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Explanation of Services

I. Web Site Design (Services Explained)

Initial Design Process

Idea Design provides our clients with the ability to mentally craft what they're looking for. Based on client input, feedback & our designer's creativity, we create several creative demos for our clients to review. We continue to make changes until both our clients and our design team is satisfied with the overall look and feel of the site.

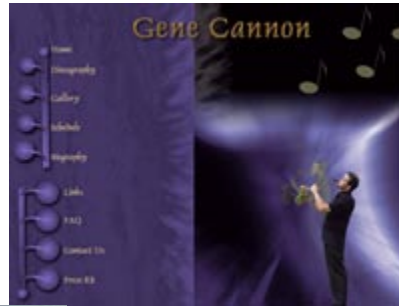
Idea Design prides itself on giving our designers the ability to be extremely creative during this process. Our team's experience allows them to be truly creative, while still capturing all of our client's intentions and ideas.

Although we are very experienced creating websites from scratch, many of our clients have visited multiple sites and request specific colors, placement of links, and a basic header. It is our priority to deliver what you request while also being truthful about our ideas, opinions and alternative suggestions. As you will see below, it is standard for Idea Design to create several unique concepts for our clients to review before making a decision on their final website.

Demo Example

Client: Gene Cannon

Profile: Gene Cannon is a jazz musician. He really liked the very graphical design (sample 1) but based on our recommendations choose a different design. We went through several creative ideas before completing the latest design. Because of music and a slideshow on one page, we recommended he go with a design (sample 3) that was leaner and cleaner. As a result, the page loads fast even with a Flash slideshow and music.



Initial Site

2nd Concept

3rd Concept

Template creation and Integration

Idea Design will provide a template design for client approval that consists of the following: Creating a Template Header w/ logo incorporation, creating the navigation bar, site button positioning and optimizing imagery, colors and photos. This process is very important because the template we create will be easily re-used when expanding, changing or improving your current site. Unlike other firms, we use high end template systems to ensure that changes to your website in the future are easy and cost effective.

Site Navigation Analysis

We will work closely with **your business** to create an overall look and site structure. We will create an internal "mock up" of your site to help visualize what elements you would like to use and which elements need modification or replacement...

Develop look and feel with Client

Creating the look and feel of the website, choosing colors, picking the use of photos throughout the site, type font sizes, body layout of each page, and use of web copy (the text you supply).

Image Optimization and Integration

By working with images you supply, purchase or our stock images, we will optimize and quality enhance images for the best possible resolutions and clarity while keeping site load time and quickness in perspective.

