

Q & A

Websites by Hannah Jennings Design

What's involved in making a website?

How long does it take?

How much does it cost?

Are we the right choice for designing your site?

What happens after a site is launched?

What other sites have we designed?



Hannah Jennings Design

HannahJennings.com

hannah@hannahjennings.com

What's involved in making a website?



The first step is to clarify your goals.

- 👉 Do you want to use your website to create credibility?
- 👉 To answer questions about your services or products?
- 👉 To sell a product directly?
- 👉 To collect donations?
- 👉 To provide access, like a portfolio or sample songs, to those who might be considering your services?
- 👉 To encourage users to email you, or to collect information from them?
- 👉 What do you want the look of the website to communicate to users? What is the essence of your company?

You can provide these answers, or we can work them out together.

A first, consultation meeting is free!

Sites start at \$500: we'll provide a total estimate based on scope.

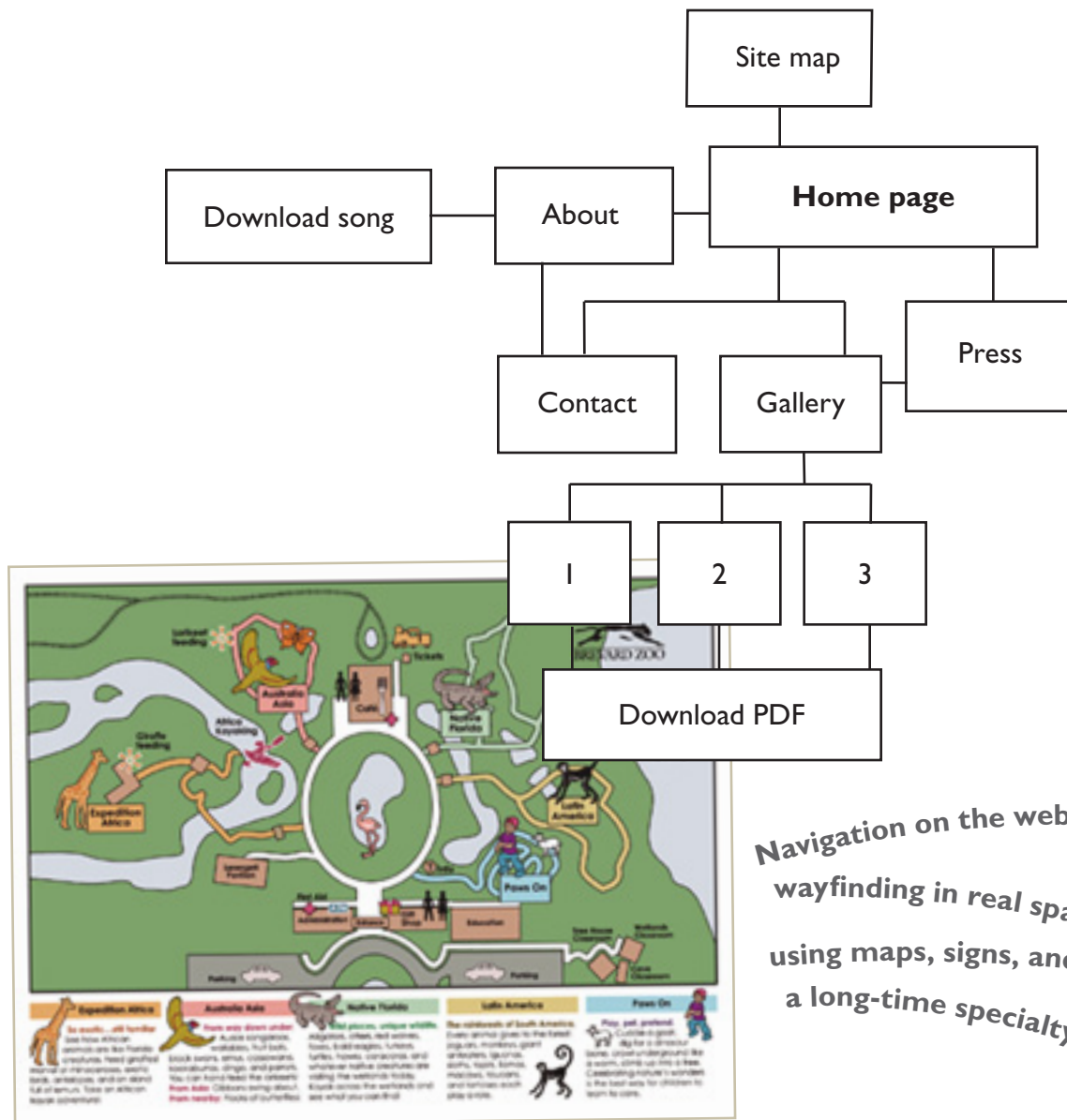


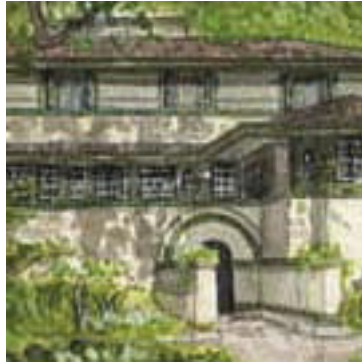


How shall the site be organized?

We will begin by creating “site architecture,” a sort of organization chart that determines the number of pages, the function of each, and how they are linked together.

From this starting point we can list the elements needed to complete the site.





What elements are already in place?

Next, what is your starting point?

- ☛ Have you registered a domain name, or is that our first step together?
- ☛ Do you already have identity elements like a logo, or are you counting on development of the website to establish your look?
- ☛ Do you have photographs and illustrations?
- ☛ How about text: writing for the web is like writing for signs: you have to keep your prose short and effective.
- ☛ If you are planning to collect money or sell directly through the website, do you have a PayPal or other account for collecting money?
- ☛ If you are featuring music or video, do you have samples in a usable format?



Who will do what to get all these together?

