

## **GETTING STARTED ON WEB SITE PLANNING**

by Mark E. Lang, TBE / DesignWebNY

For those who have never set up a web site (and perhaps just as much for those who have one that they don't like), the task seems daunting at best. Where does one begin?

### **VISUAL**

For the designer, the first question is, "What would you like your page to look like?" Is there an existing logo, colors or textures you'd like to use? Photos? Are there existing web sites with looks or layouts that appeal to you? Also helpful are adjectives for your business, the more specific the better; as well as the target audience you want to reach.

### **CONTENT**

Think of it as an outline. Main categories, subheadings and so on. The Home Page is where your visitors/customers/potential clients begin. What are the most important facts you want to present to them? Then decide on links from the home page-- what major topics do you want to present, and what text (and images) is/are essential? Are there sub-links? Don't forget your target audience when writing your text content.

Unless your site is specifically designed to provide free information, too much text usually doesn't work. Tell them what they need to know-- no more. As with brochures and printed materials, bullet points work best. Many will just gloss over and skip large chunks of text.

### **DESIGN COST**

The cost of the site development depends on a number of variables. We will need a sense of your available budget, how many pages (or how much material) you want to post online, and how much custom design work will be needed. Then, based on an estimated number of hours, we can give you an estimate.

### **WEB-SPECIFIC ISSUES**

Many clients have already secured a domain name for themselves; though it is actually easier to start from scratch with the designer. The domain registrar will charge separately for the name, and a hosting service will charge a monthly fee to "host" your web site's files on their server. These costs will vary based on the needs and complexity of your individual site. We at TBE can offer other cost-saving options as well.

### **OTHER QUESTIONS?**

Just shoot us an e-mail ([info@TBEdesign.com](mailto:info@TBEdesign.com)) or give a call. We can be reached 24 hours a day at the TBE voicemail number, **212-946-1214**.