

Getting Started

Preparing for Your Consultation

To help you prepare for your free 1-hour consultation with Site Sensations, we have provided a list of items to have available for our discussion:

1. **Your logo and print pieces** so we can review your designs and colors for your other collateral materials to incorporate these into your Web site. (Note: If you do not have a logo, we can refer you to a graphics designer we have partnered with who can provide you with a quote to create a logo for your business.)
2. **Your business goals for your Web site.**
 - o What do you wish to accomplish with your site?
 - o Will your site be informational, a sales tool, an online store, a subscription service?
3. **Information about your target audience/customer and their goals.** Designing for a teen-age user/customer will be quite different than designing for a member of AARP. Determining what your user/customer will want to do on your site will help us design your site to help your user accomplish their goal.
4. **A budget in mind to invest in your Web site and Search Engine Optimization.** After we determine the scope of your site, we can design it in phases to work with your budget.
5. **Keywords and company description** so we can provide initial optimization of your site code for search engines. Beyond this simple step, additional Search Engine Optimization (SEO) work will be required in order to further boost your site listings in popular search engines. We will offer additional guidelines so you will know what to expect to invest in SEO.
6. **Domain registration and hosting information.** If you haven't registered a domain (web address) nor have a hosting provider yet, we can help you with these and refer you to good services for both.
7. **Timeline for going live.** Because good web site design is an iterative process, most sites will take a few weeks to a few months to go live online. Knowing when you need to be online will help us determine what we can develop for you in that timeframe. Building a site in phases is often desired to 1) meeting initial timelines and 2) meet budget goals.
8. **Contact person** who will be our "go to" person during all phases of the project.

**We look forward to doing business with you and helping you
make the most out of your Web site presence.**