Once we know this, we can talk about budgets and schedules and how the process will flow.





We can provide these extra services on request.

Of course, these will have budget impact.



We designed these logos and icons...



Technology
for
Better
Living



Mediation Cape Cod

- A logo. (We can also design business cards and other printed pieces for you.)
- Illustrations.
- Text development. Or we can edit your copy to make it work better online, and we can proofread it to eliminate text errors.
- Programming. Our associate can incorporate media, blogs, interactive forms, and other complex items. He will assess code, and will be an active partner in developing all CMS (content management system) sites, including incorporating eCommerce functions.
- Extended photo prep—scanning, improving, and/or modifying a large number of photographs for web use. (A moderate number of photographs are included in the base price.)



Heirloom Textiles





How soon?



It depends on the scale and complexity of the project, so a schedule will be developed after the initial no-cost consultation.

Web Site Development Schedule Sample

| | |
|---|--------------------|
| Start date: Date contract is signed and 50% estimated fees paid | Day one |
| Client supplies to Developer: <ul style="list-style-type: none">• logo• ¼ of texts and images• other items needed for initial layout to proceed | 10 days from start |
| Hannah Jennings Design supplies: <ul style="list-style-type: none">• proposed architecture• look-and-feel• sample page or pages | 20 days from start |
| Client provides feedback on proposal 5 days from receipt of proposal | |
| Final approval of proposal: An additional payment of 25% is due. Client supplies all materials in final form to Hannah Jennings Design | 30 days from start |
| Site 90% complete, submitted to client for review | 45 days from start |
| Site complete, including metafiles to maximize your search engine visibility (Assumes above deadlines are met.) | 60 days from start |
| Site is publicly launched upon payment of final invoice. | |

 **It also depends on our schedule and your responsiveness.**
 **We can't make our deadlines if you don't make yours.**


How much?

