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## A web design shop for local business owners

Mary Colleen Rice

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A WEB DESIGN SHOP FOR LOCAL BUSINESS OWNERS

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A Project  
Presented to the  
Faculty of  
California State University,  
San Bernardino

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In Partial Fulfillment  
of the Requirements for the Degree  
Master of Arts  
in  
Communication Studies

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by  
Mary Colleen Rice

June 2005

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by  
Mary Colleen Rice  
June 2005

Approved by:

  
C.E. Tapie Rohm, Chair, Information &  
Decision Sciences

7 June 05  
Date

  
Rueyling Chuang, Communication Studies

  
Rod Metts, Communication Studies

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## ABSTRACT

Today, every major corporation seems to have a Web site which serves as an extension of their "brick and mortar" operation. Does one have to be a Fortune 500 company in business to have a Web presence? The answer is simply "no." However, if you are not technically savvy, it can appear to be an overwhelming task. This is true for local mom-and-pop business owners who do not plan to sell their services over the Internet nationally, let alone globally.

This project explores why local business owners are not taking advantage of the benefits the Web has to offer within their own community. The research indicates that the primary reason for this is an information gap between the hi-tech Web developers, and the lo-tech mom-and-pop shop owners. The literature review delves into why today is the right the time to have a Web site as a marketing tool, and the benefits a site can offer their business. In an effort to fill the known information gap in this market, a variety of information packets will be created for local business owners explaining the basic processes of what is necessary in launching a Web site.

Based upon the research, this project explored what tactics were necessary to start a Web design shop targeted

at this local merchant audience. A complete business portfolio including a business plan, price list, company letterhead, client contract and proposal sample will accompany sample Web sites for the newly created Web design shop.

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CHAPTER ONE  
INTRODUCTION

Overview

The Internet is an ever growing and ever changing medium that not only affects how we live but also how we conduct business. Almost every major corporation has some kind of Web site that serves as an extension of their "brick and mortar" operation. The purposes of these Web sites may vary from informational, to promotional, to full e-commerce only. These various types of Web sites can be extremely simple or as complex as necessary with databases and real time inventory systems. Companies may spend hundreds of thousands of dollars on an e-commerce site and have entire departments dedicated to its maintenance. However, do you have to be a major corporation to have a Web site? Do you have to be a Fortune 500 company in business to have a Web presence? The answer is simply "no."

Any company, and any individual for that matter, can have a Web site at little or no cost. One of the great facets of the Web is that it is open for every single person or business to create whatever they like for whatever purpose. However, if you do not know anything

about programming or the technical side of the Internet, it certainly can appear to be a daunting task. This is especially true for local business owners who do not plan to sell their services over the Internet nationally, let alone globally. This discussion is about the local business owners who are down the street from your house or my house. The local business owners that have only one store, and are not part of a chain. The local flower shops, video store, dry cleaners, nail salon, hairdressers, lamp store, pet shop or repair shop. How can a Web page help this type of market with such a local range?

Most local businesses are unaware of how the Internet may have the potential to increase revenue by simply connecting to their local community via the Internet. This market is the focus of exploration in relation to a Web design and consulting business. The services that local businesses require do not stem around huge database driven Web sites or flashy over-the-top Web sites. Information and customer contact, may in fact be all they require to increase revenues using the Web. Local mom-and-pop stores believe that the Internet is for only conducting business globally. However, Internet users are searching for local

businesses on the Web as well. In fact, Web presence allows them to compete with their larger competitors.

#### Purpose of Project

This project explored the specific niche market of mom-and-pop businesses, and created a Web design business catering to the needs of these types of local business owners. One of the larger problems indicated by the lack of research on this topic is that no one knows how to bridge the gap of information to this market. Most of the literature that currently exists revolves around start up companies solely conducting sales on the Web, or companies that are extending their existing services via the Web. Unless the individual owner of a local business happens to be Web savvy as well, most do not truly understand the potential for increased revenue without much expense.

Through a traditional literature review, an examination the following research questions:

RQ1: Why should local merchants have a Web site?

RQ2: What information does a local business owner require to launch onto the Web?

RQ3: What information does a Web design shop require to start a business targeted at local merchants?

Through the exploration of these questions, this project will develop a Web design shop that caters to the Web development needs of a local business. In this process several sample Web sites will be created based on current Web standards. Based on the research, information packets will be created for local businesses, which will describe how to create, use, and benefit from having a simple Web site. The research will also illuminate what a web design shop should know about catering to local businesses. A business plan, price list, client contract and sample proposal will accompany sample Web sites for the newly created Web design company. The result will be a complete business portfolio including company letterhead, and a Web site for the new Web design shop.

Overall, this project is intended to be informational to future Internet entrepreneurs and Web designers who seek to understand a new emerging Web market. The research, Web site samples and design principles may be used for those who wish to learn about the localization of the Internet, and simple design techniques that are functional with the technical side of the Web.

This project is significant not only for personal reasons, but also for the heuristic value in exposing the hidden local market of the Web. Personally, this project

is the summation of over ten years of research, learning, training, practicing, creating and consulting. In 1996, I was bitten by the proverbial World Wide Web bug, and began to teach myself HTML (HyperText Mark Up Language) the language of the Web. Ever since understanding this Latin equivalent, I pursued learning about programming languages, design techniques, e-commerce, Web marketing and so much more. As a student of communication, the World Wide Web is the new medium of study and is a prime source for furthering various types of communication understandings from personal to intercultural. Principles developed for studying mass media, marketing and traditional communication processes converge in this new evolving technological forum, and ultimately provide the next step in my journey of my communication studies.

This heuristic value of this project will be found in the summation of research indicating a new emerging market and direction in the use of the Internet. As big corporate sites dominate the Web in the e-commerce market, the designers of the Web are seeking new ideas and revenue sources. The global interactivity rooted in the Web has left a void in local markets. Research will show that indicators point to the local market as a new frontier of business opportunity.

## Limitations of Project

The limitations of this project revolve around the inherent difficulties in describing and visualizing Web site content in a textual form, and the lack of information for local businesses. First, the Internet is a multimedia forum with animation, sound, color and video. Translating the Web design templates and other design techniques into a static text requires the use of "screen grabs." Screen grabs are images of a chosen Web page or document, selected and saved in an image format. By using this technique, the reader is given the opportunity to see the layout, fonts and placement of all the ingredients in a Web page as intended by the creator. However, this will remove the possibilities of seeing animations and multiple image rollovers.

The second limitation of this project is the lack of research and information available for small business owners to determine if they have the capabilities to create and sustain a Web site. As the literature review will discuss, information geared towards local business owners is limited and spread throughout unrelated topics in this area of research. This project will select the information that is related to the local business owner from research that may be serving a different purpose. For

example, much of the research is aimed at local businesses that are concerned with having a fully enabled e-commerce Web site. E-commerce is not within the scope of this project, however the information may pertain to our discussion as the principles may be shared, but the use will be different.

#### Definition of Terms

The following terms are defined as they apply to this project.

Browser - This client software interprets the HTML code received from a server. Different browsers work differently, resulting in pages displaying differently.

Bandwidth - The amount of data that can be transferred in a set amount of time.

CGI (Common Gateway Interface) - A program that translates data from a Web server. This allows HTML pages to interact with other programming applications. These scripts make the Web pages interactive.

Client Software - A program that is used to contact and obtain data from a Server program on another computer. An example is a Web browser.



Domain Name - The name that identifies an Internet site by the use of an IP address translated by Web servers through the Domain Name System (DNS).

DNS (Domain Name System) - Translates domain names (for example, www.mybusiness.com into a numerical IP address such as 256.110.72.205.) A domain name will not work until it is assigned an IP address from a hosting company. Once the IP address is assigned a record (DNS record) is created and cross-referenced with the IP address with the domain name.

Download - The process in which information is transferred from the Internet to the computer.

E-commerce - Electronic commerce is business that is conducted over the World Wide Web involving sales transactions.

E-mail - A system for sending and receiving messages electronically over the Internet.

FTP (File Transfer Protocol) - A method used in transferring files across the Internet. In the creation of a Web site, pages are uploaded from the authors' computer to the Web host, where they can be viewed on the Web.

Guestbook - An interactive Web page that allows users to enter requested information on a Web page. When

submitted, the information is posted back on the Web page for others to view a series of entries on a page.

Host - Is a company that has computers and the technical capabilities to connect computers together through a network or modem.

Home Page - The main page of a Web site. It serves as the guide to the contents of the entire Web site.

HTML (HyperText Mark Up Language) - This is the code that Web pages are written in and is interpreted by browsers to enable the viewing of a Web page.

Hyperlink - This is an element in a Web page that connects one Web page to a different Web page.

Internet - An interconnected system of networks which connects computers around the world through the use TCP/IP protocol.

ISP (Internet Service Provider) - A company that provides access to the Internet using telephone lines, fiber optic cables or satellites.

Modem - Short for modulator-demodulator. A device that enables a computer to transmit data over telephone lines. The device converts digital information into analog waves and visa versa.

Server - A computer that people dial into through the use of a modem over a network to gain access to the Internet.

Search Engine - Is a service provided on the Web in which programs called spiders or robots, seek and index the pages that have been posted on Web. Using keyword searches by users, the pages that have been indexed are based upon the text provided on the Web page.

Surfing - A term used to reference the act of casually visiting many Web pages.

URL (Universal Resource Locator) - Is the address used to find corresponding Web pages. An example is <http://www.csusb.edu>.

Upload - The process in which information is transferred from a computer to a location on the Internet.

Web site - Is a collection of Web pages that are interconnected through hyperlinks and stored on a server for access over the World Wide Web.

Web page - A single page of a Web site. What you see in your browser window when connected to the World Wide Web.

World Wide Web (WWW) - Is a way of accessing information over the Internet. It is an information-sharing model

that uses specific protocols to access information through a point and click system.

## CHAPTER TWO

### LITERATURE REVIEW

#### Overview

Statistics of Internet usage by end users serve almost no purpose to the local business owner. The growth of the Internet on a global level is not of concern here and it can be agreed that Internet use and function continues to grow everyday. The current problem examined is the fact that local business owners are not taking advantage of the potential benefits the Web can offer to their business. Current research on this topic states the reasons are based upon the lack of knowledge about the Internet; and the perceived difficulty and expense in the creation of a Web site (Clyman, 2005; Sellitto, Wenn, & Burgess, 2003; McCollum, 1997; Flor & Maglio, 2003; Katz, 2005; Web Sites, 1999). In fact, research closest to this topic concerns itself with the creation of full e-commerce sites, (Affinity, 2004; Clyman, 2005; Clyman, McLaughlin, Steinhart, & Gambhir, 2004; Cook & Sellers, 1996; Sulski, 2001; Trappey, Trappey, & Chang, 2000; Wang, Head, & Archer, 2002) and content analysis of Web sites, (Ha & James, 1998; Hoger, Cappel, & Myerscough, 1998). The information provided in the above mentioned research does

not provide a local business owner enough information in a concise manner to understand how to launch a Web site on the Internet that benefits their business. A business owner would have to read several complicated and unrelated articles for each step required in posting a site on the Web. It is no wonder that this audience is slow to take advantage of the Internet for their business. This project serves to bridge this gap of knowledge by collecting the necessary information to share with owners to allow them to take advantage of the opportunities the Web may provide their business. This literature review will synthesize and organize the necessary information for a local shop owner to understand the process of what is needed to ultimately post a Web site for their company.

In responding to the previous research questions, the literature review examines the reasons and information local shop owners will need in having a Web site; and what a Web design business should know to create Web sites for this market.

#### Why Should a Local Merchant Have a Web Site?

The first question to ask in bridging the existing information gap of knowledge on this topic is; why should a local business owner want to have a Web site, when all

their customers live within miles of their store? Research answers this question by indicating there is: 1. A new emerging local market; 2. That the Web can serve as an extension of current traditional marketing methods, and 3. The Web adds a new channel of business benefits.

The first reason a local business should have a Web site is because of the current evolving ability of search engines to "localize" results (Atnewyork staff, 1999; Daniels, 2001; Evarts, 2000; Fling, 2002; Gainer, 2000; Kuchinskias, 2003; McCollum, 1997; Notess, 2005; Plosker, 2004). This technological process has also been referred to as "geotargeting" (Notess, 2005; Plosker, 2004). Most recently, Cohn (2005), referred to search engines with this ability as a "vertical search engine." Search engines such as Google, Yahoo! and LookSmart are currently developing ways to narrow user searches by geographical areas through regions, cities and zip codes (Jeffers, 2003; Kuchinskias, 2003; Plosker, 2004). The primary interest in this arena is the recent estimate "that more than 650 million searches (7 percent of search activity in the 4<sup>th</sup> quarter of 2003) had local modifiers. Of those searches, 400 million (61 percent) had advertising links that were clicked on" (Plosker, 2004; Oser, 2004). The people using search engines to find neighborhood stores

have created the demand for specific information based on location. Local modifiers refer to the terms that are used in search engines that narrow the search by specifying a state, city, street or zip code. This is accomplished through the users' computer Internet Protocol (IP) address. The IP address contains geographic information from the requesting Internet Service Provider (Elgin, 2004). This indicates that the local market is not lost on the global Web, but in fact, the World Wide Web is being utilized to find local businesses down the street from Internet users. The Kelsey Group reported that ten percent of local searches resulted in a purchase decision (Gatti, 2004). This is the perfect time to get ready to be found by the local residents who are searching for their community on the Web at home. A Web site provides local businesses a greater chance of being found by local customers who are conducting searches on the Web (Hormozi, Harding, & Bose, 1998).

In the simplest form a Web site can be merely an extension of their current advertising/marketing campaign and is the second reason why local mom-and-pop stores should consider this new frontier. A crucial component to business is customers, and the Web can provide a new additional direct connection to them. Sharma and Sheth



(2004), explained that the Internet has changed the focus of marketing from a "supplier perspective" to a "consumer perspective," referred to as "reverse marketing." Rather than anticipating the needs of the consumer, business is responding to them. Sometimes called "brochureware," a Web site can have the minimum information of product or service listings, location details and contact information (Clyman et al., 2004). A site can also provide potential customers with same information as any other advertisement currently employed. Neighborhood stores have traditionally used yellow page directories to place advertisements. These same directories are also found on the Web. Not only can they list the minimal information of name, telephone number and service, they can list a Web site address (Kuchinskias, 2005). Customers previously considered "local" within their own zip code, but with city growth customers now consider local to include across town (David Krauthamer, personal communication, February 22, 2005). The online yellow pages provide a greater reach than one phone book within one town. This provides a new source of exposure and promotion for all the different types of local businesses in any community without significant change to existing methods of marketing.

