

Our Web Design Process...

SAMPLE DESIGNS: An initial consultation will take place to determine your preferences regarding style, colors, fonts, logos, etc. Please bring any content you wish incorporated into this design with you (such as photos, clipart, text, etc.) Your web developer will then create and provide you with proof(s) for the 'home' page design of your site. You provide your feedback (eg. move logo left, change background to a darker blue, etc.) We integrate your feedback and provide you with a final proof for your approval.

Up to two drafts are included in the design fee. We are happy to provide additional drafts if necessary, and will present a written estimate for your approval in advance of any additional draft charges. Additional work is billed at \$105 per hour.

PROOF QUALITY: Drafts will be provided in either printed or e-mailed PDF/JPG format. Please do not critique the overall quality/clarity of the designs, as they are not in their final HTML formatting or size—they may be of a lesser quality due to this conversion. The drafts are provided as 'mock ups' of your final site, to determine your layout preferences only. *(We apologize that we are unable to publish the site live or provide you with HTML versions of these designs prior to receiving your approval and final payment.)*

HTML CREATION: Once you have approved your home page design proof, your web developer will create a matching 'subpage' (with area reserved for text and photo content), and will convert the graphic pages to HTML (web) pages, for use on the internet.

CONTENT: Next, we begin creating the various content pages which will make up your site (i.e. About Us, Contact Us, etc.). In order to do so, you now need to provide any text / photo content necessary for these pages. (Check with your developer or review your estimate for a list of these items).

PREFERRED FORMATS: We prefer that you provide these items in 'electronic' format. (**Text** may be sent via email, or on a disk or CD in Word or .txt format. **Photos** may be emailed or burned to a CD. Preferred formats for photos include: .jpg, .bmp, .gif, .png, or .tiff.) If your items are not available in these formats, check with your developer to determine whether the formats you have may be acceptable.

Content not provided in electronic format may increase the development time and/or cost of your website. Check with your developer for additional costs to convert, scan, or type your content items.

DELAYS: Delays in the receipt of site content will impact the completion date of your website. You may opt to publish your site with only a portion of the content pages (and add remaining pages as they are completed), or with a temporary page displaying your company name, contact information, and email link. Please speak with your developer for more details.

FINALIZING YOUR SITE: When you have approved the content page(s) of your website and paid final balance(s) for design and/or hosting fees, we will publish the site "live" (so that it is viewable via any computer with internet access).

(NOTE: If you purchased your own domain name or are transferring an existing name to ODI's web servers, we will be happy to assist you in updating the record so that it points to ODI's web servers.)

SEARCH ENGINES: When the site is finished and published live, we will automatically register you on major search engines (Google, MSN, AOL, Search, etc.). Once complete, the engines can take 2-8 weeks or more to include your site in their directories. For faster inclusion or more frequent updates, speak with our reps about additional fees for a **Search Engine Submission Campaign**. Interested in ranking higher on Search Engines? Ask about costs for our **Site Optimization Services** (developers spend additional time adding features to your site which may make it more attractive to the search engine(s) automated 'Web Crawler' programs).

