Our Web Design Process…

SITE DESIGN: An initial consultation will take place to perform a needs analysis for site functionality and determine your preferences regarding style, colors, fonts, logos, etc. Please bring any items you wish incorporated into the design with you (photos, clipart, logos, etc.) or email items to your web developer in an approved format (see below for details). Once the project estimate is approved and a deposit is received, your web developer will create proof(s) for the overall site design. You may provide feedback to specify your design preference and note any desired changes (eg. move logo, change background, lighten colors, etc).   Your developer then revises the design and awaits your final approval. This process typically takes 2-4 weeks.

REVISIONS: A set number of revisions (design changes) are included in your design fees—see your estimate for details. We are happy to provide additional revisions, upon request—billed separately at ODI's standard design rate. We can provide a written estimate for your approval in advance of any additional draft charges, upon request. The same is true of any other project enhancements.

VIEWING PROOFS: Drafts are posted to your ODI account page in JPG format, and require a username and password to view. Log in to view design proofs at - www.ODIConsulting.com/designsamples/samples.cfm . You should receive an email with username and password information from your web designer.

PROOF SIZE / QUALITY: Unless otherwise specified, ODI creates your web designs to fit a standard 1280x1024 resolution. If you prefer your site to be designed at a different resolution, please specify in advance. Later requests to change design sizes will result in additional design fees.

SPLASH PAGE: You may opt to publish your site with a graphical 'splash page' at this time, pending completion of the remainder of your site content. The page typically displays logo and contact information, including an email link. This gives your website an immediate web presence, ensuring you do not lose any potential new clients while under development. Please speak with your developer for more details.

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 then convert the graphic pages to web formatted pages (typically HTML formatting), for use on the internet. Please note that all sites are tested in Internet Explorer. Should you wish testing and/or coding to ensure any cross-browser compatibility, please specify in advance and time will be included within your estimate for this service.
(We apologize that we are unable to publish the site live or provide you with HTML or source code prior to receiving your approval and final payment.)

CONTENT/PAGE CREATION: Your developer now creates the content pages which make up your site (i.e. About Us, Contact Us, FAQs, etc.) and programmers will integrate any dynamic or custom modules into the site page design, utilizing standardized header and/or navigations throughout, to ensure the site look and feel is cohesive. Unless otherwise specified, ODI relies on the client to create, organize and edit all content to be used within the site. ODI staff will collect generic 'canned' graphics and/or photos, if desired. However, if client has particular preferences as to specific photos/graphics to be utilized, we strongly encourage the client to locate and provide them to avoid delays in completion and/or additional development costs.
(See "Content – It's Important" document for full details on effectively creating and providing site content).

DELAYS: In order to avoid delays in project completion, please ensure that all content necessary for site creation (text, photos, and/or artwork), has been provided to ODI in the proper formats by the requested time. (Check with your developer or review your estimate for a list of these items). *Should project stall due to delays in provision to ODI of necessary items by client, the remainder of any fees for work completed up to that stage will be considered due.*

PREFERRED FORMATS: We prefer that you provide content items in 'electronic' format. (***Text*** may be sent via email, or on a disk or CD in Microsoft Word or .txt format. ***Photos*** may be emailed or burned to a CD, and 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 re-type your content items.*

PUBLISHING YOUR SITE: When you have approved the content page(s) of your website and paid final balance(s) for design and/or hosting fees, ODI will publish the site "live" (so that it is viewable via any computer with internet access). *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 name's record so that it correctly points to ODI's web servers. Please provide us with the domain registrar, username and password.*

DATA ENTRY: When any dynamic or database-integrated elements are completed, you will be provided with instructions as to usage and entry procedures for that module, including your administrator username and login. Most modules include a basic instruction document and/or limited hands-on training. Additional training is available on a time and materials basis.

Unless otherwise specified, ODI is not responsible for performing data entry or data imports into the databases (this includes any e-commerce and/or product catalog modules.) If you wish to have ODI import data from any other sources or perform data entry, please specify this in advance and you will be provided with relevant pricing.

SEARCH ENGINES / MARKETING: When the site is completed and published live, we will begin performing any Search Engine Optimization (SEO) and/or site marketing services you have approved. (These services are performed last as most engines detriment your rankings if pages are 'under construction' or links are missing.)

These Site Marketing elements are essential to successfully attracting visitors (and potential customers) to your new site.

(See our "Marketing Your Business on the Web" and "Keyword Ad Campaigns" documents for additional details).