In an analysis of the Web's impact on the retail market, Wang et al. (2002) indicate that the Web can be used as a marketing tool or as a new marketplace. For our purposes here, the focus is on the Web as a marketing tool. The Web as a new marketplace would be a leap into full e-commerce, which entails transactional sales through the Web site. This project is focused on launching mom-and-pop on the Web first.

Used as a marketing extension, a Web site can provide customers with information on products and services, generate sales leads, provide customer support or serve as a research tool (Ha & James, 1998; Daniels, 2001). Other traditional marketing tactics can also be translated easily with the use of a Web site (Katz & Safranski, 2003). Affiliate programs, joint ventures, education through information, reward programs, frequent visitor programs, receiving feedback, and creations of customer database are also additional tactics (Katz, 2005).

These marketing techniques can be implemented using e-mail via the Web site. E-mail provides a means to connect directly one to one with their customer and build loyalty (Fling, 2002; Katz, 2005). Personalization is a strength in a small business that can carry through the use of e-mail. E-mail enables a direct connection for no

additional cost to a Web site as it usually built into the hosting package. An e-mail is like handing a customer a flyer directly. It can be a note about an upcoming sale, or information about holiday hours, or even a reminder to visit a Web site if the site has been updated. A customer membership club, or "exclusive club," has a positive reaction with the customer as they feel that being treated as an individual (Sellitto et al., 2003). The cost of printing flyers, newsletters, and coupons can be dramatically reduced with the use of e-mail. A business owner will not lose any money in having to throw away expired or outdated collateral, nor will they need to pay for expensive postage. E-mail creates a two-way channel unlike any other medium before this technology, and allows for reciprocal communication (Ha & James, 1998). In terms of marketing, e-mail provides a new fourth channel of communication with their customer along with the traditional means of the telephone, mail and face-to-face interaction (McCollum, 1997).

A Web site provides a piece of advertisement in cyberspace to be found by a potential customer. The exciting "ad-venture" with a Web site is the dynamic dimension that allows information to be changed as often or as little as the owner prefers. It can begin as a

business card style with the barest of facts. Alternatively, it can develop into a reference site that offers visitors in-depth information about the products sold in the store. For example, an owner could offer "expert" advice via a live chat through the Web site (Flor & Maglio, 2003; Sellitto et al., 2003). It also has the ability, if desired, to connect other customers together with similar interests via a chat room or message board. It may be similar to traditional marketing, but has the potential to go far beyond a static print ad.

The benefits of having a Web site can range from stronger and more effective marketing to increased profits. Research indicates a Web site can positively affect marketing results by enabling the business to be found; increasing exposure and interest; enabling two way communication with customers; and creating a way to track the data of customers (Adams, 2004). Not to mention the most important benefit of increased revenue and growth (M2 Presswire, 2004; Sellitto et al., 2003; Ha & James, 1998; Fling, 2002; Wang et al., 2002; Sulski, 2001). Ha and James (1998) describe that interactive communication ends in increased revenue from creating a relationship through marketing. Customers appreciate responsive communication, which can create a familiarity with the customer. In a

study in the UK, seventy percent of business owners increased their profits within the first twelve months following the launch of their Web site (M2 Presswire, 2004).

A final benefit of marketing on the Web is how the use of a Web site provides a great leveraging tool in a competitive business world. A mom-and-pop store can now compete with the larger national chains by a Web site (Adams, 2004). No matter how many employees the business has, a Web site gives equal footing on the Web (Marken, 1995; Shaw, 2004). Any organization can look as good or as bad as any other business, regardless of size. Any company can appear as big as a million-dollar company (Hormozi et al., 1998). The Web has been referred to as the "great equalizer" (David Krauthamer, personal communication, February 22, 2005). This is because a business can appear to be just as big as the larger corporations by having equal chances of being found on the Web. The local business market thrives by offering specialized products and personalized service that the big chain stores can not offer because of their size structure (Ehrenfeld, 2004; Shaw, 2004; Sulski, 2001). A web site could promote the fact that their store carries products the large competitor does not carry. The small stores can also cater

to local desired inventory better than the bulk discount stores (Fond, Baron, Brown, & Dale, 2002). Bulk discount stores purchase in large quantities to be able to pass along the savings to customers. Mom-and-pop shops can change inventory quickly and react to local trends immediately. It can allow stores to become reactive to competitions and proactive in promotion (Selitto et al., 2003).

#### What Information Does a Small Business Owner Require to Launch a Web Site?

A local business owner should understand the basics of what is necessary in getting started on the Internet. The information includes what technology is involved; how to plan for the creation of a site; and how to find available Web services and their costs. If an owner does not know the first thing about a Web site, how can they properly gauge the fair market value of a Web site? How can they determine what is necessary in an estimate or bid from a Web designer or hosting company? First, the technological requirements for launching a Web site on the Internet affect choices, costs and design of a local business Web site. The primary technological components that are required to get connected to the Web and post a Web site include; a computer with a browser, an Internet

Service Provider, possible software and a Web hosting company (Miastkowski, 2001). These can affect the costs in having a Web site and will be explained as the various components are explored.

#### Computer and Web Browser

Small local businesses should be able to get onto the Internet themselves to fully benefit from their Web site. The main reason being the connection with their customers through e-mail previously discussed. The most basic requirement entails having a computer that has the ability to connect to the Internet via a modem and a Web browser. The computer does not have to be the latest and greatest if the owner is simply trying to connect to the Web. If the owner plans to maintain their own site, other issues will arise including the need for additional software programs. Software programs have specific requirements that depend on the type of computer required in relation to the operating system, memory, hard drive size and speed (David Krauthamer, personal communication, February 22, 2005).

Once the computer is up and running, the owner will require a Web browser to view the World Wide Web. A browser is a program on the computer, which translates the HyperText Mark Up Language (HTML), and other programming

languages that are used in the creation of Web sites. This enables the code to be viewed as pictures and texts on the computer. The World Wide Web is written in code to facilitate the transportation of information from one computer to another in the simplest terms. There are several browser companies on the market, but the most popular are from Microsoft Internet Explorer and Netscape (Niederst, 1999). One of these browsers generally comes preloaded with a new computer purchase, or they can be downloaded free from their parent Web site.

#### Internet Service Provider

Connecting to the Internet involves finding an Internet Service Provider (ISP). An ISP is a company that connects the computer via the modem to the World Wide Web through their servers. Depending on location, ISPs can offer a variety of dial-up services or high-speed connections with a digital subscriber line (DSL). There are higher connection speeds, but for our purposes, the two most common means of connection will be discussed. Using the dial-up method is the inexpensive way to go, but it is also the slowest. Experts explain that a business using dial-up will only result in paying more money in the long run than investing in a higher speed connection (Zonneveldt, 2004). Dial-up services have a regular



monthly charge for the connection that ranges from ten dollars a month to twenty dollars a month. They can also have additional charges if the user exceeds their contracted usage time, and incur local telephone call tolls fees (Hormozi et al., 1998). A slower connection takes more time to download a Web page and the vicious cycle of charges can begin. A high speed Internet connection will be a higher fee ranging from twenty dollars a month to sixty dollars a month. The cost may be more expensive, but it is a flat fee, which includes unlimited use with no additional charges.

An ISP company can be found through the local telephone company such as SBC or Verizon, which will be billed on the regular telephone bill. On the other hand, one can find ISPs that are separate from the telephone company like Earthlink or AOL. There are many ISPs to choose from and selection should be based on the businesses' intended use of the Internet (Keizer, 2000). If the owner plans to surf the Internet once a week than a dial-up may be all that is required. However, if the owner plans to surf the Web frequently, than the better choice is DSL. Experts suggest several tips when shopping for an ISP. Before selecting a provider, one should research at least three companies. Shop around and compare packages.

Consider the ISPs reputation and reliability. Check on customer support abilities and understand the various levels of the package offerings (Zonneveldt, 2004). Ask questions; Are there any hidden costs or additional charges? Are there any limitations on usage? How will it be installed? What are the set-up costs? What is the cancellation of service charge? How long is the contract, if any? Web services are always changing and competitively priced. Do not get locked into a price that may need to change in the future when prices have fallen or services offered have been restructured.

With the ISP selection, an e-mail address is provided with the service automatically. This is important to the owner, as this will be the means of communication with their customers via their Web site. The e-mail address obtained from the ISP may not be the actual address that the Web site uses, but it will be where the mail is received from the Web site. For example, an owner's e-mail address maybe johnsmith@earthlink.net, but when the Web site is up and running there will be the chance to have an address with the company name, jsmith@shoehouse.com. This means that the ISP e-mail address will remain private, and the public will only know the business e-mail address.

## Software

Depending on the goals of the Web site for the business, the only other consideration would be software. If an owner intends to update his or her own Web site after the initial creation, then software will be an additional expense. The primary software programs required for Web site maintenance include a Web design program, a graphics program and FTP Client program (David Krauthamer, personal communication, February 22, 2005). Web design programs enable the user to create Web pages using images, text and graphics. Most Web design programs are WYSIWYG (What You See is What You Get) which greatly reduces having to work directly with the programming language. However, the basic understanding of HTML, and the process of creating Web pages is necessary. Examples of this type of program include Macromedia's Dreamweaver and Adobe's GoLive suites. The prices for a Web design program range around three hundred dollars to one thousand dollars.

A graphics program is typically needed to work with images and graphics that will be placed on the Web pages. Graphics and images need to be "optimized" which means reducing the file size, converting to "Web-safe" colors and file formats, which are all conducive to Web standards (Lynch & Horton, 2001; Niederst, 1999). Adobe's PhotoShop

graphics program averages around six hundred dollars. Jasc's PaintShop Pro averages around one hundred dollars. It should be mentioned that some of the graphics programs are geared to professionals, but there are some geared towards consumers.

A File Transfer Protocol (FTP) program can be legally downloaded free from the Internet, and is also included in most Web design software. This program uploads the Web pages from the computer, to Web hosting company's server, where the Web site will be viewed on the Web. There are many other considerations of software programs that are beyond the scope of this discussion, however an owner needs to be aware in the beginning of the potential costs that may not be considered until later.

#### Web Hosting

Once connected to the Internet, there are a series of choices involving how, and where the site will be hosted that need to be considered. An independent Internet consulting firm (Ovum) explains "users are not getting the message about Web hosting benefits and are confused about what type of vendor to choose, as well as what level of service to sign up for" (Pastore, 2001). Ovum interviewed 5,000 companies to determine their Web use and found that over half of the companies did not have a Web site. What

this means is that it is not too late for any company to get involved with the Internet on any level. The basics of Web hosting involve understanding the following components; Web hosting, Web server, bandwidth, and domain names.

Let us begin with the difference between a *Web server* and a *Web host*. A *Web server* is the computer that holds your Web site and can include HTML pages, graphics and multimedia files. A *Web host* owns these specialized computers and sells varying amounts of space to customers. Depending on the needs of the customer, additional server side features can be selected that may affect the Web site. For example, CGI scripts are not offered in the most basic Web hosting packages. If the Web site requires a feed back form, where by information is collected and sent to the owner of the Web site, then the hosting package must include CGI scripting capabilities. The type of Web hosting will depend on the needs of the Web site capabilities and programming languages.

Moving from the server, the bandwidth also affects the needs of a Web site. Bandwidth can be described as how much data moves from a server through the Internet connections. It has also been exemplified as the width of a pipe which information travels through (David

Krauthamer, personal communication, February 22, 2005). The wider the pipe, the more information can fit through the pipe. If a Web site has large graphics files then a package should include higher bandwidth rates than a Web site that is simpler in design.

Another aspect of this that can affect costs for a Web hosts is bandwidth usage, or *data transfer rates*. This where the hosts monitors "how much information is sent or received from your hosting account on the server over a specified period of time" (Beginner's, 2001). For example, if a company catalog is on a site, with graphics and multimedia files, then there will be more information that will need to travel to the customers via the Internet, compared to a Web site comprised of static HTML pages. This is particularly important because Web-hosting companies may seem to have inexpensive rates on the surface. However, if one purchases a package that does not suit the needs or file sizes of the site, additional charges will be incurred for exceeding the transfer limit allowed each month in the selected package. There are formulas available on the Web to determine how much space one needs for the Web site. Most businesses use less than five megabytes of server space (Keizer, 2000). Having an

idea of the size of a Web site will help determining the hosting needs.

Other factors should be reviewed in determining the Web hosting needs. These considerations involve the programming languages, e-mail capabilities, statistics analysis, security, storage, user interface, customer support, and upgrade capabilities. Figure 1 on the following page, is an example of the different Web hosting packages that GoDaddy.com (<http://www.godaddy.com>) currently offers. Most Web hosting companies will provide the customer with a side-by-side comparison as shown in this example. This is a good way to quickly determine if the company offers what is needed for the Web site. Notice that CGI scripting is not available in the first package at three dollars and ninety-five cents a month. However, for an additional six dollars a month, CGI will provide the interactive abilities.

