



## Email Etiquette for Web Design

The easiest way to send all of the below information is to send one email or provide one Google Drive folder with one Google Doc per desired web site section. For example, there should be one email for the home page - which includes images, text documents, and description of the homepage. If the page will have a large number of photos please Zip the files, and send using a free source like **SendSpace, Dropbox, Google Drive, or WeTransfer.** Please try to refrain from sending multiple, separate emails with photos. Subject of email should say "Homepage" (or corresponding page name).

## Web Host and Domain Information

Please send a separate email that contains:

- Web hosting address
- username
- password
- customer ID (if necessary)

If you don't want to (or know how to) purchase your own hosting, we will be more than willing to host your site on our servers for a nominal fee of \$30 per year.

Domains can be purchased through sites such as Bluehost, HostGator, or GoDaddy. They typically cost around \$10 - \$16 per year.

## Outline of the Navigation Menu

The client will need to provide a list of all pages and sub-pages that will be placed into the navigation menu. This is very important as it is the first step to the physical build of your website. Think about all the content you want be sure is included on the site and how you wish for it to be laid out. This will help you create the menu structure.

## Images, Documentation and Text Should Be in Their Final Form

All images should be **HIGH-RESOLUTION** and already edited to your liking. We will handle cropping the images to fit in the necessary design area. However, any blemish touch-ups or removal of unsightly marks may add additional cost to your overall design. Again, images should be high resolution. Preferably 300dpi. Any downloadable documents should be



saved as the file type that you plan to use on your site. Converting documents to different file types may result in additional costs. All text used on the site should be spell checked, spaced, and formatted the way it needs to appear on the site. It's best to send Microsoft Word documents of any text that will appear on the site.

## **Description of Design Style, Requirements and Colors in Written Form**

This includes, but not limited to, style suggestions such as grungy, contemporary, classic or dark, desired color scheme, etc. Another good way to relay this to us is by providing links to other sites that you like. The more information you provide on your design taste the better we will be equipped to deliver your requests. Also, if you don't have elements such as a logo, a business card, flyers, or banners you must make us aware of this upfront. There may be additional charges for certain types of web banner designs, or custom logos that will need to be added to your site. Provide us with elements that you want to see in your site. Let us know upfront that you would like a sliding banner at the top of your site. This not only helps with giving you an appropriate cost estimate, but also helps in making sure that your website is finished on time and to your liking.

## **Content!**

This is one of the most overlooked features when designing a website. Once we enter in your basic about, contact, and mission info the site will be complete on our end. But, without the content the site may seem very incomplete to the client. This responsibility rests on the client's shoulders. We understand that it may take a while to find interesting and relevant content, so get started right away. Before the launch you should provide us with, or, if you feel confident in your updating skills, add your own content. If you're going to have a blog section, you may want to add a few blog posts for your first viewers to discover. If you have an events section, go ahead and add those events. If not, please, understand that we can only work with the material given to us.

## **Timeline**

We will need to know a timeline of when you expect the site to be ready for launch. Typically, if we have all the content up front, we can turn around the site within three to four weeks.



**DREAM-A-HOLIC**  
**DESIGN.**

# WEB DESIGN **CHECKLIST**



## **Deposit and Final Balance**

Before work begins on your website, we require a minimum deposit of 50% of your estimate. Site prices vary depending on the nature, scope, and amount of the work needed related to the amount of content provided. Once all content is received, we will submit the client with an estimate. Estimates remain good for 60 days. Once the site is complete, the remaining balance for your site is required before it can be launched. This is for our safety as well as yours. This will guarantee that work is done in a timely fashion and both parties are held responsible for delays and failure to execute requirements. All balances that are 14 business days past the launch date of the site are subject to an interest fee of 1% of the total cost of the site, per every day past due, including weekends and holidays.