It depends on the scale and complexity of the project, so a cost estimate will be developed after the initial no-cost consultation.



Web Site Cost Estimate Sample

| Item | Item Price |
|---|------------|
| Consultation meeting : No charge | |
| Domain registration | \$ 25 |
| Base site up to 5 pages (may vary) | 500 |
| Additional pages (or equivalent scope) | 100 |
| Hours text writing | 60 |
| Hours refitting client submissions | 60 |
| Hours alterations | 60 |
| Images over average of 2 per page | 5 |
| Scans over 5 | 5 |
| Logo design (price may vary) | 400 |
| Illustration (priced by complexity) | |
| Links, roll-overs, similar graphics : No charge | 0 |
| PayPal interface | 100 |
| Form requiring CGI scripts 200 | |
| Image map: TBD | |
| Audio or video components: TBD | |
| Addition of or connection with blog component: TBD | |

 Quick rule of thumb: \$100 per page.
But don't overload pages thinking to save money!

Are we right for designing your site?



We shine when it comes to conceptual thinking, design, writing, and illustration.

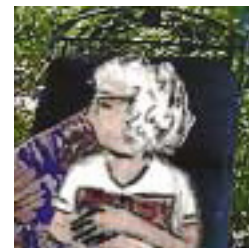
We can do lots of fun things with sites.

We have made sites full of music,



and video,

and all manner of roll-overs and buttons and bows.



You will have personal attention from our founder, Hannah Jennings.

As a matter of fact, she'll be doing all of the design! She may enlist help from our associate copy editor or programmer.

Can we do everything that the big web houses do?

Just about
If you need something we can't do in-house, we bring in an associate who can.



What services do we provide after a site is launched?



We work out any bugs that turn up in the first 30 days.

Then we'll provide the site to you on a CD or upload it to a host of your choice: or we can host your site.

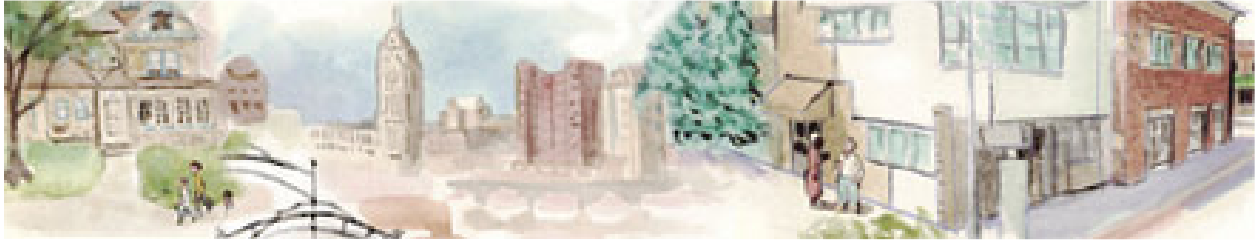
*We host and maintain sites.
We offer three options.*

Hosting

For \$150 a year Hannah Jennings Design will keep your site online. If we have registered your domain name, annual domain name renewal is included.

Maintenance as needed

Our services are billed at \$50 per hour. A minimum of \$25 will be billed in any month in which we provide services.



Some of the sites we've designed

- ☺ HannahJennings.com
- ☺ BOGoodCheer.com
- ☺ BRpiano.com
- ☺ CMEGChicago.org
- ☺ FellowshipOfTheSpirit.org
- ☺ aFoodgasm.com
- ☺ HeddaLubin.com
- ☺ HoldOnToYourMusic.org
- ☺ ItTakesAChild.net
- ☺ KnittingAmerica.com
- ☺ NCMHS.org
- ☺ SidewalkBookCompany.com
- ☺ SusanMesser.com
- ☺ TomMontgomeryFate.com
- ☺ TurtleTownNisswa.com

More sites are at HannahJennings.com/hjdGallery.



Hannah Jennings Design

708 848 0715

Hannah@HannahJennings.com