<b>Choose your hosting plan!</b>			
<b>FREE setup with all plans!</b>	<b>★ Economy Plan</b>	<b>★★★ Deluxe Plan</b>	<b>★★★★★ Premium Plan</b>
<b>Monthly Fee:</b>	\$3.95	\$9.95	\$19.95
<b>Disk Space</b>	500 MB	2,000 MB	4,000 MB
<b>Monthly Data Transfer</b>	25,000 MB (25 GB)	100,000 MB (100 GB)	200,000 MB (200 GB)
<b>Email Accounts</b> Includes spam, fraud, & virus protection, Webmail, Catch-all, 10 MB space, and more!	100	500	1000
<b>Email Forwarding Accounts</b>	50	Unlimited	Unlimited
<b>Databases (New!)</b> Each database can include multiple tables	1 MySQL	10 MySQL MS Access (Windows) SQL Server 2000 (Windows)	25 MySQL MS Access (Windows) SQL Server 2000 (Windows)
<b>Server Operating System</b> <a href="#">Learn More</a>	Linux	Select Linux or Windows: <input type="button" value="Linux"/> ▾	Select Linux or Windows: <input type="button" value="Linux"/> ▾
<b>Languages Supported</b>	PHP	Linux: PHP/Perl/Java Windows: ASP/PHP Windows: ASP.NET	Linux: PHP/Perl/Java Windows: ASP/PHP Windows: ASP.NET
<b>CGI Support</b>	--	Included (Linux Only)	Included (Linux Only)
<b>ASP Support</b>	--	Included (Windows Only)	Included (Windows Only)
<b>NEW! Free Software/Scripts</b> Forums, Blogs, Photo Galleries and more!	--	<a href="#">Free Linux Items</a> <a href="#">Free Windows Items</a>	<a href="#">Free Linux Items</a> <a href="#">Free Windows Items</a>

<https://www.godaddy.com/gdshop/hosting/shared.asp?se=%2B&ci=714>  
 Figure 1. A Web Hosting Pricing Comparison Table Retrieved from GoDaddy.com

### Domain Name

When shopping for a hosting company there may be a need to purchase a domain name at the same time. A domain name is merely the Web address that customers will use to find the company on the Internet. Most all of the Web hosting companies offer domain registration with their



services, and may not charge for it depending on the package purchased (Rupley, 2005). The cost of domain registration ranges from nine dollars to twenty dollars and can be purchased in annual increments. One good tip is not to purchase a registration for more than two years in advance. Domain names can be renewed regularly, as there is no risk or less protection on a name by purchasing in more than one-year increments. Domain name registration prices are very competitive and may be less expensive in the future than the time of the original purchase.

There are different types of domain name levels on the Internet. The top-level domain names (TLD's) have the extension .com, .net, .org, .gov, or .edu. A top-level domain means that the name is reserved on a global level. A mid level domain name are those that are reserved within a region and are only unique to that region. Country code (ccTld's) extensions like .uk, .usa, etc are some examples (Hormozi et al., 1998). One can also have extension related to an industry type like .info, .biz, or .tv. Extensions are slowly being added to the current options, but the most popular remain the top-level domains.

When selecting a domain name, an owner needs to make certain they obtain exactly what is wanted when selecting the domain name through a hosting company. If

www.yourcompany.com is the choice, then be careful of Web hosting companies that actually sell www.host/yourcompany.com. This means that the Web site is actually not on its own server space, but in fact is only a subdirectory of the another host. Additionally, the actual name itself should be carefully considered. If the company name is quite and difficult to remember, consider using initials or a descriptor. Having to type in a long domain name to find a company's site is difficult for most Internet users, and can be confusing. The length of the name may also affect the advertising and letterhead layout. There are many ways around this problem if all the options are considered before the purchase. One way to avoid problems is to search the Whois database to find alternatives if the first choice is taken. The Whois database is the collection of all the URL addresses on the entire Internet and their registrants contact information. Most hosting companies will provide free access and use of the Whois database.

#### Planning of a Web Site

One of the most frequent comments throughout the research on this topic revolves around the lack of good design and proper planning (Marken, 1995; McCollum, 1997; Sellitto et al., 2003). No matter how the Web site is

created the local business owner should have a plan before they pay for any products, software or services of any kind. Not having a plan can cost more money in the end with little results from the Web site (Otto, 2002). Basic planning of a site beforehand can save money in the end, and as previously discussed, and can affect the choice of a Web hosting company.

In planning a Web site, research suggests to first identify the target audience (Clyman, 2005; Frenza & Szabo, 1996). In this process, the audience's technological capabilities, and interest should be considered. A good first question to ask is; Are the customers hi-tech or lo-tech? Hi-tech may mean clients have a practical understanding of the Web and appreciate a more sophisticated Web design. Lo-tech may mean the customers may be on a dial-up connection to the Internet and appreciate quick loading graphics with a simpler design. Other questions may include what type of information will the customers be interested in? What information about the customers is known? What are their hobbies? What is the average age? Any information will assist an owner in determining the appropriate contents and style of the Web site (Frenza & Szabo, 1996).

Surfing the Web is an excellent way to discover the competition and see what they have, or do not have on their site. Does the competition offer discounts or product information? This tactic enables one to create a site that may have an edge over the competition.

In planning the site additional steps include setting short-term and long-term objectives (McCollum, 1997). Short-term goals are the markers that can determine how the owner defines a successful site. An example of a short-term goal can be merely posting the Web site up on the Internet, and informing customers the Web site exists. Long-term considerations include how and when the site will be updated and maintained. Will the owner take on this responsibility? How often will it need to be updated?

After determining some goals and conducting a bit of research, the creation of a flow chart or storyboard sketches should be used to see the site layout and general ideas of text and image placement. During this pre-production stage, a good tip to remember is the "KISS" theory. "K-I-S-S" means Keep It Simple Stupid (Otto, 2002; Rapoza, 2005). Consider the pages like any other informational piece of advertisement. The Web page content provides customers with the basic who, what, where when and why? Who is the company? What services and products do

they sell? Where are they located? When are they open? Why should a customer go to this store instead of the competition?

Good overall design should also include the following basic design tactics: fresh, useful and compelling information (McCollum, 1997; Affinity, 2004), friendly navigation, consistent theme and design (Clyman, 2005; Evarts, 2002) and fast loading graphics (Marken, 1995). In a study of Web user preferences, ZDNet (1999) found 6 characteristics of a good site include clear and concise wording, quick download time, appropriate page width, simple page design, few and small graphics, and jargon free language. On the other hand, bad Web site design points to avoiding large oversized graphics (Marken, 1995), error messages, dead links, poor navigation, typos, irrelevant flashy features and distracting screen elements (Hoffman, Novak, & Chaterjee, 2003). Once the preplanning stage is complete, business owners can consider the available hosting and Web services on the market. They will be well informed enough to determine how the Web sites can be made with the available services.

#### Available Web Services

Having a plan will help the process of choosing from the available web services by understanding what the Web

site needs. A local business owner should know what Web services are available in order to make an informed decision. Depending on the business owner's comfort level with the Internet and computer skills, companies offer Web page templates, turnkey Web site tools and full custom Web design. These services provide three basic methods of creating a Web site.

The first option is using a template. A template is a basic Web page design that is artistically created except for the content. They provide an easy and inexpensive way to obtain a professional looking Web site (Adams, 2004). The cost ranges from five dollars to two hundred dollars depending on the type of template and what bells and whistles are selected in the purchase (Szadkowski, 1997). The cost may be less expensive than having a custom site built from scratch, but one must be familiar with a graphic or Web design program. For example, many templates are created for use in Adobe PhotoShop. One can find a template searching the Web by topic, style or industry type. Once the template has been selected and purchased, the template can usually be downloaded from the company's Web site. The downloaded file will open in its native program format, Adobe PhotoShop for example. When open, then the task of replacing the temporary text begins.

After the template is filled in with all the information, then the page will need to be uploaded to the hosting company. If one is not familiar with graphics program or FTP programs, then this will not be the easiest method to create a Web site. However, when purchasing a template, instructions should be posted on the site for first-time users.

If templates still seem a bit overwhelming for a business owner, than the second option is using a turnkey solution. Some hosting companies offer a way to build a site using their software and pre-designed templates (Silwa, 1999). The cost is additional to the Web hosting monthly charge. Yahoo! for example, offers Yahoo! SiteBuilder free. This downloadable Web creation program walks the user through the steps in creating and posting a page to their hosting server. Yahoo! SiteBuilder can only be used in conjunction with their hosting packages. This type of program is referred to as WYSIWYG. With WYSIWYG programs there is no need to be familiar with Web programming languages (Silwa, 1999). The user simply clicks and types, or drags and drops elements onto a virtual canvas. Basic computer skills are necessary to run these applications. This option is much easier to handle

for the beginner, and the price ranges from five to fifty dollars month in addition to the monthly hosting fees.

Another example of a turnkey service offered is from OneandOne.com. Their Web site development service, called WebsiteCreator, does not require any download of any kind (Clyman, 2005). The user creates the site using One and One's software and user interface, through their Web site. This should only be used with a DSL connection as the program uses heavy graphics to make the process of designing the site easier. Very intuitive and simple, the most difficult part may be the selection of the template. Instructions are offered along the way, and if the user needs to take a break, the program can save the project to be finished later. Once completed with all the business information inputted, the program will assist in uploading the site to the Web. This program is offered as part of their hosting package, and upgrades are available at additional costs. Upgrades can vary and range from more stylistic templates to being able to add interactive elements like a guestbook.

The last option to consider is full custom-designed Web site by a professional design firm or designer. For the business owner who has no time to learn how to use a program or does not care to know how a Web site is



created, this is probably the only solution. The costs can vary from two hundred dollars to over one thousand dollars completely depending on a variety of factors.

One very important consideration in hiring a Web designer is determining that person's background and experience. A business owner needs to clearly understand that a difference exists between a graphic artist who designs Web pages, and a Web designer (Frenza & Szabo, 1996). Many graphic artists today have turned their attention to the Web to expand their career. However, most artists do not understand how a Web page functions on the Internet. These artists have taken their talents and skills and applied them into the visual aspect of the Web only. Some graphic artists create designs which may not work on all browsers or all computer platforms equally. Print does not necessarily translate to the Web (Frenza & Szabo, 1996; Lynch & Horton, 2001; Rosen & Purinton, 2004). An artist may not understand how straight text on a Web page is what search engines require when indexing the Web pages. They may not consider that using Flash or images as buttons removes the possibility of being indexed by a search engine because images are "sitting" on top the Web page and do not provide any textual reference. How Web pages are designed plays a critical role in whether or not

a search engine can index a page (Cederholm, 2004). If a Web page is made properly according to standards and programming language cues, search engines will find a web page eventually. This is not to say their services are invalid. In fact, they are doing exactly what they know, designing a beautiful looking Web page. A Web designer on the other hand, understands that although the client may want flash and jazz, it may not be the best option or proper solution to meet the owners' intended objective. The problem revolves around that all the tools and tricks a user sees on the Web to make highly stylized pages, do not necessarily coincide with what is actually proper and smart design. These ideas will be discussed in more detail in the section concerning Web standard guidelines.

One other consideration on hiring a Web designer is whether a flat rate is involved or hourly rate in terms of payment. A flat rate will always be a safe bet, as the fee is agreed upon in advance. On the other hand, and one may not get what they ultimately wanted, but the services were fulfilled to the contractual obligations set forth. Paying a designer by the hour involves careful consideration. If the Web designer is very professional and references have been checked, then the risk is quite low. The risk is that there are Web designers in the world who may be training

as someone else is paying. When someone is hired who does not truly know the basics of Web design, the consequence is more hours and more money, than someone who is efficient and ethical. As with hiring anyone for a project, the only way to protect oneself is to really check the references provided by the designer and request samples. Hourly can be a safe bet when working with an authentic Web designer. The results will be a satisfied owner achieving their intended goals more times than not. It is recommended that outside resources be retained for services, as there are so many factors to consider in this process.

#### What Information Does a Web Design Shop Require to Start a Business Targeted at Local Merchants?

As the previous research has explained, a local business owner should have the fundamental concepts of how a Web site is planned and developed. With this information, they may decide the best option for their goals is a custom developed Web site. Now the focus shifts from what an owner should know, to what a Web design shop should now to obtain these local merchants as clients. We will assume that Web development skills and business background of this proposed design shop are sufficient and

available. However, a Web design shop marketing itself to local neighborhood businesses requires an understanding of current pricing guidelines and Web design standards. When a local business owner considers the cost of custom Web site, they may not have an idea of what elements are involved as the research has indicated. Knowing this can assist in the creation of simple pricing guidelines, in an easy to understand format. Understanding current Web design standards will assist the Web design shop in creating the most effective Web pages for local businesses.

In determining how to charge clients, a Web designer can decide to charge by the page, by the hour or a flat rate (Brenner, 2001; Smith, 2001; Frenza & Szabo, 1996). Three sources will be examined in creating possible rates. According to Freelancers.com, their pricing guidelines begin with the caveat that prices are subject to the laws of economics and the experience level and talent of the freelancer (Pricing, 2005, Introduction section, para. 1). Referencing their guidelines, a basic Web page should cost between three hundred to four thousand dollars. Additional linking pages should range from three hundred to three thousand dollars. The hourly rate a designer should charge ranges from twenty-five to sixty dollars an hour. They do

not list flat rates as they believe it is left up to the individual to determine based on their experience on a project combined with their hourly rate.

A second source of pricing information comes from Robert C. Brenner's book entitled *Pricing Guide for Web Services*, (2001). More detail on which methods to use and why, are provided in this pricing guide. Brenner explains that an hourly rate can be fairly charged if the designer has the experience in gauging time estimates (p. 186). This can be done if the designer tracks their time on all of their projects and has a way to determine standards of those records. As mentioned previously, some designers may not know every little trick in designing a Web page, and therefore should be ethical when charging clients for time that actually spent learning. Brenner also suggests that charging a flat rate on smaller projects is good way to keep the clients happy and improve the profit (p. 42). If the task is easier to handle and the designer understands what it will take to complete the task, then a flat rate is fair for everyone involved. If the project is completed sooner because it is simpler, the client is happy and the designer will make more of a profit based on less time spent working (Smith, 2001). Some designers charge by the page, which is essentially the same as charging a flat

rate. Brenner makes an interesting point about flat rates and charging by the page. He explains that when offering these locked in prices, that designers need to set detailed limits on what the rates will and will not include (Brenner, 2001). A very good point considering a Web page has no technical restrictions on its length. If a designer offered a flat rate of one hundred dollars for one page, the client could conceivably request that the page include a technical manual of over a hundred printed pages in length. Flat rates should include limitations on the quantity of words on the page, and the number of images and graphics and revisions or updates (Smith, 2001).

