

Q & A Websites by Hannah Jennings Design

- ✿ What's involved in making a website?
- ✿ What about after the site is launched?
- ✿ How long does it take? How much does it cost?
- ✿ Are we the right choice for designing your site?
- ✿ What sites have we designed?

What's involved in making a website?

1. Clarifying 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?

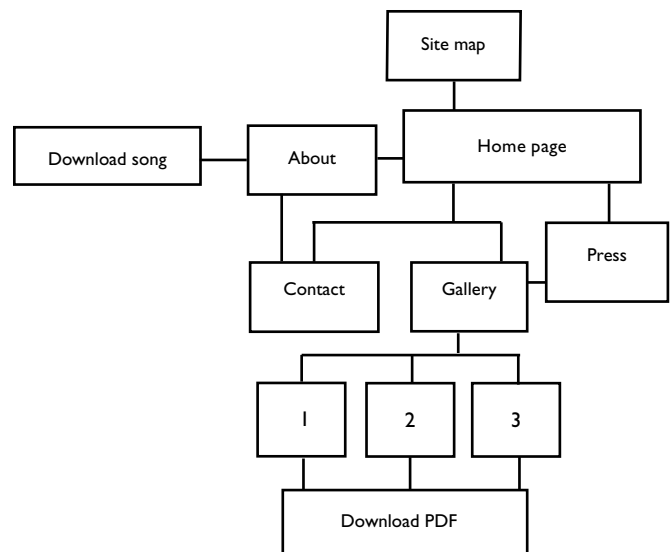
You can provide these answers, or we can work them out together.

*A first, consultation meeting is free.
Sites start at \$500: once we establish the
scope of a project we provide a cost estimate.*

2. Organizing the site

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.



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What else is involved?

3. Assessing your assets

Next, what is your starting point?

- ☛ Have you registered a domain name, or is that our first step?
- ☛ 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 it 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?

4. Schedules and budgets

Once we have articulated the scope of your project and determined who is doing what, we can develop a schedule and budget that take you from reserving your internet address to optimizing your site for search engines.

We can also host your site and/or maintain it over time. Otherwise, the project ends 30 days after your site is launched. (We'll continue to work out any remaining bugs over that month.)

We can provide extra services on request.

- ☛ 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.
- ☛ 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.)
- ☛ Website hosting and maintenance.

And after it launches?

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.

Navigation on the web is much like wayfinding in real spaces using maps, signs, and landmarks— a long-time specialty of ours.

How long does it take?

Sample Site Development Schedule

Start date: Date contract is signed and 50% estimated fees paid	Day one
Client supplies to Developer:	10 days from start
<ul style="list-style-type: none">• logo• ¼ of texts and images• other items needed for initial layout to proceed	
Hannah Jennings Design supplies:	20 days from start
<ul style="list-style-type: none">• proposed architecture• look-and-feel• sample page or pages	
Client provides feedback on proposal	
5 days from receipt of proposal	
Final approval of proposal:	30 days from start
An additional payment of 25% is due. Client supplies all materials in final form.	
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 will it be?

Web Site Cost Estimate Guide

Item	Item Unit Price
Consultation meeting : No charge	
Domain registration	\$ 25
Base site up to 5 pages (may vary)	500
Additional pages	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 CSI scripts	200
Image map: TBD	
Audio or video components: TBD	
Extra CDs of site (one CD included)	25
TOTAL	

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.

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 it all!

Can we do everything that the big web houses do?

Well, no. But if you need something we can't do in-house, we'll bring in an associate who can.

Some of the sites we've designed

- ☞ HannahJennings.com
- ☞ BOGoodCheer.com
- ☞ BRpiano.com
- ☞ CMEGChicago.org
- ☞ FellowshipOfTheSpirit.org
- ☞ FernworkArtsIncubator.org
- ☞ HeddaLubin.com
- ☞ ItTakesAChild.net
- ☞ KnittingAmerica.com
- ☞ NCMHS.org
- ☞ RenshawMusic.com
- ☞ SidewalkBookCompany.com
- ☞ SusanMesser.com

More sites are at HannahJennings.com/hjdGallery.



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