



Getting Started

Congratulations! You have decided that you need a website. That was the easy decision. Now, you have to make a few more difficult decisions in order for us to give you what you are looking for. The following are a list of questions to get you headed in the right direction.

1. **Do you have a budget for your entire project?** Your answer here will help you to determine what you can afford. Keep in mind that this is a work in progress. As you grow, so will your website and promotional needs. We can help you put together a marketing plan based on your budget.
2. **Do you have a deadline for the completion of your project?** Are you involved in any events, concerts, conferences, etc. at which you will need this project to be complete.
3. **Do you have a logo?** We will include your logo throughout your entire marketing campaign. It is the branding that you will need for consumer recognition. If you do not have a logo, we can create one for you.
4. **Do you have a color scheme?** If you have a logo, you have a color scheme unless your logo is in black and white. Your color scheme will give continuity throughout your campaign.
5. **Do you have a website name?** A lot of the best names are taken, but there are ways to get around that. New tags are being added all the time. Instead of www.lionprints.com, try .us, .net., .biz, or .info. Depending on the industry you are in, you may also be able to use .org or .edu. We can help you find a name that you will be happy with.
6. **Is it a new site or a remodel?** Do you have a website already? Are there any parts of it that you would like to keep or is it a complete demolition?
7. **How many pages are you planning your site to be?** This decision should be made based on your budget. For example, let's suppose that you have a logo and want a website, 500 1-sided business cards, and 250 2-sided color postcards. Your budget was \$750 for the entire project. Your business cards will cost \$65 with layout, and the postcards are \$150 with design. With shipping, you have already spent around \$240. That leaves \$500 for your website. A 5 page site costs \$500, and individual pages are \$125 each. You can use all of the \$500 on a 5 page site, or use \$375 on a 3 page site and use the rest somewhere else. If you were thinking of a 10 page site, the cost is \$850. At this point, you may need to revisit your budget.
8. **What are the names of the pages?** What information are you trying to give your consumers? Look at a few website that you like. How did they layout their site? It's okay to gather ideas from others who have already made great decisions.

9. **What information do you have for each page?** Getting your wording correct can be extremely difficult and frustrating. If you have a time deadline, you need to really focus on this part. I would recommend finding websites that do what you do. What did they say? How did they say it? Your language also plays a big part in the design on your site. You can't write in slang with a professional look. We would need to go with a more casual/comfortable look. Remember that your website is a reflection on you and your work. Make a great first impression.
10. **Are you ready?** Do you have all of your pictures, sermons, songs, designs, etc in digital format to email or mail a cd to us? It is hard to get a great picture of your building, when it has been raining for a week. Plan ahead for these things. Use a decent digital camera and don't edit the original files no matter how large they are. We would prefer that you burn a disk and mail it before you self-edit. If you are experienced at editing photos, you can resize and email them, but they still need to be a decent size. We can discuss this more in detail after you have taken your pictures.
11. **Are you selling items or collecting donations?** We can add shopping carts to your site, but they are extra. The price depends on who is hosting your site, how many items you want to sell, and what shopping cart you want to use. If you only sell one item at a time or are taking donations, try PayPal. We can put PayPal buttons on your site to link to your PayPal account and collect payments and donations for you. There is no extra cost to add PayPal buttons. We can help you set up your account. It is a cheaper option than getting a merchant services account or gateway.
12. **Bells and Whistles?** There are a lot of fun things you can add to your site to enhance it. Music, surveys, news feeds, and photo galleries are just to name a few. Take some time and plan your site. You will be happier in the long run and won't need to do a major remodel for a while.

So, lots to think about. Everything goes much faster when you have answers to all of these questions. If you need to talk out a few decisions, we are here to help. Call Rachell at 720-224-6697 or email her at rking@lionprints.biz.

When you are ready, we are waiting for you. Call Domingo at 303-633-7399 or email him at dking@lionprints.biz. He will get the details of your project and get your one step closer for a beautiful website.