In reviewing the Web for a third source of design shop competitor pricing information, the combination of hourly rates and flat rates appear to be very standard. For example at [www.marybuckley.com](http://www.marybuckley.com), prices were broken out in great detail with descriptions of what is charged by the hour, and what is considered a flat rate. Since the design being developed in this project will be a one-person business, this type of competitor seemed appropriate to examine pricing. Buckley's pricing is based on the development of a home page at three hundred and fifty dollars, with each additional page costing

seventy-five dollars (Buckley, 2004, Pricing Structure section, para. 1). She explains in detail as to the limitations of what is included in the page as far as navigational elements, graphics, links and color. However, there is no mention of the length of text for a Web page. Buckley also offers an hourly rate of thirty-five dollars for Web site maintenance, and flat rates for specific items such as placement of images at ten dollars, and the creation of response forms at fifty dollars each. This designer's prices seem fair and detailed enough that a local business owner could understand her price lists.

In addition to understanding the current pricing methods, a Web designer should understand that there are technological considerations at every step of the process that impact the way a Web site is created and viewed on the Web. Competing browsers and different computer platforms will not display the same Web page identically, if the page is not created properly. The goal for Web design standards is that the Web site will be viewed exactly as intended no matter the different Web browsers or operating systems (Cederholm, 2004). In an effort to assist designers the World Wide Web Consortium (W3C), has pulled together all the top Web experts to continually work on setting standards and guidelines. One of the

original inventors of the World Wide Web, Tim Berners-Lee founded the W3C (Jacobs, 2005). This foundation is constituted of various member organizations that focus on the different technological aspects of the Web. One of these many organizations created The Web Content Accessibility Guidelines 1.0. These were specifically created in an effort to make Web content accessible to persons with physical disabilities (Chrisholm, Vanderheiden, & Jacobs, 1999). Creating Web content that is accessible to people with disabilities also promotes accessibility for all users. The guidelines are grouped into four priorities where Priority One guideline are a "must" in creating Web content, or some users may not be able to access the page content. In descending order, the priorities address authoring techniques that may be unavoidable because of desired affect and not accessibility.

For the purposes of this project, Priority One guidelines were briefly examined. The guidelines focus on the function of a Web more than the design and aesthetic look of a Web page. There are seven Priority One points to consider that are concerned with the general creation of Web content. First, a designer must provide text equivalents to all non-text elements. This means that



every image, graphic, button, animation etc.. should have a textual description attached to these elements through use of "alt" tags. These little banners appear when rolling over an image with a mouse. Second, a designer must create everything that has color, without color as well. When Web designers use colors to communicate information, some users will not be able to understand if they are color-blind. Third, indication of natural language use is required. When creating a page, a designer should indicate in the HTML document what language the entire page is written. This is for language translation software that is used around the world. Fourth, pages should be able to be read without the use of style sheets and still be understandable. Style sheets assist Web designers in the formatting and presentation of repetitive information and graphics. Style sheets segment pieces of information about fonts, headings and images onto a separate page where the characteristics of the information reside, but not the content. If style sheets are not built properly, content may become fragmented and incoherent when being read by special software for the hearing impaired. Fifth, if using dynamic technologies, the designer must ensure they will work on older and non-supporting browsers. As some technologies evolve, designers are quick to employ them on

Web pages regardless of browser compatibility. How many times have Web users visited a Web site, and it has asked the user to download a newer version of a program or browser? This frequently occurs and is because designers are quick to adopt new technologies before users of the Web have time to even know the technology exists. Sixth, content developers must refrain from using flashing or blinking techniques on a page. Because some users may have photosensitive epilepsy, designers should allow the user to control the amount of flicker on the screen, if any is used at all. The final and seventh general guideline requires designers to create consistent, simple layout designs, and easy to understand language. Some users may have learning or cognitive disabilities, which can make reading a complicated Web page difficult.

These guidelines provide a Web designer with the standards that assist people with disabilities to "view" pages, and ensure that every user across different computer platforms and different browsers alike will receive the same intended information. Using the W3C guidelines may limit the creativity of some designers, but will make pages technically functional and accessible. One major point these guidelines bring to the discussion, is what is a goal versus what is reality. The Web is full of

content that does not adhere to these standards by any means. There are designers who only work by the minimal standards, and there are designers who design for only the latest browser capabilities (Niederst, 1999). Somewhere in the middle is a good designer who will consider the standards and the target audience and design with both considerations in mind. The decision truly resides in the owner of the Web site and their definition of their target audience. However, local shop owners should be explained the options and possible consequences in their selection. Ultimately, knowing what standards work best for a local business, in turn will help in determining what can be offered and how it is priced.

#### Theoretical Framework

In reviewing web design standards and guidelines, theoretical research is currently conflicted in this area stemming from the unique characteristics that the Internet offers as compared to that of traditional mass medium offerings. Two distinct schools of thought currently exist in the manner in which Web pages should be developed. First, Applied Media Aesthetics treats the user of television, film and computer as a "viewer." Applied Media Aesthetics developed by Herbert Zettl originated in direct

relation to television and film elements. Aesthetic principles of art including lighting, composition and sound are examined in relation to each other, and how the viewer perceives and reacts to the presented interaction. Applied Media Aesthetics asserts that during the creation of a production, elements can be used more effectively to engage a viewer of t.v. or film. Rather than analyzing existing works of art, this framework serves to be utilized in the actual process of the creation of the art (Zettl, 2005).

In the most recent edition of this book (2005), creating for the Web has been added in a very limited fashion. Most principles can translate to individual elements within a web page, but do not translate well, as a web page is not a constant moving image. In fact, the assertion that the rules apply to computer screens as they do television and film screens are not necessarily accurate. For example, in the chapter concerning color, there is no discussion that the Internet uses a "web-safe" color palette. The current reality is there are only 216 colors that can be viewed the same on both Macintosh and Windows platforms which is not discussed. All of the concepts deal with how a viewer perceives the presented

interaction on a screen, and how to maximize the viewer's involvement based on these perceptions.

The theory explores how the manipulation of light, sound, picture composition and motion work together to control or direct the viewers' reaction to the images presented. Principles relating to perception of figure/ground, visual motion, emotional intensity, visual balance and logical placement can be controlled to add an additional channel of information for the viewer. This channel serves as "cue" system for the viewer to respond in the manner the producer intended. Ultimately, some of the basic principles relating to color and composition may be similar across all mass mediums, however web design is more restrictive as there are uncontrollable mitigating factors that effect the resulting page design. Television and film are fixed final units where a user is merely viewing the product. The Web is unique in that the user has the control to create their own product for their own reasons. A Web user can click off a page, delve deeper through hyperlinks or change subject matter all together.

This theoretical framework is contrasted with the Web Design Style Guide (Lynch & Horton, 2001) principles which treats the user of the Internet as a "reader" and the guidelines are based upon the print and publishing medium.

The goal of this framework revolves around traditional publishing techniques that have been around for centuries and people are not only familiar, but also expect information to be presented in this manner.

Spatial organization of graphic and text on a page can engage readers with graphic impact, direct their attention, prioritize the information and make their interactions with your Web page more enjoyable and efficient.

(Lynch & Horton, 2001, p. 82)

The intention is to merely guide the reader through the information being presented and not to control the reactions to a narrative as with Applied Media Aesthetics. While some basic composition and color guidelines are similar in both frameworks, a Web page is a static placeholder for additional visual elements. For example, screen right or page right is the ideal location for important information, while the left side serves as the stabilizer for the combined elements that result in a visual balance.

The Internet is a collision of all the individual media forms in one element. A Web page can be considered one element with infinite possibilities of unique sub-elements. For this reason, a blend of perspectives is the

optimal approach in designing Web pages. Are users of the Web treated as "viewers" or as "readers?" In our applications with local business owners creating a Web presence, treating the user as a reader will be sufficient. Since the objective of the shop owner is to achieve a Web presence, informational goals are suited better with a reader approach. Elements within the page design may be addressed individually with Applied Media Aesthetics as they relate to film and television. The canvas of the Web page should be treated as a print publication for the overall layout and design. Print guidelines will frame elements that may be video oriented, but the page is essentially static which provides the base for the additional interactive elements. As the research explores design techniques, a synthesis of both frameworks will be examined.

#### Summary

In summary, the project has explored the basic information necessary in answering the research questions for a mom-and-pop owner to launch a Web site, and what pricing methods and current design standards a web design shop needs to understand. However, all of the information that a business owner needs in the Web site market,

remains dislocated and jargon laden. This project will address this problem by pulling the appropriate information from the literature review into an easy to understand format for local business owners.



## CHAPTER THREE

### CREATION OF PROJECT

One of the goals of this project is to determine how to get a small business onto the Internet in a quick and inexpensive manner through the creation of Web design shop targeting their needs. This will be achieved by creating a selection of tools and services for the local business owner in a simple and concise manner. The tools created can be given to a business owner to fill the information gap that currently exists on understanding the basics of Web site creation. These packets would be given to possible clients as marketing brochures for the Web design shop targeting local business owners. More detailed packets will be sold inexpensively, regardless if the design shop's services are retained or not. Not everyone finds the Internet an easy medium to understand. The intention is to try to provide proper information about the Internet in an easy format to understand. Without these tools, a local merchant may commission a Web site resulting in a Web site that was not what they had intended. This could be considered a consumer advocacy program.

At the core of any business is the business plan. In creating the plan for the project research was conducted and found a plan specifically geared towards a Web design business (Smith, 2001). It covers the essential information that a traditional business plan offers, but would not necessarily be used for financial loan purposes. The full plan can be reviewed in Appendix A.

Now a Web design shop has been "established," and the first set of tools to be created are a series of "Quick Lists" that outline what the literature review has explored. The lists will provide the necessary information on the selected topics in an easy to understand format. They will also be used in the marketing tool for the Web design shop. The Quick Lists will cover the following topics and can be viewed in Appendix B.

1. Why you should consider a Web site.
2. Everything you need to know about connecting to the Internet.
3. A Web site planning checklist.
4. What do you need to know have before you build your first Web site.
5. So you have a Web site, now what?

Having created the marketing brochures for local business owners, sample Web sites will be created to use

in the portfolio of the Web design shop. Based on the literature review of what constitutes good and bad Web design, nine templates that incorporate the good design techniques along with the current Web design standards of W3C. For example, see Figure 2 below.

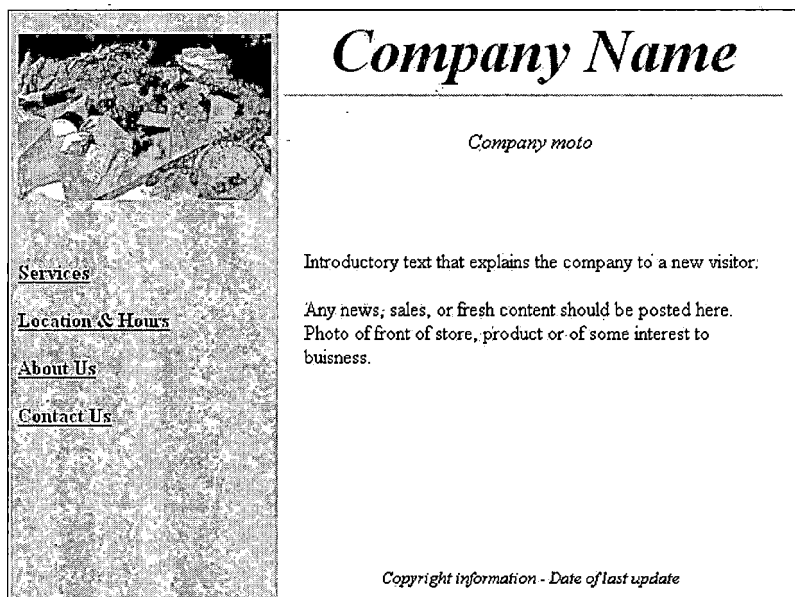



Figure 2. Sample Page Incorporating Good Design Techniques

In the above sample, a Web page was created following the "KISS" theory. It is simple, easy to understand, quick loading, easy to navigate and does not provide distractions with unnecessary elements. Notice that the navigational bar is on the left and information of interest is on the right side of the page. Applied Media Aesthetics, as well as Web Style Guidelines indicate this

is the visual balance to strike for readers and viewers alike. The grey column delineates and separates the information the user needs in visually establishing the map for the site. Every page that is created for this particular site will carry this feature establishing consistency and easy navigation. In Figure 3 below, this principle is emphasized with a photograph that demonstrates the services being offered by the shoe repair business.



## Tom's Shoe Repair


1234 Street Ave. Los Angeles, Ca. 91030  
*phone: 323-555-5555 fax: 323-555-5558*

*Mon - Fri. 9am-6pm Sat 9am-5pm Sun. Closed.*

Serving the Los Angeles community for over 15 years in shoe repair. Specializing in leather, we can repair your shoes, handbags, belts, coats, briefcases and most other leather accessories.

**Available Services:**

- Leather Conditioning
- Resoling
- Full Shoe Restoration
- Shoe Shine
- Leather Repair
- Heel Repair
- Handbag Repair



Don't see what you need? Call, stop by or [email us!](#)

***Mention you found us on the Web, and receive 10% off any service!***

Copyright Name - Date

Figure 3. Sample Web Page Using the Visual Right Point of Interest

The photograph can be quickly scanned by the reader and symbolically explains the services offered by this business. Balance is achieved by listing other services flush right of the photograph in a block style of information.

