Q & A
Websites by Hannah Jennings Design

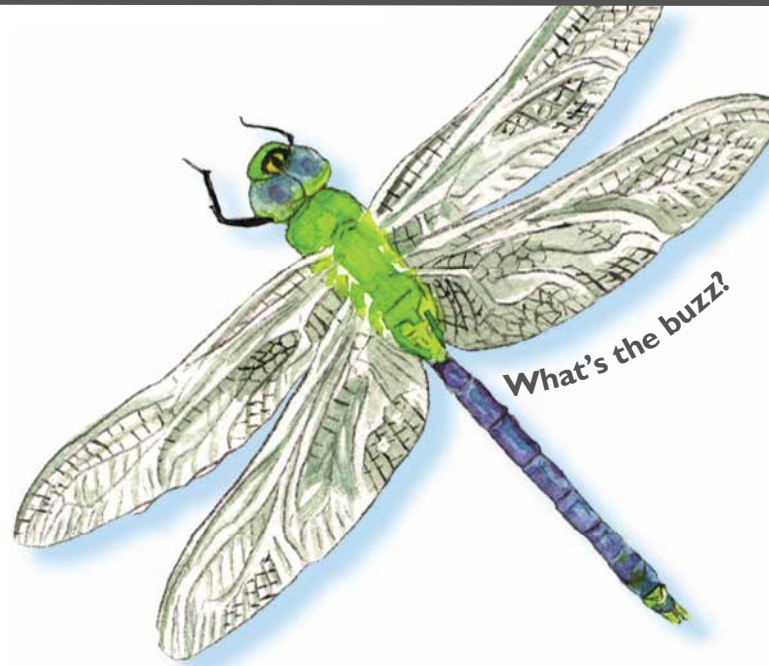*What's involved in making a website?*

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?

What's the buzz?

Hannah Jennings Design

HannahJennings.com
hannah@hannahjennings.com

What's involved in making a website?
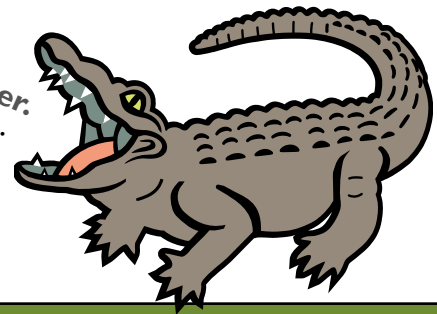
HJ

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 the art, service, or enterprise you want to portray?

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

A first, consultation meeting is free!

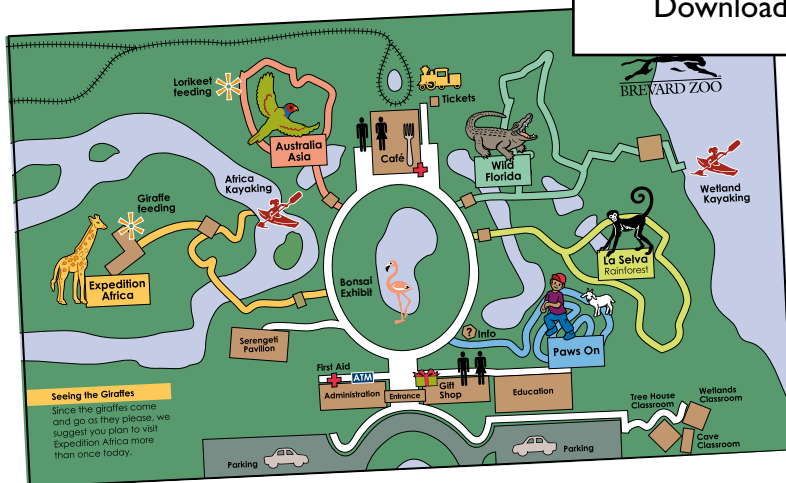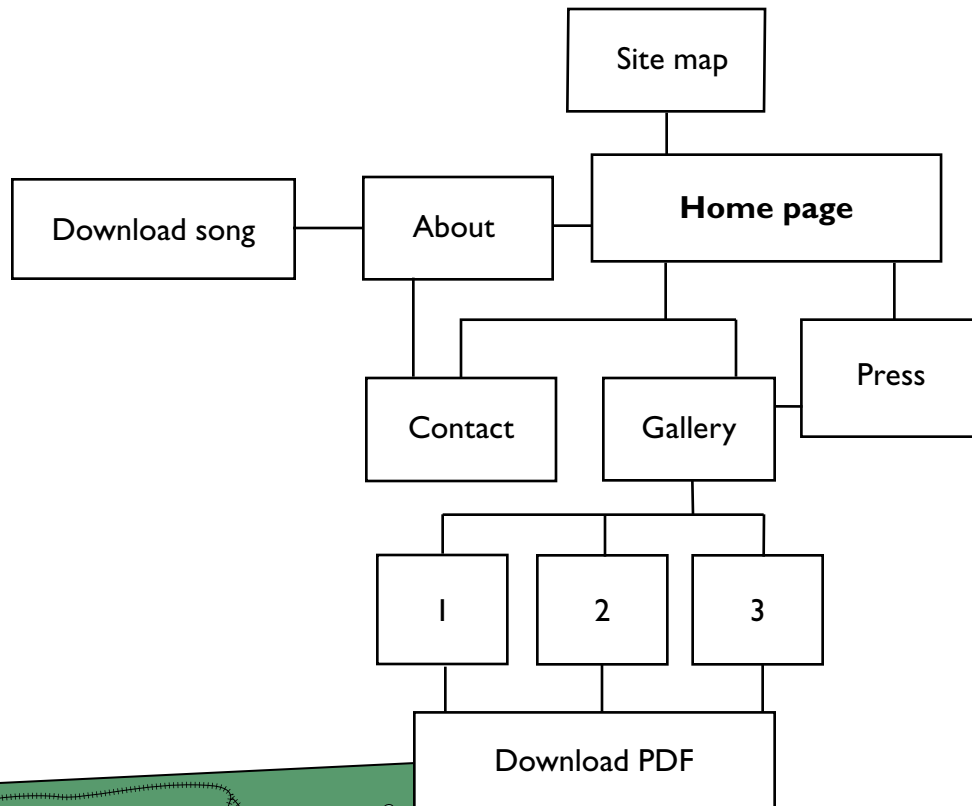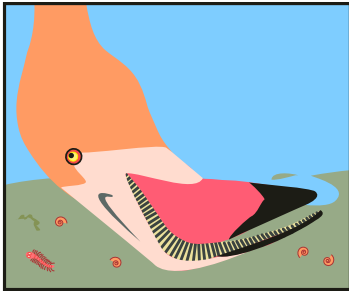Sites start at $500: we'll provide a total estimate based on scope.

