

Website Checklist

BABA is a full service creative agency. Know that I am prepared to “do everything.” That said, you can save a lot of billable hours by being prepared with the following information:

1. **Site Outline**

List the main menu headings and sub headings. These might include: About Us, Services, Why Us?, Contact Us, etc.. Check your competitor’s sites for ideas.

2. **Page Descriptions**

A paragraph for each of the menu headings describing the page, service, etc.

3. **Images**

At least one high resolution image (preferably 3 images) for each page. These can be digital camera shots of any format. Don't worry about editing or compressing the images, I'll do that. I can alter the images any way you want with the exception of making them larger. If you want something large, get a close up. A good source for “Stock” images is: www.istockphoto.com

4. **Domain Name (URL) and Hosting Information**

If you already have a Domain Name/URL (www.yourname.com), I need the "user name" and "password" for your Domain and Hosting service provider (hopefully they are the same). Passwords are usually case sensitive, so make sure to be accurate. If you don't have a URL or Hosting location, I can provide that service for you or advise you regarding the procedure. Hosting sites are not all created equal - let's talk.

5. **Sites You Like**

It would be helpful to see another site you like that we could "mimic." So, if you know of another site you like, pass me the URL and I'll take a look at it.

6. **Colors and Fonts**

If you have a preference for certain colors or fonts let me know. For colors, use this link: www.colorschemedesigner.com Choose a color scheme and email me the numbers of the colors you like (the “numbers” will be six digit “hexadecimals” and may include the letters A,B,C,D,E, or F)

7. **Logo and Corporate Identity**

Any logo or logo ideas would be helpful. Please supply logos in .eps or .ai format

Remember, the more content you put on the site the better. Detailed descriptions of services, value propositions, company values, etc. all help you rise in the Google rankings.

You can email me content or use my FTP server located here:

<http://idisk.mac.com/skipbhe-Public?view=web>

Just go to this site, click on the "Upload" button in the top right corner, and use the dialog box to point to your file(s). You can also link to my FTP from my web site.

Let's build a great site!

Basil

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