In Figure 4 below, a sample Web page was designed using color as a means of incorporating the local business owners' product. The selection of green hue color was

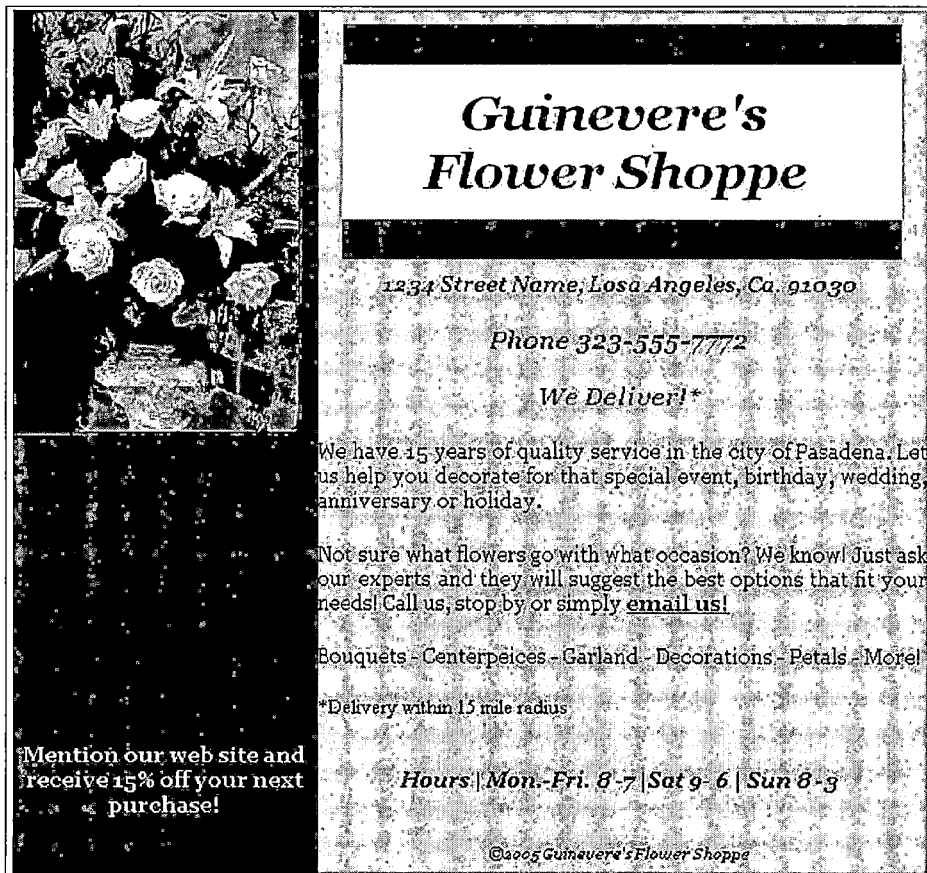


Figure 4. Sample Web page Using Color to Enhance Product Offering

chosen to highlight the fresh flower product this business sells. The left column is a darker green, while the right side of the page is a lighter green. The borders around the name of the company match the same color used in the left panel. The colors work together in harmony emphasizing the flowers from this business are lush and fresh. The addition of the photograph represents a sample of a bouquet of flowers that can be purchased through this business.

Throughout these samples, there is information that is consistent as it pertains to Web standards and guidelines. First, all the pages have the name of the company within the top first four inches of the screen. Lynch and Horton (2001) explain that readers of a Web page should be able to identify the page immediately as the page is downloading, therefore the name of the company should be at the top of the page. Second, the visible portion of a Web page is only 760 pixels wide x 410 pixels high on a standard computer monitor. Therefore, a Web page should be designed in consideration of having the information structured in "above-the-fold" or "below-the-fold" system, as in newspaper print. As the sample sites serve informational purposes for local merchants, creating a Web page that is a single "above-the-fold" layout will

limit the scrolling necessity for users. When users are required to scroll a Web page for information they can lose their sense of context as essential information disappears off the screen. To avoid this a Web page should not be more than 2 visual pages in length unless references and cues are provided for the reader. There are specific situations where information is intended for printing, however the use of jump buttons and headings are still necessary to give context to the information. Finally, critical pieces of information are provided which include the name of the company, date of the Web page and contact information.

Having created these sample Web pages, they will now be offered as part of a few templates at a flat rate. These layouts can be used to achieve different looking Web pages by simply altering color and content. Appendix C contains the full array of samples that will be used to show potential local merchants the variety of options they can have with a Web site for a flat rate.

The price list for all the available services that this Web design shop will offer is located in Appendix D. The price list consists of a combination of both flat rates and hourly rates based on the services offered. Understanding web standards made it simpler to design

samples, price lists, collateral, contracts and a business plan and marketing tools were created.



## CHAPTER FOUR

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

#### Summary

Through an extensive literature review, the information necessary to fill the existing gap between local merchants and Web developers was examined. The first topic covered the reasons why a local mom-and-pop shop should consider having a Web site. The reasons include that technology is currently advancing to address the shortcomings of the Web in the local markets within a global tool. Another is that local merchants have not properly understood that a Web site can be used as part of their existing marketing campaign. The last reason explained that a Web site benefits an independent storeowner by increasing customer relations, revenue and leveraging power.

Secondly, this project explored the topics relating to what information a local business owner needs to understand in the regards to the technology and processes in procuring a Web site. In order for an owner to launch a Web site in an inexpensive manner, information on what technological requirements are necessary were cataloged. The required elements include what hardware, software and

Internet services are necessary, and how their relationship with hosting a Web site are interdependent. Understanding how to properly plan a Web site was reviewed as research in this area indicates this to be one of the most frequently ignored steps in creating a successful business Web site. The final consideration a business owner should be cognizant of are the Web services currently available in creating a site. The existing services provide an owner the options of creating a site with the use of templates or turnkey solutions for themselves, or seeking an outside Web designer.

The final research question involved determining what a local Web shop should understand if they were to cater to a local business market. Current pricing guideline methods in the creation of Web sites are directly related to the current Web Design standards as the guidelines provide information on how to make sites accessible to all users. A web design shop implementing the W3C Web design standards will achieve fundamental design styles that compliment a local business owner's needs. In understanding proper Web design techniques, pricing can be accurately developed for a design shop, as the scope of a site offered to local merchants is narrowed to the functionality of the Web.

All of the research combined provides a local business owner the necessary information in deciding if they want to launch a web site. Possessing this knowledge will enable owners to make well-informed decisions that will save money and provide them with opportunities the Web can offer their niche market. The information gap that currently exists will be bridged if a web design shop can provide their clients with information found in this research.

The Methodology in creating a Web design shop targeting local merchants used and implemented the information which the research gathered. Summarizing the research in a short and simple manner resulted in the creation of a few Quick Lists that Web design shops can employ in marketing to mom-and-pop shops. A business plan for a Web design shop was also created stemming from the research. Implementing the current design standards, sample Web sites were created that can be used by local business owners who do not currently have a Web site and do not plan to engage in e-commerce. An accurate pricing structure resulted from the discovery that web standards dictate a much more simple structure and layout than what Web developers offer the local business owner. Finally,

basic business collateral was in order to complete a Web design shop portfolio.

### Conclusions

The heuristic value in this project is the demonstration that an information gap can be overcome when discovering what has caused the void and finding a channel to distribute the solution. On a broader theoretical level, the information gap was created as a result of advancing technology for technology's sake, and not for the users' benefit. Technology changes quickly and when a user does not keep up, they can feel left behind. Media and advertising constantly push the latest developed technology without providing information of how it is better for the user. In relation to Web sites, technological advances have created new methods in presenting animation and video over the Internet. However, just because it is technically possible, does not necessarily mean everyone should use it. According to Web standards, these advances are not conducive to people with disabilities in the manner in which they function with other Web technologies. A Web site created with the most recent innovative Web design techniques may not necessarily benefit a local shop owner attempting to be

found by search engines. In fact the use of many of these technologies such as Flash, prohibit search engines from indexing a Web page because it does not see Flash as an element of the page, but merely an object on the page. The full picture about technological developments and their uses remains in the hands of the developers and not with the user in general.

### Recommendations

Future recommendations include the possibilities in regards to the uses of a Web site specifically for a local business owner, and general Web site development. Once a local business owner has a basic Web site posted on the Internet, the future possibilities are endless and only limited by the owner's creativity. As the customer is key to the business, Web techniques like live customer support, or chat rooms may be a great addition to their existing site. Since these simple Web sites are not conducting e-commerce, customer support may not be a necessity but may be modified to fit the needs of a local store. For example, a local merchant can offer a live chat once a week where they answer questions from potential customers about service offerings, industry news or other related topics to the business. Another example to

consider would be providing a chat room for customers to communicate with each other in an open forum provided by the local business owner. Customer to customer relations creates a virtual community where people with similar interests can communicate with one another. This type of forum encourages visitors to return to the Web site frequently which can lead to a customer loyalty relationship.

In closing, the future possibilities in Web development create interesting discussions concerning technological advances, information gaps and Web design development. As the Internet and related technologies continue to change, how will a typical user discern its use and value? If information is only partially presented by the developers, average users will not have the total picture to make informed decisions on the technology's value relating to the user. This project chose a very small market to focus, and found a means to bridge one information gap. Future research should focus on other technology gaps and discover what specific distribution channels are available in bridging that specific information gap.

Finally, the Web design techniques and development explored throughout this project did not take into

consideration the cultural differences that exist and can affect communication. All of the previously discussed research of Web design stemmed from a Caucasian American perspective. An American perspective with American aesthetics, values and traditions. Web design needs to consider other cultures as the Web is global in reach. Cultural differences in symbolic meanings of color and information placement are two examples where information in the presentation can be misinterpreted if not considered. For example, Caucasians read from right to left, yet Japanese read from left to right. Is the placement of important information or navigational bars different from culture to culture? If companies are outsourcing to other countries around the world, are the cultural differences in communication styles taken into account? Web designers should consider the cultural differences that exist, and take into account whether a clients site should be altered to meet the goals of the target audience. In addition, further investigation into how a user of the Web is perceived should be clarified. Is a Web user treated as a "viewer" or as a "reader?" Discerning this value will assist not only developers in Web page design, but also communication theorists.

APPENDIX A

A BUSINESS PLAN FOR A WEB DESIGN SHOP



## **The Ultimate Answer**

### *Multimedia Design Shop*

## **Business Plan**

### **Mission Statement**

My mission is to operate The Ultimate Answer Web design shop in such a way that it shall provide high quality Web and multimedia related services to local independent business owners in a professional manner.

My vision for The Ultimate Answer is to design and be responsible for fifty to one hundred business Web sites. I will contract at least three new clients per month, as well as provide maintenance services to existing clients. I will have access to two or three good subcontractors, who have the skills in programming of databases and in creation of custom graphic art, and whom I can call on to help with projects as necessary.

### **Personal Evaluation**

I am highly proficient in a variety of areas relating to the Internet and business organization. I am also proficient in the planning and the relationship between the function of a Web site and the layout and design of a Web site. Thus, I am proficient in the programming languages of HTML, JavaScript, Flash, Cascading Style Sheets, ActionScripting and CGI. I also know and use Macromedia Dreamweaver, Fireworks, Adobe GoLive, and Adobe PhotoShop in conjunction with working with programming language directly for optimal results.

I do not have the propensity for the creation of database driven Web sites or creating new scripts. However, through my training I am knowledgeable in the areas sufficiently enough to consult or oversee a subcontractor's work.

I have spent ten years learning and training on everything relating the Internet while I worked in the entertainment industry. Within those years, I have been commissioned to create several Web sites for a varying from sites relating to weddings, independent films releases, restaurants and fully enabled e-commerce sites. I have also worked as a professional digital-color-technician for Getty Images. My regular job as legal clearance person for a DVD post-production company for the past three years, has enabled me to understand the copyright laws of third party images and stock photography.

I enjoy discussing all the various aspects of the World Wide Web and teaching people the proper use and truth about Web development and e-commerce.

### **Services and Products**

The Ultimate Answer multimedia design shop will consult and design on the creation of Web sites. I will also offer maintenance and upgrade services for existing clients with Web sites. Additional services relating to multimedia skills will be offered to clients regardless of Web site needs. Multimedia offerings will include scanning, digital photography, photo-slide shows on CD ROM and photo color correction / restoration. Billing methods will vary by the service offered. Some offerings are clear-cut and can be offered at a fixed price, while other services may have unknown factors that will be billed hourly with an estimate provided up front to the client.

### **Business Niche**

The Ultimate Answer multimedia design shop will focus on the Internet needs of local small businesses. The Ultimate Answer will offer one-on-one consultations and extensive handholding. The Ultimate Answer will place an emphasis on community involvement and activities. It will also provide small business owners who may be overwhelmed and confused by the Internet, free basic information packet on what they need to know when considering a Web

site. They will also be able to purchase a full packet of everything they need to know before, during and after the creation of a Web site regardless if my Web design services are obtained.

### **What type of Business**

For the first year of business, The Ultimate multimedia design shop will be a sole proprietor. After one year, the consideration and costs for moving to a LLC will be considered. At yearly intervals after five years, I will evaluate the possibilities of converting to a corporation.

### **Location of Business**

The Ultimate Answer multimedia design shop will begin in the second room of my residence. Unfortunately, because the size is restrictive, I will be unable to conduct meetings in the office. I will meet the clients at their point of business, or at an agreed upon location. Having to meet the client in their environment will actually benefit the consulting and design of a client's Web site, as this will provide information that will assist in the Web development process.

### **Employees & Support Staff**

The Ultimate Answer design shop will have no employees. An attorney and an accountant will work on an hourly basis for The Ultimate Answer on an as needed basis. I have a brother-in-law who is an expert in the field of computer programming and technology. I have a friend who is an attorney who can assist on matter of legal contracts. I have friends who have been contractors for many years and will help me in the areas of client relations, obtaining leads and other business matters. Any overflow of work will be subcontracted out as needed.

## **Competitors**

The competition in my area is mostly from graphic artists who have moved to Web design. These competitors may know artistic design principles, but are unfamiliar with the intricacies of the Internet and the how a Web page interacts with search engines technically.

Other competition consists of independent designers who create Web sites as a hobby or on the side. They usually take jobs from friends and do not necessarily actively seek Web site design business.

Another area of competition is from large design firms within the Los Angeles area. These companies have medium to large staffs, where the work is broken down into many specific tasks. These companies are seeking large business contracts that can sustain their expensive staff. Small business owners that I am seeking will most likely not be able to afford nor need their full services.

My main pitch to clients will be the fact that I will be teaching them the necessary information for them to make informed decisions in regards to their businesses Web site. I will give them the necessary information as we work together for them to understand the workings of the World Wide Web and the benefits from its use.

## **Marketing Plans**

The Ultimate Answer will be primarily marketed thorough word-of-mouth resources and referrals. I will have a Web site that offers listings of my services and samples of my work.

I will take the Web site and copy it a CD as an interactive marketing brochure. The CD will contain additional samples of other services that will not be on the Web site. This can be given directly to prospective clients and can be mailed as well. It will function on Mac and PC operating systems.

I will also conduct e-commerce through my site by offering photo color correction and resizing over the Web. The perspective clients can e-mail or

mail their photos and I will correct them as needed, and can be paid on the site through PayPal upon completion.

My marketing will focus on local businesses that do not currently have a Web site, but will also include a variety of types of clients. Additional clients will be individuals or organizations who would like a Web site for weddings, schools, clubs or any type of use.

