

Thank you for choosing Creative Web Site Designs & Marketing and letting us help lead your company into the profitable future.

The following information will give you some insight on completing the information packet forms:

Home Page:

Begin by defining your web site "Home Page". This page will be your number 1 page that will be displayed first when visitors enter your site. This page will be your overall impression to your web site and will be your driving mechanism for each additional page in your web site. The most common navigational button name for this page is "Home".

Each Additional Page:

After defining your home page, then define your other pages that will be linked off your home page. These pages can include anything you may want to tell the visitor about your company, such as: products, services, location, company profile, literature, web site links, departments, etc.

Web Site Themes:

A web site theme represents the graphical design of your web site page. The graphics, buttons, wording, coloring, etc. make up your theme. Please choose one of the themes for your new web site package. You may view these themes on our web site.

Navigational Buttons:

Each web page needs a navigational button to lead your visitors to each page. Please choose a name for each button on each of your web site pages that you design. Please limit your navigation button name to 10 characters including spaces. Some examples of navigation names are: Home, Location, Products, Services, FAQ, About Us, etc.

Optional Captions:

If you choose to have a caption for your page and/or text, please write your caption text in the appropriate places indicated on each page layout form.

Web Site Text:

Your text on the web page should represent the specific topic of each page, such as: the text on your "Product" page should tell the visitor all about the companies products that are offered. Your home page should give only a summary of your company and encourage your visitor to proceed onto the other pages. Please print clearly or type your text.

Color Photographs and Graphics:

Please submit your photographs with a file name indicated on the back of each photo and paper clip to the appropriate page layout form. To ensure best quality on your web page, please submit clear photos/graphics. Each photo can be enlarged or reduced in size. If we are enlarging any of the photos, this may or may not result in some distortion. If sending a photograph or graphic on disk, please indicate the file name on each page layout form and the disk you are supplying. Please send your disk photos and graphics on IBM compatible formatted disks or CD-ROM's. Only the following formats will be accepted: BMP (Windows Bitmap), TIFF (Tagged Image File Format), JPEG (Joint Photographic Experts Group), GIF (Graphics Interlace Formats), PNG (Portable Network Graphics), PCD (Kodak Photo CD), WMF (Windows Metafile), EPS (Encapsulated Postscript), PCX (Paintbrush), TGA (Targa). We do accept negatives, slides and digital photographs.

Thumbnails:

A thumbnail is a small representation of a picture or graphic on a web page, usually containing a hyperlink to a full size version of the picture/graphic. Thumbnails are used to load pages rich in graphics or pictures more quickly in a web browser. Once a visitor clicks on a thumbnail, then that thumbnail expands to the original size photograph/graphic in which you submitted or larger. You may choose a label for each thumbnail that would represent the photo that will be expanded.

Hyperlinks:

A hyperlink is a pointer from text, from a picture or a graphic, or from an image map to a page or file on the World Wide Web. Hyperlinks are the primary way to navigate between pages and among web sites. A hyperlink can be placed within the body of your text on any of your web pages. On your page layout form, please indicate the web address to link to and the text you would like to display.

“(Web site address) your text for the hyperlink”

Example: “(http://www.cwsdesigns.com) Creative Web Site Designs & Marketing”

Contact Us Page:

Your company web site will have a free contact us web page so your visitors can communicate with you. When your visitor submits their comments to you, it will go to your free primary e-mail address.

Custom Web Sites:

If you are looking for a web site that requires more than the standard packages or expanding these packages, then please call or e-mail us with your requests. We will be glad to work with you to get your custom site designed and hosted in a timely fashion. Pricing on custom web sites will be done on a case-by-case basis.

Hosting Your Web Site:

In order to have your visitors see your web site, you need to have your site hosted on a web server. That is why, once we have completed your web site, we will then host your web pages on our web servers. Please see our pricing sheet for our current monthly hosting fees. Custom web sites may be subjected to additional hosting fees. Hosting fees need to be paid three months in advance. We will submit an invoice to your company prior to the end of each three-month period. We can also move your existing domain to our hosting server.

Custom CD-ROMs:

Let us create a custom CD for your company. It is the perfect marketing tool for presentations with a professional look. Use the CD in your laptop computer during your meeting with a potential client or just give them a copy of your CD so they can view it on their own time. This is a great tool for photo galleries showing your products and projects. View some sample CD's on-line.

Creative Web Site Designs and Marketing has the right to refuse any material, photographs and/or graphics that is inappropriate or offending. Also, we have the right to refuse any copyrighted material reserved or owned by a third party without prior written consent from such third party.