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Getting Your Company Online.

This outline is designed to help you begin the process of creating a web site and getting your company online. If you have any questions feel free to contact the experienced and knowledgeable staff of Superstacks Corp. Please contact us by email info@superstacks.com.

Planning your web site

If your business does not have a web site, then getting one online may seem overwhelming. Unless you are knowledgeable with computers and the Internet, the easiest way to create your company's web site is to hire a web development company, like Superstacks Corp., to build it for you.

However before doing so, should familiarize yourself with the steps involved in creating your company's web site. You know your business better than anyone. When planning your web site, think about why you need a web site for your business.

Superstacks will work with you in defining your organization's needs, but you should still have a basic idea of what role the web site will fill within your organization.

Purpose of a web site:

- Provide information on your company
- Speak primarily to new clients, promote a closer relationship with your existing clients, or both.
- Serve the needs of your employees.

Questions to ask yourself:

- How do you expect it to affect your bottom line?
- Do you plan to sell products or services online?
- Will the site help to reduce your office costs or workload?
- What features will be needed to help you increase sales or expand your customer base?

When making decisions for your web site, your organization should remain aware of the following:

- The intended audience for the web site.
- The anticipated budget for the web site.
- The role the web site will play in your company's mission statement.
- The individuals within your organization responsible for the web site. These individuals will see the project from beginning to end to assure its implementation and success.
- How the web site will fit or develop further as your company grows.

Once you have determined these initial requirements, document them and use them as a basis for evaluating what you need from us when designing your project. A professional web design firm will respect the fact that you are taking your project seriously. Included is a questionnaire that may serve as a guide to help you through this process.

Remember:

Generally the more work you have done the less your web site should cost.

Try to:

- Decide what exactly you want from your web site.
- Decide what interactive elements you need.
- Decide what graphics you want to include.
- Decide the text for each page in your site (have it stored on disk).

If you have any trouble along the way Superstacks will be there to assist you in your decision making process.

Register your domain name

Your domain name is your address on the Internet. It's used to identify your web site, email addresses, and other online services that you may provide. The domain name is the "[yourcompany.com](#)" part of [www.yourcompany.com](#) or [info@yourcompany.com](#).

Most companies select domain names based on their company name, followed by a Top-Level Domain (TLD) such as .com, .net, or .org. For example:

A fictitious company named Robs Toys would likely choose the domain [www.robstoys.com](#). If in the event that name was not available, they might try [robs-toys.com](#) or [robstoyspittsburgh.com](#) if the store was located in Pittsburgh. If the domain name you want is taken another possibility is to select a different TLD, other than ".com". Some popular TLDs include:

| | |
|-------|--|
| .com | Short for .commercial, most popular, and can be purchased by any individuals or commercial businesses |
| .net | Short for .network, this domain extension was originally designed to be used by technical web sites. However, domains using this extension can be registered by anyone. |
| .org | Short for .organization. Originally designated for non-profit firms and any other organizations that did not fit under the .com or .net extension, any individual or business may now register a .org domain name. |
| .info | Domains are available to the general public. |
| .biz | Can only be used for a "bona fide business or commercial use" |
| .pro | Short for .professional, used primarily by individuals with a professional practice. |
| .us | For United States based companies must prove your company resides within the United States. Only recommended for companies that do international business online. |
| .edu | Set aside for educational institutions mainly colleges and universities. |

The cost to register your domain name can range from under \$12 to over \$50 depending upon the domain name you choose. When developing through Superstacks, we always offer to handle your domain name registration as part of your development cost. You will not be charged extra for this service. You should also be certain that your company will retain the ownership of the domain name. Some developers have been known to register their clients' domain names to themselves, charging additional ownership transfer fees if the client decides to leave the developer's service. Superstacks does not practice these business tactics;

we hand over full control of the domain name to the owner if the owner desires. However, some clients elect to have Superstacks maintain ownership or control of their domain name and request services to the domain name when needed.

Finding a web hosting provider

Once your web site is built, it has to be put somewhere so that people can find it. A web host is a company or service that hosts your site on a computer or server with a constant and powerful connection to the Internet. Your domain name is used to direct visitors to the web host so that they can view your web site.