Maintenance

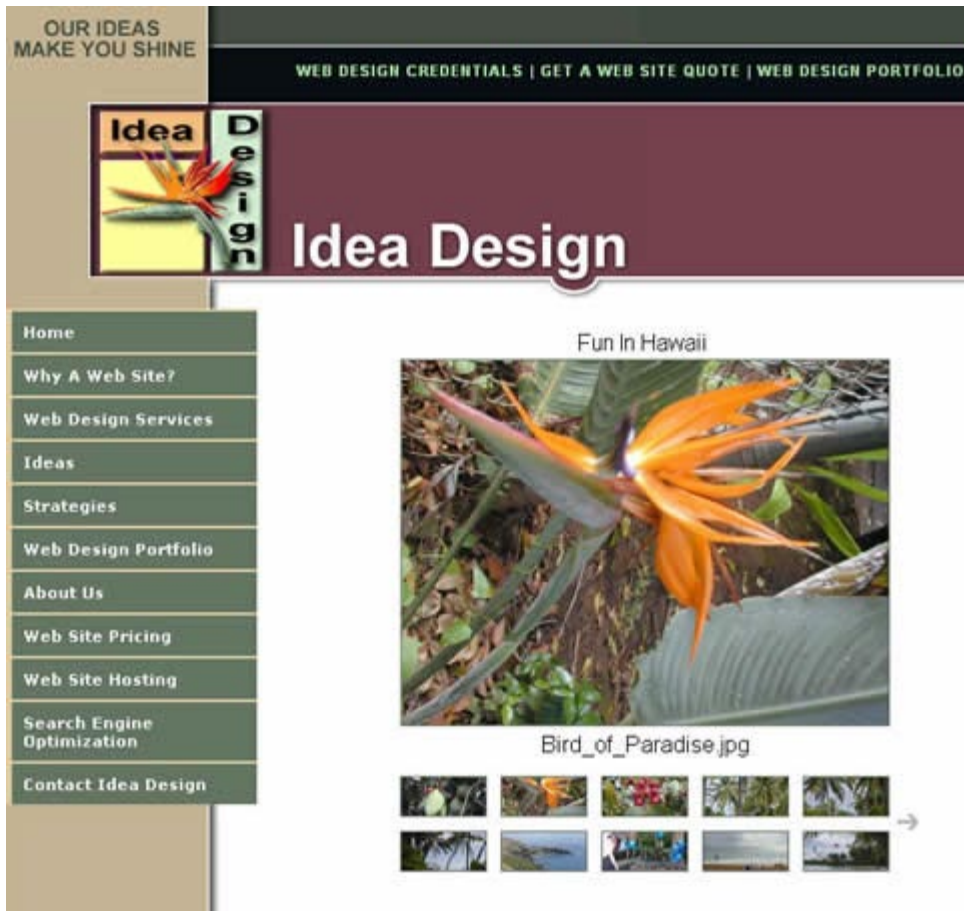
Ongoing maintenance is included for up 30 days. This shall include up to 3 site changes. Maintenance includes any textual changes that may be needed, any additional text that needs to be added. Price per change or file that exceeds above numbers is \$10.00. Large site changes are not included and will be quoted as needed. An optional monthly maintenance agreement is available.

II. Navigation

Horizontal or left side navigation is the most popular and easy to use based on user studies. By providing a drop down menu, it keeps the site "uncluttered" so you gain the users focus where you want it. The drop down menu is also a nice way to add menu images or icons to link names.

III. Photo Gallery

Visitors can easily view all your images all from one page. Each image has a thumbnail and a larger version. Idea Design will provide a password so you can edit the images yourself. You'll be able to add images and they will be automatically resized and a thumbnail created for you! You can delete and move images around. You'll be able to edit title and description text as well from your browser.



IV. Contact Form

Visitors can request information or you can request information as well. A form helps prevent spammers from collecting your email address

V. Email Database

An incentive is offered such as a newsletter, a tip, or something of value to the user to get them to give you their email address. The address is stored in a database. The type depends on the hosting server used for the site. The data can then be exported as a csv file for use in an email list manager.

VI. Email Manager

Email database integrated into the manager. You can sort by topic, zip whatever information you gather in the registration process. 1 newsletter template which looks like your site is included. You can send to all or to groups, set up auto emails, attachments and more. You can easily compose and format your emails, quick to learn. Includes a movie tutorial. If you use links in the email you can track which ones were clicked and how many times.

VII. RSS FEED

You can display content from any site that has an RSS feed, much like syndication. The really great benefit to you is that it's fresh content daily on your site! Better yet, the search engine looks at the text as if it's your own content!

VIII. PDF Contact Form

PDF forms allow the user to fill in long documents and email them directly to you. Your form complete with answers not hard to read form returns with no questions. The user can also print the filled out form to save.

IV. Site Statistics

Statistics is the plus of your online presence. You see how many visitors, what page they entered, what pages were viewed and by how many. You can see where the visitors came from and what terms they searched to find you. This information is vital when and if you choose to run an ad campaign through Google and other services.

X. Custom Applications

We can provide logins, secure folders and custom applications needed to fulfill your needs.

XI. Shopping Carts

From small to large, static or dynamic (database) we can quote you on a customized shopping cart. We can handle PayPal Standard and PayPal Pro as well as Authorize and other merchants. We can also integrate with Quickbooks and even use Quickbook merchant services.