### **Timelines**

At the end of the first full year, The Ultimate Answer multimedia Web design shop should have twenty to thirty regular clients. The business should be self-supporting in addition to offering me an income of \$60,000.

At the end of two years, my clients should increase to about forty regular clients. The business should remain self-supporting as the income increases to \$75,000.

Approaching the fifth year, my clients and services should have expanded to fifty to sixty regular clients, an increased income from \$100,000 to \$150,000.

At the ten-year marker I will evaluate the success of the business and determine if any changes are necessary to the services offered. I will also consider regular use of subcontractors that I will have worked over the years with, to potentially take over any portion of the services that I plan on discharging or changing on a regular basis.

### **Finances**

Pricing for The Ultimate Answer will vary depending on the service rendered. My hourly rate consultation will be \$30 to \$35 an hour to start with unless a different price is indicated in a special package offering. As the price list of services describes, I will be offering package deals at the rate of \$350.00 for a Business Starter package, and \$650.00 for a Web Presence package. Using pre-designed sites that I have made, I will only offer variations of these

templates for the flat rate packages. This will allow me to fulfill contractual obligations in a timely and cost effective manner. Having these templates will also afford me the time to work on full custom designed Web sites that are more time consuming and labor intensive. Full custom Web design estimates will be on hourly basis of \$35.00 an hour with an estimate based on the initial meeting with the client.

Flat rate packages that I offer on a variety of multimedia services should fill any slow periods in Web site design. After six months I will evaluate the pricing list and determine if the demand on some services is too high or too low based on their demand. If the prices need to be adjusted for any reason, I will create a new pricing list and use as a new price list. From previous freelance experience, I do not want to try to underbid the competition just to get a project. I have learned the hard way that clients who are trying to save a few dollars here and there tend to be clients who supply the biggest headaches. I also understand from experience that maintaining my prices creates a reliable impression to potential clients. My skills are worth the price I am asking for, and clients will find the value. As my demand increases, I will consider raising my rates accordingly.

If after one year I have not recouped my start up costs and sufficiently satisfied my income, I will reevaluate and consider changing the services offered, methods of marketing and the possibility of contracting my services out to employment agencies.

See attached price list (Appendix D) for full details on the pricing for the various services.

### **Start-Up Costs**

Equipment is necessary and I will need to purchase anything I do not currently possess.

<b>Items</b>	<b>Resolved Expenses</b>	<b>Required Expenses</b>
Ink Jet Color Printer	X	-
Scanner	X	-
CD Burner	X	-
DVD Burner	X	-
Digital Camera and AKS	X	-
Cell Phone	X	-
Professional Fees		\$1200.00
Business License		\$150.00
DBA		\$150.00
Insurance		\$1500.00
Printing of stationary		\$400.00
Phone and Fax line installation		\$200.00
Office Supplies		\$150.00
Advertising / Web Site / Brochures		\$150.00
Office Furniture	X	-
Computer	X	-
Design Software	X	\$300.00 (upgrade)
Graphics Software		\$600.00 (upgrade)
<b>Total</b>		<b>\$4800.00</b>

APPENDIX B

QUICK LISTS FOR THE LOCAL BUSINESS OWNER



## **Quick Lists**

The following “Quick Lists” will be given to local business owners as a marketing tool for the Web design shop, The Ultimate Answer. They will also be posted on the Web site as downloadable documents.

### **Why you should consider a Web site?**

1. The advancement of search engines to include local business searches increases the options of being found, and increases exposure.
2. It is merely an extension of your current marketing and advertising costs.
3. The benefits include increasing revenue, and improving customer relations.
4. Allows you to compete with larger companies.
5. You do not have to be selling any products on the Web to reap the benefits of a Web site.

### **Everything you need to know about connecting to the Internet.**

1. Technological needs:
  - Computer with a browser
  - Internet Connection (ISP)
  - E-mail
2. Available Web services to consider in the creation of your site.
  - *Templates* are pre fabricated Web pages that can be purchased relatively inexpensively.
    - Do you have the programs that will enable you to use the template?
    - Do you have the time and patience to do this on your own?

- Do you have the necessary computer skills to alter photos to place on templates?
- Do you have the FTP program to upload to the hosting company?
- *Turnkey providers* are Web companies that give you all the tools you need to create a Web site with minimal costs.
  - Will your Host provide this option?
  - Do you have DSL connection to do this method?
  - Do you have the basic understanding of a Web site and the computer skills to do this.
- A *Web designer* or company may be the best method if you do not want to concern yourself with technical details. This can be more expensive, but the results will be unique and custom created.
  - Do you have a plan before you meet with this person?
  - What is your budget?
  - Do you have the text that will be used in on the Web site?
  - How soon do you need it posted?
  - What elements do you want to be incorporated?
  - Do you want to update the site frequently?
  - Do you want the site to offer clients interactivity?
  - Also, see Quick List of what elements you need to have before the site is constructed.

## **Website Planning Checklist**

The following checklist should be reviewed prior to the purchase of any related Web services or products. The answers to these questions will lead you to consider all the questions that are relevant to having a Web site. Your answers now, will help you save money down the road.

### **Domain Name**

1. What name do you want to use for Web site address?
2. Is it available?
3. Do you have any other choices if the first choice is taken?
4. Is short and quick or long?

### **Content**

1. Who is your audience?
2. What information do you want to convey?
3. Why should your customers go to you and not the competition?
4. What do you offer that others don't?
5. Do you want to include sale information or coupons?
6. Do you have a mission statement, or company biography?

### **Style**

1. Is your audience hi-tech or lo-tech?
2. What style suits your business industry?
3. What type of personality do you want to convey?
4. What are you company's colors and style?
5. Do you want it simple or flashy?

## Layout

1. What type of structure do you want?
2. Do you linear navigation? Or more natural flowing?
3. What Web sites do you like and dislike?
4. Do you like newspaper columns, or blocks of information?
5. Do you have lots of text to display, or minimal?

## Goals

1. What are your short intentions for the Web site?
2. What are your long-term intentions for the Web site?
3. How often do you want to update the Website?
4. How much contact do you want with your customers?
5. How will you consider this a successful site?
6. Do you want to add to your current customer base?
7. Do you want to eventually sell a few products on the site?

## **What do you need to know have before you build your first Web site.**

This list provides you with the actual materials you will need, or you will need to give a designer before the construction of Web site can begin. If these elements are gathered in advance, time and money will be saved on the entire process.

1. Content
  - Any text that you want included on the site.
  - Do you have existing brochures to use?
2. Logos
  - Do you have any logos that can be used?
  - What format are they currently in?
  - Will they look good if you have to scan them?

3. Photographs
  - Do you have any photos of your products or storefront?
  - Are they in a digital format?
  
4. Budget
  - What do you want to spend to set up the site?
  - What do you want to spend for monthly service and renewal fees?
  - How much do you want to spend on maintenance?

### **So you have a Web site, now what?**

So you have a Web site up and you do not know what to do with it. Before you can do anything, you need to make sure that all the information you need to access your Web site is in one place. This is very important and easy to forget. The information should be kept in a file for future reference. Sometimes designers move or keep the information to themselves in order to keep you coming back. If a designer created the site they should provide this information to you for no charge, and it should include the following items:

1. A copy of the final Web site on CD.
2. Domain Name registration information.
3. Name of company who has the registration.
4. Web address of Registration Company.
5. How will the domain name be renewed?
6. Username and Password if necessary to domain name registration company.
7. Web Hosting Company information
  1. Name of company and information.
  2. FTP address.
  3. FTP account information –username and password
  4. Web address to log into account.

8. Where are the monthly service fees being charged?
9. What e-mail address will the renewal notices be sent to.

Great, now you have the information safe for future use if you need it...Now what? Well look at the Web site and begin to get customer feedback on it. Find out what they like or would like to see. They are ones who will use the site. Look at the competition and see if you might want to invest in any of their ideas for your site. Other suggestions on how you can use your Web site include:


1. Create a feedback form on the site, and ask customers to let you know if something does not work properly.
2. Post information on upcoming sales.
3. Give Web only coupons and discounts.
4. Create a rewards program for returning customers. Use the Web site to provide details of the program and the rewards.
5. Request the customers e-mail address, if they are interested in receiving a newsletter about the company and its sales.
6. Offer product or service information.
7. Offer information about the industry standards that you adhere to in your work place.
8. Post any news articles, or stories about the business.
9. E-mail customers about a private sale.
10. E-mail customers about new product information.

APPENDIX C  
SAMPLE WEB SITES


**The Ultimate Answer**  
**Portfolio for Local Business Owners**

**Sample Web Pages**

**Starter Web Page Sample 1**


	<h2><i>Tom's Shoe Repair</i></h2> <p>1234 Street Ave., Los Angeles, Ca. 91030 phone: 323-555-5555 fax: 323-555-5558</p> <p><i>Mon.-Fri. 9am-6pm Sat 9am-5pm Sun. Closed.</i></p>
	<p>Serving the Los Angeles community for over 15 years in shoe repair. Specializing in leather, we can repair your shoes, handbags, belts, coats, briefcases and most other leather accessories.</p> <p><b>Available Services:</b></p> <ul style="list-style-type: none"><li>Leather Conditioning</li><li>Resoling</li><li>Full Shoe Restoration</li><li>Shoe Shine</li><li>Leather Repair</li><li>Heel Repair</li><li>Handbag Repair</li></ul> <p>Don't see what you need? Call, stop by or <a href="#">email us!</a></p> <p><i>Mention you found us on the Web, and receive 10% off any service!</i></p> <p><small>Copyright Name - Date</small></p>

**Starter Web Page Sample 2**

	<h2><i>Tom's Shoe Repair</i></h2> <p>1234 Street Ave., Los Angeles, Ca. 91030 phone: 323-555-5555 fax: 323-555-5558</p> <p><i>Mon.-Fri. 9am-6pm Sat 9am-5pm Sun. Closed.</i></p>
	<p>Serving the Los Angeles community for over 15 years in shoe repair. Specializing in leather, we can repair your shoes, handbags, belts, coats, briefcases and most other leather accessories.</p> <p><b>Available Services:</b></p> <ul style="list-style-type: none"><li>Leather Conditioning</li><li>Resoling</li><li>Full Shoe Restoration</li><li>Shoe Shine</li><li>Leather Repair</li><li>Heel Repair</li><li>Handbag Repair</li></ul> <p>Don't see what you need? Call, stop by or <a href="#">email us!</a></p> <p><i>Mention you found us on the Web, and receive 10% off any service!</i></p> <p><small>Copyright Name - Date</small></p>



**Starter Web Page Sample 3**  
(With additional photo)




## Tom's Shoe Repair

1234 Street Ave., Los Angeles, Ca 91030  
phone: 323-555-5555 fax: 323-555-5558  
Mon-Fri 9am-6pm Sat 9am-5pm Sun Closed

Serving the Los Angeles community for over 15 years in shoe repair. Specializing in leather, we can repair your shoes, handbags, belts, coats, briefcases and most other leather accessories.

**Available Services:**

- Leather Conditioning
- Resoling
- Full Shoe Restoration
- Shoe Shine
- Leather Repair
- Heel Repair
- Handbag Repair





Don't see what you need? Call, stop by or [email us!](#)

**Mention you found us on the Web, and receive 10% off any service!**

Copyright Name - Date

**Web Starter Sample 4**



**Guinevere's  
Flower Shoppe**

*1234 Street Name, Los Angeles, Ca. 91030*

*Phone 323-555-7772*

*We Deliver!\**

We have 15 years of quality service in the city of Pasadena. Let us help you decorate for that special event, birthday, wedding, anniversary or holiday.

Not sure what flowers go with what occasion? We know! Just ask our experts and they will suggest the best options that fit your needs! Call us, stop by or simply email us!

Bouquets - Centerpieces - Garland - Decorations - Petals - More!

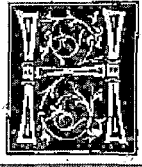
\*Delivery within 15 mile radius

**Mention our web site and receive 15% off your next purchase!**

**Hours | Mon.-Fri. 8-7 | Sat 9-6 | Sun 8-3**

©2005 Guinevere's Flower Shoppe

## Web Presence Sample 1



# Company Name

---

[Services](#)

[Location & Hours](#)

[About Us](#)

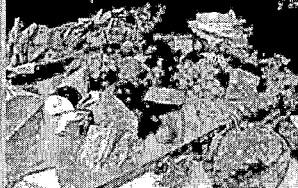
[Contact Us](#)

Introductory text that explains the company to a new visitor.

Any news, sales, or fresh content should be posted here. Photo of front of store, product or of some interest to business.

Copyright information - Date of last update

## Web Presence Sample 2



# Company Name

*Company.moto*

---

[Services](#)

[Location & Hours](#)

[About Us](#)

[Contact Us](#)




Introductory text that explains the company to a new visitor.

Any news, sales, or fresh content should be posted here.  
Photo of front of store, product or of some interest to business.

Copyright information - Date of last update



**Web Presence Sample 5**  
 (With additional photos)

<b>You.com</b>		<b>Place an advertisement here</b>			
<b>Button</b>	<b>Button</b>	<b>Button</b>	<b>Button</b>	<b>Button</b>	<b>Button</b>
<b>Main Menu</b> <ul style="list-style-type: none"> <li>■ Your Link</li> <li>■ Your Link</li> <li>■ Your Link</li> <li>■ Your Link</li> <li>■ Your Link</li> <li>■ Your Link</li> </ul>	 <p><b>Place a main attraction or special here</b></p>			<b>Text Box # 3</b> Insert your Test Here. Insert your Test Here. Insert your Test Here. Insert your Test Here.	
<b>Text Box # 2</b> Insert your Test Here. Insert your Test Here. Insert your Test Here. Insert your Test Here.	 <p><b>Your Description Here</b>  <a href="#">More Info Here</a></p>  <p><b>Your Description Here</b>  <a href="#">More Info Here</a></p>			<b>Text Box # 4</b> Insert your Test Here. Insert your Test Here. Insert your Test Here. Insert your Test Here.	
<b>Text Box # 3</b> Insert your Test Here. Insert your Test Here. Insert your Test Here. Insert your Test Here.	<p style="text-align: center;"><b>Place an advertisement here</b></p>			<b>Text Box # 5</b> Insert your Test Here. Insert your Test Here.	