There are literally thousands of web hosting providers. You select a hosting provider based on a variety of aspects, such as feature sets, customer support, reliability, and cost. Web hosting for small- to large-size businesses can range from as low as \$10/month for basic packages to over a \$1000/month.

For the ease of our clients Superstacks offers web hosting to all of its web development clients.

Web Site Questionnaire

Please take the time to fill out this questionnaire. It may help you to better understand what it is you expect from your web site, which will help us to better serve you. If space provided is not enough room feel free to use a separate sheet of paper.

Company Info

Name of Company:

Company Tag Line or slogan:

What is the nature of your business?

Briefly describe your products or services:

Who is your target market?

Who are you hoping to reach with your site?

Web Site Details

Do you have an existing web site? If so, what is the URL?

Please list at least 3 URLs (web addresses) of web sites you like. These web sites should appeal to you in their look and functionality (these do not have to be web sites whose business is similar to yours.)

1.

2.

3.

What colors or color schemes would you like?

List the navigation links for your web site

What is the desired look are you trying to achieve? Please check all that apply.

| | | | |
|--------------------------|------------------|--------------------------|------------------|
| <input type="checkbox"/> | Professional | <input type="checkbox"/> | Fast |
| <input type="checkbox"/> | Affordable | <input type="checkbox"/> | Homey |
| <input type="checkbox"/> | Traditional | <input type="checkbox"/> | Powerful |
| <input type="checkbox"/> | Bold | <input type="checkbox"/> | Peaceful |
| <input type="checkbox"/> | Friendly | <input type="checkbox"/> | Trendy |
| <input type="checkbox"/> | Intelligent | <input type="checkbox"/> | Safe |
| <input type="checkbox"/> | Spiritual | <input type="checkbox"/> | High-Tech |
| <input type="checkbox"/> | Glamorous | <input type="checkbox"/> | Service Oriented |
| <input type="checkbox"/> | Confident | <input type="checkbox"/> | Creative |
| <input type="checkbox"/> | Dynamic | <input type="checkbox"/> | Warm |
| <input type="checkbox"/> | Fun | <input type="checkbox"/> | Expensive |
| <input type="checkbox"/> | Growing | <input type="checkbox"/> | Comfortable |
| <input type="checkbox"/> | State of the Art | <input type="checkbox"/> | Assertive |

Desired look continued next page.

Desired look (cont.)

| | | | |
|--|--------------|--|-----------------------|
| | Loving | | Family Oriented |
| | Civil Minded | | Environmentally Aware |
| | Exciting | | Accessible |
| | (other) | | (other) |
| | (other) | | (other) |

Please provide the URLs (web addresses) of competitors' sites, if possible:

Do you have images readily available for us to use on your site or would you like us to use our own images? Please state what kind of images/pictures you would like us to use.

Are there any other comments/specific ideas we should keep in mind while designing your project?

What general goals do you want your web site to accomplish? Please check all that apply.

| | | | |
|--|-------------------------------|--|--|
| | Provide a calendar | | Jump ahead of your competition |
| | Commerce (sell products) | | Increase the image/prestige of your business |
| | Leverage other advertising | | Reduce your overhead |
| | Improve customer service | | Keep customers current on changing info |
| | Build an email list | | Provide photos specific to your company |
| | Provide detailed product info | | Provide audio or video |
| | Answer FAQs | | Provide articles to visitors |
| | Provide testimonials | | Provide map or directions |
| | (other) | | (other) |
| | (other) | | (other) |

What is the single most desired action for a visitor to take while at your web site? For example, call a phone number, fill out a form, sign up for a mailing list, make a purchase, request a free report, choose your company over a competitor, etc.

What are other important actions desired for visitors to take while they are at your web site?

Ecommerce

If you plan on selling products from your web site, please tell us a little about your product line. Please include general descriptions, number of categories, special ordering procedures, how many products you offer, how often products change, and any thing else that will help us analyze your commerce requirements.

Do you have a marketing plan? If yes, briefly describe your marketing strategy. If no, indicate no marketing strategy.

Is your business geographically constrained? If yes, please describe geographic region you want to target.
