customers would tend to use to find your product or service on the Internet through search engines such as Google). **Please note:** the keywords MUST appear within your web page content. Please email your list of keywords to me, when ready. These can be added at any time during the process.

7) Share your thoughts and ideas about design, colors, functionality, links, etc. If you see any existing websites that you like, please jot down the urls and let me know what features you like. The more information about your desired outcome that you share with me, the better I can create a website that will exceed your expectations and meet your needs.

The above list will get us started on your website project. I will be in touch with you during the whole process, keeping you informed and ensuring successful results! Please, don't hesitate to contact me with questions, ideas, or concerns. I look forward to working with you on your project!

Cindy Leadingham