Copyright YOU.com. All Rights Reserved.

APPENDIX D

PRICE LIST

## Web Design Price List for Local Businesses

### Consulting Services

- ◆ In determining your Web site and hosting needs  
(Up to 2 Hours) \$100.00
- ◆ In researching and finding you a Hosting Company  
(Up to 2 hours) \$100.00
- ◆ In overhauling an existing site  
(Up to 4 hours)  
Review / Analysis / Recommendations Only \$150.00
- ◆ In researching domain name options \$50.00
- ◆ How to plan your Website Packet \$25.00
- ◆ What you need to know to get on the Internet \$50.00

### Web Site Packages

**Starter Package** **\$450.00**

Includes:

- ◆ 1 Web page
  - 1 Photo or Logo
  - Text (250 word limit)
- ◆ 2 hours of consultation
- ◆ 3 Samples of Web pages based on consultation
  - Color printouts of options
- ◆ Domain Name Registration
- ◆ Web Hosting Package Set Up
  - 10 +E-mail Accounts
  - E-mail set up and training up to 1 hour
  - Search Engine submission (1 Time)
  - Posting the finished Web page
  - Monthly Statistics
  - CGI capable
- ◆ Final page provided on CD ROM with printout and all host information

## Web Presence Package

**\$600.00**

### Includes:

- ◆ Web pages total (1 Home page +4)
  - Pages include Home Page/About Us/Contact Us/Services/Location and Hours
  - 4 photos /logos
  - Text (250 word limit per page)
  - 3 hours of consultation
  - 3 Samples of Web site based on consultation
  - Color printouts of options
- ◆ Web Hosting Package Set Up
  - 10 +E-mail Accounts
  - E-mail set up and training up to 1 hour
  - Search Engine submission (1 Time)
  - Posting the finished Web page
  - Monthly Statistics
  - CGI capable
- ◆ Final page provided on CD ROM with printout and all host information

## Full Custom Design

**\$650.00+**

- ◆ Full custom design offers you the option to cater Web pages to your business needs.
- ◆ Consultation and proposal will be necessary to estimate the potential costs.
- ◆ Full custom design does not include database options.

### Additional Services

#### Maintenance Service

- Revisions / Updates to existing page \$35.00 hour
- Meta Tag Updates / Revision \$30.00 hour
- Statistical Analysis
  - Report includes how many people have visited your page; Where they are coming from; How they linked to you. \$50.00
- Search engine Promotion \$35.00 hour



## Web Page Development

- Add image/logo \$10.00 each
- Add Web page \$75.00 each
- Animated buttons \$20.00 each
- Image Swap (1-5 images) \$75.00 each  
Includes photo resizing and retouching
- Response/Feedback form \$50.00 each  
Must have CGI capability
- Pop-up static ad (coupon style) \$ 30.00 each
- Audio file \$100.00 each
- Slide Show (up to 20 images) \$100.00 each
- Guestbook \$150.00 each
- 360 Degree photo viewer \$200.00 each
- Community Message Boards \$200.00 each
- QuickTime Video \$250.00 each
- Flash Animation CST. Quote

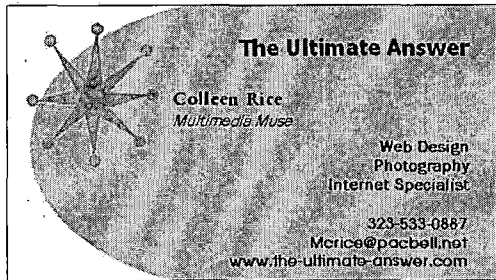
## Multimedia Services

- Scanning
  - Size Up to 8.5 x 11 inches \$ 8.00 each
  - For special scanning projects \$25.00 hour
- Digital Photography
  - Photo of business for Web \$20.00 each
  - Photo of product \$ 5.00 each
  - For catalog photography \$40.00 hour
  - Photo color correction \$ 5.00 each
  - Photo restoration \$35.00 hour
  - Slide Show for CD (Up to 50 images) \$250.00 each

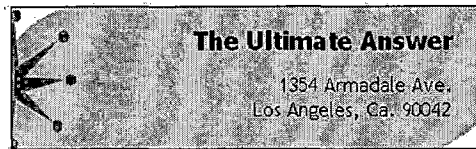
APPENDIX E  
WEB DESIGN SHOP BUSINESS COLLATERAL

## Business Letterhead & Stationery

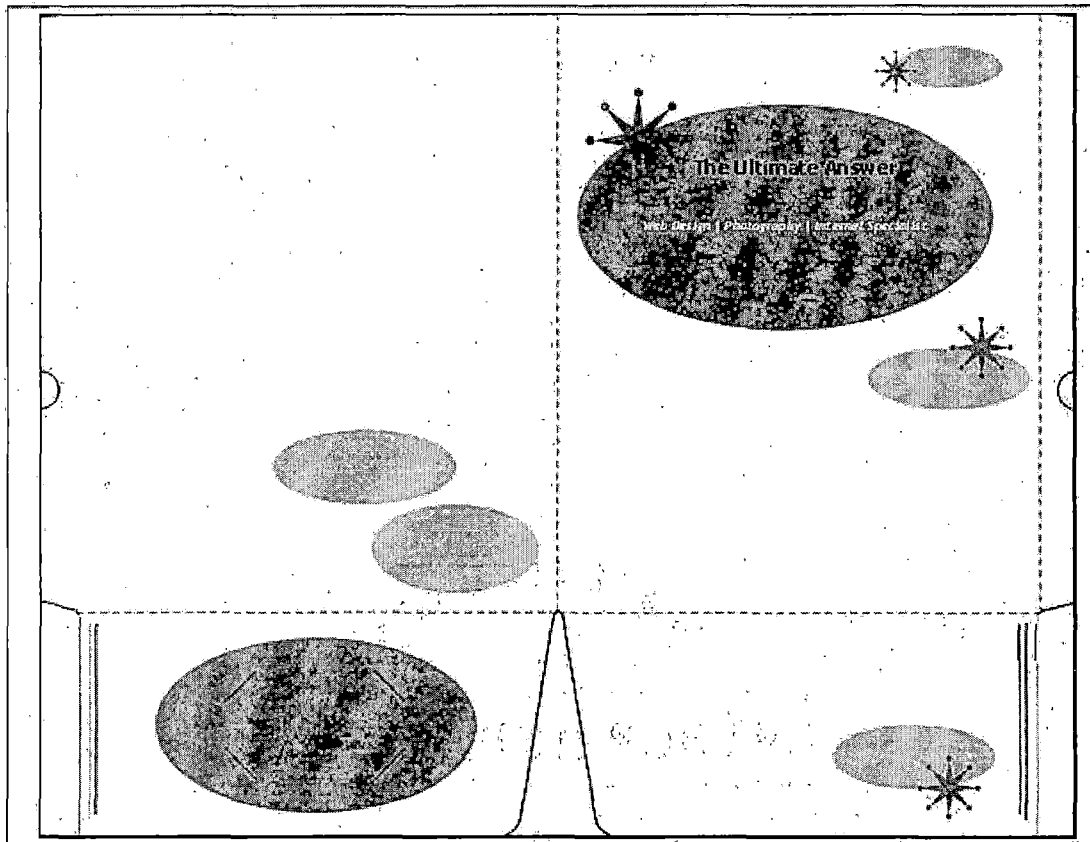
### Business Card Sample



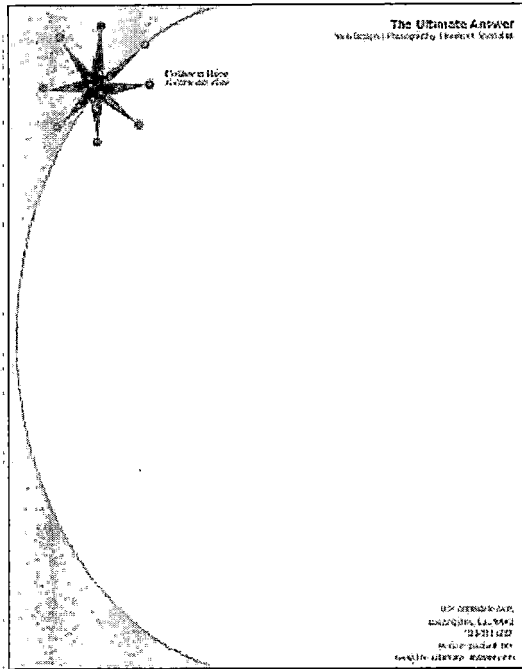
### Address Labels



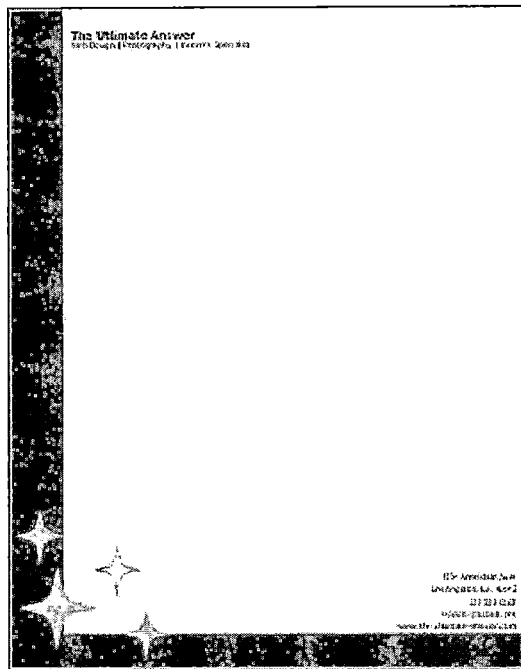
### Presentation Folder



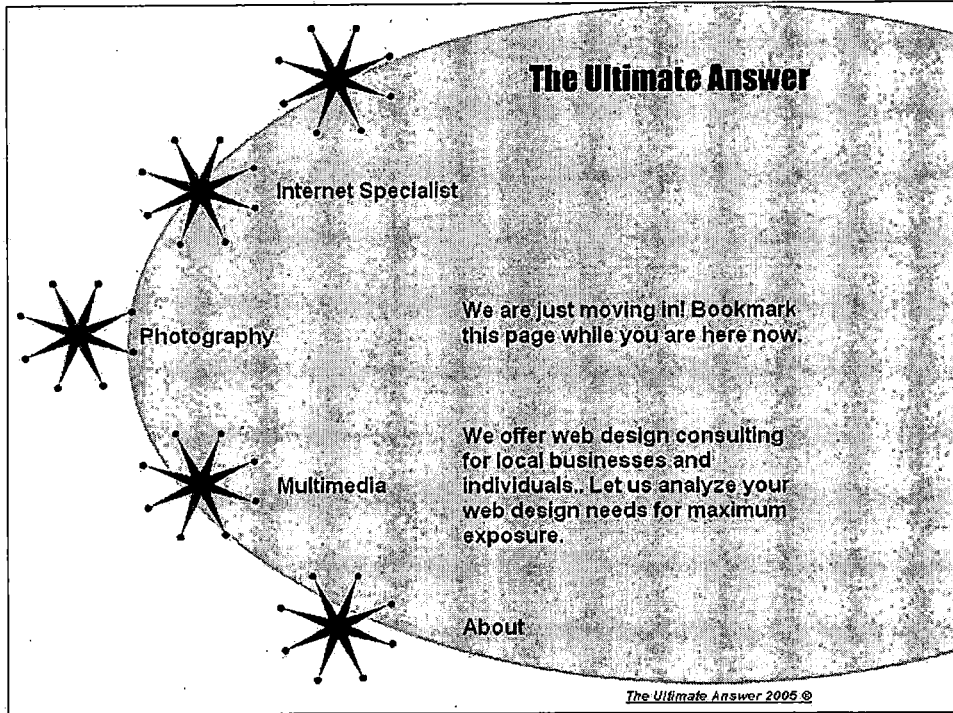
## Letterhead – Cover Letters



## Letterhead – Price List / Invoice



## Web Site



**The Ultimate Answer**

**Internet Specialist**

**Photography**

**Multimedia**

**About**

We are just moving in! Bookmark this page while you are here now.

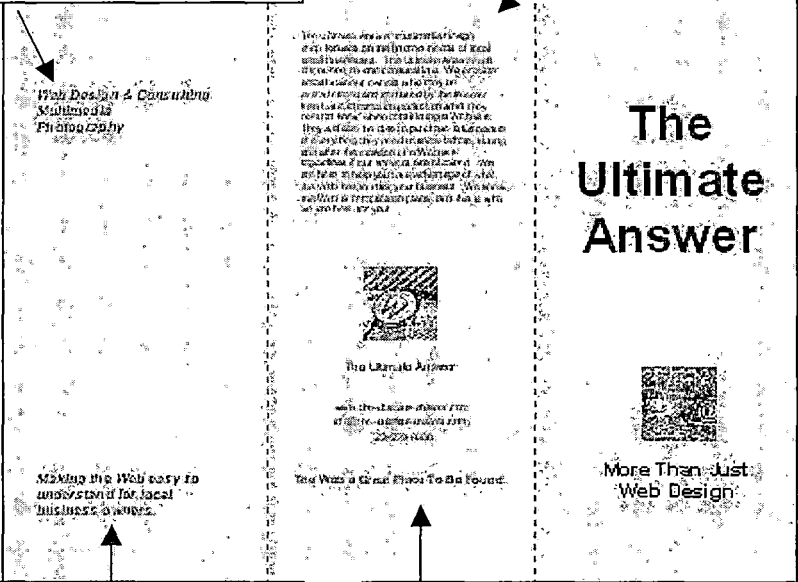
We offer web design consulting for local businesses and individuals. Let us analyze your web design needs for maximum exposure.

The Ultimate Answer 2005 ©

**Front Panel-Brochure**

**Web Design & Consulting  
Multimedia  
Photography**

The Ultimate Answer multimedia design shop focuses on the Internet needs of local small businesses. The Ultimate Answer will offers one-on-one consultations. We provide small business owners who may be overwhelmed and confused by the Internet, free basic information packet on what they need to know when considering a Web site. They will also be able to purchase a full packet of everything they need to know before, during and after the creation of a Web site regardless if our services are obtained. We are here to help you take advantage of what the Web has to offer your business. We know the Web is complicated place, and that is why we are here for you!



