



Adrienne Raymond, Web Developer
1102 N. Springbrook Rd. #165
Newberg, OR 97132
www.equineonlinedesign.com
adrienne@equineonlinedesign.com
phone (503) 538-6021

Your Part in the Web Site Building Process

Experience has shown us that the best web sites are produced for the lowest cost when these guidelines are followed.

- **Use email.** Email is the most effective method for communicating with us, particularly because it gives us both a written record. Please use it whenever possible.
- **Be clear on what your goals are.** Let us know what you want from your web site at the beginning of the project. Changes mid-course can be costly.
- **Decide on content.** Decide what content you want to present on your web site; this is the number of pages, the text, graphics and images, page titles, navigation titles. We will be in charge of designing the how and where (the formatting and layout) initially and then confer with you to refine this.
- **Deliver content to us in an organized and timely manner.** Text should be finalized, proofread and ready for publication. Graphics should be named carefully, alt tag text should be included (we will explain this) and everything sent in an orderly page-by-page way.
- **Offer clear, helpful feedback to design drafts.** Remember that the process consists of 2-3 rounds of revisions. Your input into the design is critical for getting the "look" you want. It is during the draft design process where changes in layout are easily made. Once we start coding the design to create the actual site, changes become more time consuming and can increase cost.
- **Leave it to us to produce a professional product.** Be flexible and aware that time is limited, and leave the responsibility of producing professional results primarily in my hands. Remember too that our ultimate goal is your satisfaction. We work very hard to give you exactly what you want.