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.

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                                    ┌──────────────┐
                                    │   Site map   │
                                    └──────┬───────┘
                                           │
┌──────────────┐   ┌──────────┐   ┌────────┴──────┐
│ Download song ├───┤  About   ├───┤  Home page    │
└──────────────┘   └────┬─────┘   └───┬───────┬────┘
                        │             │       │
                   ┌────┴────┐   ┌────┴───┐ ┌─┴──────┐
                   │ Contact │   │ Gallery│ │ Press  │
                   └─────────┘   └───┬────┘ └────────┘
                          ┌──────────┼──────────┐
                        ┌─┴─┐      ┌─┴─┐      ┌─┴─┐
                        │ 1 │      │ 2 │      │ 3 │
                        └─┬─┘      └───┘      └───┘
                      ┌───┴──────────┐
                      │ Download PDF │
                      └──────────────┘
```


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

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.
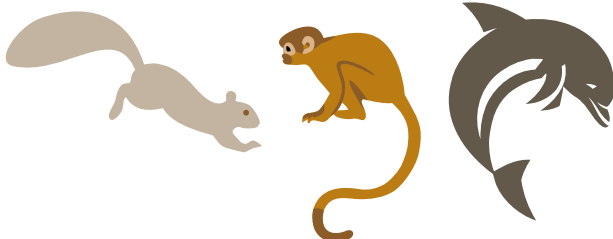
We can provide these extra services on request.

Of course, these will have budget impact.

We designed these logos and icons...

- 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 e-commerce 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.)

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   Day one
and 50% estimated fees paid

Client supplies to Developer: 10 days from start
• logo
• ¼ of texts and images
• other items needed for initial
   layout to proceed

Hannah Jennings Design supplies: 20 days from start
• 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 to Hannah Jennings Design

Site 90% complete, submitted to   45 days from start
client for review

Site complete, including metafiles   60 days from start
to maximize your search engine visibility
(Assumes above deadlines are met)

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: Will vary!

Item	Item Price
Consultation meeting : No charge	$ 0
Domain registration	30
Base site up to 5 pages (may vary)	500
Each additional page (or equivalent scope)	100
Hourly fee for text writing	60
Hourly fee for refitting client submissions	60
Hourly fee for alterations	60
Each image over average of 2 per page	15
Each scan over 5	15
Logo design (price may vary)	400
Illustration (priced by complexity): TBD	
Links, roll-overs, similar graphics : No charge	0
PayPal interface	100
Each form requiring CGI scripts	200
Content Management System (CMS*): TBD	
Image map: TBD	
Audio or video components: TBD	
Addition of or connection with blog component: TBD	

Don't overload pages thinking to save money!

*CMS sites are substantially more expensive but can be searched and allow you to make your own updates (with moderate training).

Are we right for designing your site?

HJ

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

We can do 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 offer after a site is launched?

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

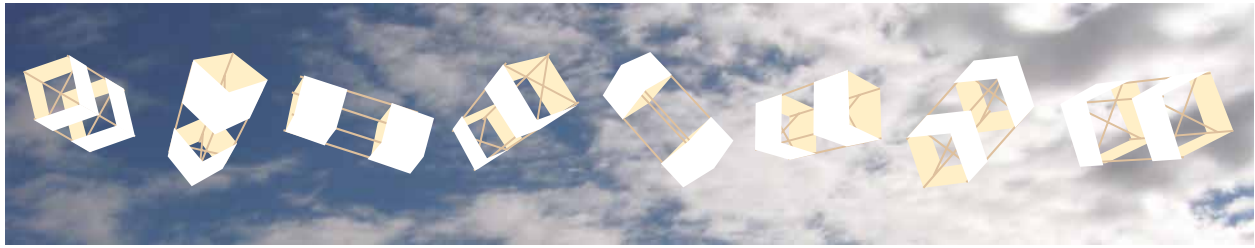Then we'll upload it to a host of your choice: or we can host your site.

We host and maintain sites.

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 and updates 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

50at50.com

BeagleandWolf.com

BRPiano.com

CMEGChicago.org

DeborahJHaynes.com

aFoodgasm.com

HatboxestheMovie.com

HoldOnToYourMusic.org

ItTakesAChild.net

MarkPerlberg.com

NCMHS.org

SidewalksBookCompany.com

SusanMesser.net

TomMontgomeryFate.com

TranscribingCulture.com

More sites are at HannahJennings.com/hjdGallery.

Hannah Jennings Design
708 848 0715
Hannah@HannahJennings.com