**Making the Web easy to understand for local business owners.**

**The Web a Great Place To Be Found!**

# Back Panel - Brochure

Why you should consider a Web site?

Everything you need to know about connecting to the Internet.

### Starter Package

1 Web page / 1 Photo or Logo / Text (250 word limit) / 3 Samples / Domain Name / Web Hosting / E-mail \$350.00

### Web Presence Package

5 Web pages total- 4 photos /logos / Text (250 word limit per page) / 3 Samples / Hosting Package Set Up / E-mail / \$600.00

### Full Custom Design

Full custom design offers you the option to cater Web pages to your business needs / Consultation and proposal will be necessary to estimate. \$700.00+

Why you should consider a Web site?



1. The advancement of search engines to include local business searches increases the options of being found, and increases exposure.  
 2. It is merely an extension of your current marketing and advertising costs.  
 3. The benefits include increasing revenue, and improving customer relations.  
 4. Allows you to compete with larger companies.  
 5. You do not have to be selling any products on the Web to reap the benefits of a Web site.

Everything you need to know about connecting to the Internet.



1. Technological needs:  
 Computer with a browser / Internet / Connection (ISP) / E-mail  
 2. Available Web services to consider in the creation of your site. 1. Templates are pre fabricated Web pages that can be purchased relatively inexpensively.  
 - Do you have the programs that will enable you to use the template? Do you have the time and patience to do this on your own? Do you have the necessary computer skills to alter photos to place on templates? Do you have the FTP program to upload to the hosting company?  
 2. Turnkey providers are Web companies that

### Starter Package

1 Web page / 1 Photo or Logo / Text (250 word limit) / 3 Samples / Domain Name / Web Hosting / E-mail \$350.00

### Web Presence Package

5 Web pages total- 4 photos /logos / Text (250 word limit per page) / 3 Samples / Hosting Package Set Up / E-mail / \$600.00

### Full Custom Design

Full custom design offers you the option to cater Web pages to your business needs / Consultation and proposal will be necessary to estimate. \$700.00+

1. The advancement of search engines to include local business searches increases the options of being found, and increases exposure.
2. It is merely an extension of your current marketing and advertising costs.
3. The benefits include increasing revenue, and improving customer relations.
4. Allows you to compete with larger companies.
5. You do not have to be selling any products on the Web to reap the benefits of a Web site.

1. Technological needs:  
 Computer with a browser / Internet / Connection (ISP) / E-mail
2. Available Web services to consider in the creation of your site. 1. Templates are pre fabricated Web pages that can be purchased relatively inexpensively.  
 - Do you have the programs that will enable you to use the template? Do you have the time and patience to do this on your own? Do you have the necessary computer skills to alter photos to place on templates? Do you have the FTP program to upload to the hosting company?
2. Turnkey providers are Web companies that

APPENDIX F

CLIENT CONTRACT WITH SAMPLE PROPOSAL



**The Ultimate Answer**

*Multimedia Design Shop*

**Contract for Web Design & Consulting**

**Client Contact Information:**

Name: _____	
Address: _____	
Phone: _____	Fax: _____
E-mail Address: _____	

**Web Site Information:**

Current Web Site URL (if any): _____
Current Hosting Plan (if Any): _____
New Domain Name(s) Requested: _____ _____
Other Names as 2 <sup>nd</sup> Choice: _____ _____

This CONTRACT including its attachment of the Web Design Proposal dated today: \_\_\_\_\_ provides CLIENT and The Ultimate Answer with a formal, binding understanding and agreement to purposes and goals. The terms follow:

**1. Engagement.** \_\_\_\_\_ (“CLIENT”) is engaging The Ultimate Answer, located at 1354 Armadale Ave., Los Angeles, California, 90042, as an independent contractor for the specific project of designing and implementing a Web site for installation at client’s contracted Web host server account. Client agrees to authorize The Ultimate Answer access to this account and authorizes their Web host service provider to grant The Ultimate Answer “write permission” for the Client’s Web page directory, cgi-bin directory (if applicable), and any other directories or programs which need to be accessed in order to complete this project.

**2. Warranties.** The Ultimate Answer represents and warrants to CLIENT that it has the experience and ability to perform the services required by this CONTRACT; that it will perform said services in a professional, competent and timely manner; that it has the power to enter into and perform this CONTRACT; and that its performance of this CONTRACT shall not infringe upon or violate the rights of any third party or violate any federal, state and municipal laws. However, CLIENT will not determine or exercise control as to general procedures or formats necessary to have these services meet CLIENT’s satisfaction. The CLIENT represents and warrants to The Ultimate Answer that it will provide CLIENT materials as required in a professional, competent, and timely manner; that it has the power to enter into this CONTRACT on behalf of CLIENT; and that its performance of this CONTRACT shall not infringe upon or violate the rights of any third party or violate any federal, state or municipal laws.

**3. Web Design Contract Components.**

**Design Consultation.** One design consultation is included in this contract usually prior to preparation of the proposal. The purpose of this consultation is to discover client needs and plan the Web site design using the Web Design Project Proposal. Additional consultations will be charged at an hourly rate of \$35 and are not included in this contract. These consultations may be in person or by phone.

**Textual Content.** Textual content will be supplied already composed and typed by CLIENT. CLIENT may elect to hire The Ultimate Answer for copy writing services outside of this CONTRACT at a rate of \$35 per hour.

**Photographs.** Photographs will be supplied by CLIENT in digital or print format. CLIENT may elect to purchase stock photographs to be used on the Web site. The Ultimate Answer can suggest vendors of stock photography. Time spent by The Ultimate Answer searching for appropriate stock photographs is in addition to the price set forth in this contract and will be billed at an hourly rate of \$30.

**Graphical Content & Services.** Each page to contain company logo if desired by CLIENT. Logo is to be provided by CLIENT. CLIENT may elect to hire The Ultimate Answer to design a logo outside of this contract at an hourly rate of \$100. Other graphics can include custom designed navigation, buttons, lines, bullets, and rollovers. The Ultimate Answer will prepare a draft layout containing proposed custom designed graphics. CLIENT. A maximum of three revisions to the draft layout will be included at no extra cost to create the look and feel that is desired. Further revisions will be billed at the normal hourly rate of \$35.

**Links.** The Ultimate Answer will add links to external sites and pages when appropriate, at the request of the client. And depending on the package purchase.

**Upload.** Development of Website will take place on the Ultimate Answer server. The Ultimate Answer will upload the completed Website to the CLIENT'S contracted Web hosting account upon receipt of final payment from CLIENT.

**Minor Updates and Changes.** Minor updates and changes to existing Web pages are included for up to two weeks following completion of Website. Minor updates and changes are defined as updating links and making minor changes to a sentence or paragraph. It does not include removing nearly all the text from a page and replacing it with new text. If the CLIENT or any agent other than The Ultimate Answer attempts to update the CLIENT's pages during this time, time to repair the Web pages will be assessed at the hourly rate of \$35 for HTML and \$45 for programming and is not included as part of the modification time.

**Change Orders.** After this CONTRACT is signed, any major changes to the proposed design will require a CHANGE ORDER, which will become an addendum to this contract. Major updates and changes are defined as adding additional pages, custom graphics and/or functionality to the site outside of what is outlined in the proposal and initial design layout.

**E-mail.** Response links to an e-mail address specified by CLIENT can be included on any page as requested by CLIENT.

4. **Post-Launch Additions.** The addition of Web pages, graphics, functionality, photos and any other content after the completion and launch of the Website will require a separate proposal and contract.
5. **Maintenance and Hourly Rate.** CLIENT may contract The Ultimate Answer to provide maintenance services for the Website after the two-week minor update period has expired. Maintenance services are available by the hour or by separate maintenance agreement.
6. **Submitted Content.** The Ultimate Answer will endeavor to meet specified deadlines laid out in the Web design Quote sheet. Client will be bound to the dates set out there. Please make every effort to submit completed content and approvals by agreed upon deadlines. The Ultimate Answer will not be responsible if target launch date cannot be met due to late submission of materials by Client.
7. **Web Hosting.** The Client understands that any Web hosting services require a separate contract with a Web hosting service. The client agrees to select a Web hosting service which allows The Ultimate Answer full access to the Web site and cgi-bin directory via FTP.
8. **Launch Date.** The Ultimate Answer and Client must work together to complete the elements of the Web site in a timely manner. We agree to work expeditiously to complete the Web site by Target Date Here, subject to date of receipt of signed contract and all materials from Client. Otherwise, this site shall be completed in number of weeks or days from the date of signing this contract.
9. **Payment Schedule.** Fees to The Ultimate Answer are due and payable on the following schedule.

- 1/2 due upon signing this contract
- Balance due upon completion of Web site.

All payments will be made in US funds. The Ultimate Answer promises to complete all work by this date, subject to approval and receipt of all materials from Client. All final payment shall be due on agreed-upon date, regardless of delays by Client. However, if The Ultimate Answer is delayed due to circumstances beyond his or her control, contract

completion and required final payment will be postponed to a new agreed-upon date. At that new date, all fees will be due.

- 10. Third Party Consultants and Sub-Contractors.** The Ultimate Answer reserves the right to contract third party consultants with the approval of Client to the right fit for the job as well as on-time completion.
- 11. Indemnification.** The Ultimate Answer does not guarantee that the functions contained in the Web pages or the Web site will meet the Client's requirements or that the operation of the Web site will be uninterrupted or error-free. The entire risk as to the quality and performance of the Web site and pages therein is with the client. In no event will The Ultimate Answer be liable to Client or any third party for damages, including lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate this Web site and any other Web pages, even if The Ultimate Answer has been advised of the possibilities of such damages. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.
- 12. Copyrights and Trademarks.** Client represents to The Ultimate Answer and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to The Ultimate Answer for inclusion in the Web site are either owned by Client, or that Client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend The Ultimate Answer from any claim or suit arising from the use of such elements furnished by Client.
- 13. Copyright to Web pages.** When final payment is received and Web pages are published to Client's Web host account the Copyright to the pages will be as follows: Logos, banners, buttons and other graphics created by The Ultimate Answer, for Client, are owned and copyrighted by Client. The Ultimate Answer is not required to keep or provide client with native source files used in the creation of these graphics. Content and photographs provided by Client are owned and copyrighted by Client or respective owners who have granted use rights to Client. HTML code and server side and browser side scripting is owned by The Ultimate Answer and its licensors and is licensed to Client for use on this Web site only. Client is not permitted to use these scripts elsewhere or sell them to a third party. The Ultimate Answer reserves the right to display and link to completed Web site as part of a Web design portfolio.

**14. Payment of Fees.** In order for The Ultimate Answer to remain in business, payments must be made in a timely manner. Payments are due by the dates outlined in this contract or Web design quote sheet. Outstanding balances that are 30 days past due will be assessed a late fee of 1.5% per each month of delinquency. The Ultimate Answer reserves the right to remove Web pages from viewing on the Internet until final payment is made. In case collection proves necessary, Client agrees to pay all fees incurred by that process. This agreement becomes effective only when signed by The Ultimate Answer. Regardless of the place of signing of this agreement, Client agrees that for purposes of venue, this contract was entered into in Mesa, Arizona, and any dispute will be litigated in Mesa, Arizona. Please pay on time.

**15. Sole Agreement.** The agreement contained in this "Web Design Contract" constitutes the sole agreement between The Ultimate Answer and Client regarding this Web site. Any additional work not specified in this contract or Web design quote sheet must be authorized by written change order. All prices specified in this contract will be honored for six (6) months after both parties sign this contract. Continued services after that date will require a new agreement.

**16. Initial Payment and Refund Policy.** This contract becomes binding with an initial payment in the amount of 1/3 of total amount of contract. If Client halts work and applies by registered letter for a refund within thirty days of date of contract, work completed shall be billed at the hourly rate stated above, and deducted from the initial payment, the balance of which shall be paid back to Client. If, at the time of request for refund, work has been completed beyond the amount covered by the initial payment, Client shall be liable to pay for all work completed at the hourly rate stated above. No portion of this initial payment will be refunded unless written application is made within 30 days of signing this contract.

**17. Price** \$ \_\_\_\_\_ USD The undersigned agrees to the terms of this agreement on behalf of his or her organization or business.

On behalf of the Client (authorized signature):

\_\_\_\_\_ Date \_\_\_\_\_

The Ultimate Answer (authorized signature):

\_\_\_\_\_ Date \_\_\_\_\_

(Attachment A)

Web Site Design Proposal

<b>Client Name:</b> _____
<b>Delivery Dates:</b> _____ <b>Live Date:</b> _____

<b>Package Description:</b>
<b>Number of Pages:</b> _____
<b>Number of Images:</b> _____
<b>Text Limit:</b> _____
<b>Email Address:</b> _____
<b>Links:</b> _____
_____
_____

<b>Pages Titles To be Included:</b>
<b>Index:</b> _____
<b>1st Page:</b> _____
<b>2nd Page:</b> _____
<b>3rd Page:</b> _____
<b>4th Page:</b> _____
<b>5th Pages:</b> _____
<b>Additional Pages:</b> _____

<b>Client Will Provide the Following items:</b>	
<b>Logos:</b> _____	<b>Format:</b> _____
<b>Text:</b> _____	<b>Format:</b> _____
<b>Other:</b> _____	<b>Format:</b> _____

**Domain Name information:**

**1st Request:** \_\_\_\_\_

**Alternate Request (If taken):** \_\_\_\_\_

**Alternate 2 Request:** \_\_\_\_\_

**Specific Requirements from Client to be Included:**

**Additional Services Purchased:**

**Web Site Search Engine Submissions:**

**The Ultimate Answer Will Provide the Client with The Following:**

**Domain Name Registration Information:**

**Company Name:** \_\_\_\_\_

**Company URL:** \_\_\_\_\_

**Account Number:** \_\_\_\_\_

**User Name:** \_\_\_\_\_ **Password:** \_\_\_\_\_

**Web Hosting Company Information:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Company URL:** \_\_\_\_\_

**Account Number:** \_\_\_\_\_

**User Name:** \_\_\_\_\_ **Password:** \_\_\_\_\_

**Email Contact Address:** \_\_\_\_\_

An archived copy of the Web site on CD-ROM. /Printouts of final Web site.

**If this is correct please initial:** \_\_\_\_\_

**Date:** \_\_\_\_\_



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