CHISHOLM TECHNOLOGIES

Software Solutions | Network Services | Engineering Design

Website Development Services Guide

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Why A Website?

Why Do I Need A Website?

Websites have become a normal part of networking and doing business in this information age. If done correctly, **a website can be one of the most effective ways to communicate to your current customers or members, and attract new ones**.

A website…

- Can add **greater exposure, professionalism and credibility to your business or organization**. Especially for start-ups and home-based businesses.
- Gives you a **worldwide market place and audience** for selling your goods/services, sharing information, and networking.
- Enables you to **be open 24/7** through e-commerce, on-line forms, blogs, etc.
- Enables you to **quickly distribute updates and new information** concerning your business or organization.

There are many more reasons but all can ultimately translate into more customers and greater profits for your business, and a larger audience for your organization.

Getting Started

How Do I Get Started?

The first steps to obtaining a website actually have nothing to do with the design or content…

1. **Create a unique domain name and register it** with an accredited domain name registrar.

2. **Obtain the services of a hosting company** to connect your site to the Internet and to create email addresses from your site.

Your domain name should be as short as possible to represent your business or organization and be easy to remember. (e.g. abcRealtors.com)

Choosing a domain name registrar and hosting company can be intimidating. There are literally thousands of hosting companies and registrars offering everything from free shared hosting to dedicated hosting costing thousands monthly.

Chisholm Technologies simplifies this process. We discuss with you in plain English what you want for your site. Then we help you create a domain name, we register it, and we host your site. This way you get only one invoice. We also help you choose the best alternatives if you desire.

Website Design

Website Design

The importance of a good design should not be overlooked. **"You never get a second chance to make a first impression."**

A good design starts with planning. What's the purpose or goal of the site? Who are you trying to reach and what type of style will appeal to them? These and many other questions should be answered before you begin a design.

Chisholm Technologies provides you with a questionnaire intended to help us create the most effective website design that we can for you. If possible we also try to visit your place of business to gain greater insight into your business and how you operate. In other words, **we partner with you to create your website**.

Based on all of the information we gather from you we will create one, or more depending on your budget, design concepts for you to choose from.

We do not create the content (or wording) that we put on your site. However, if you need help, we partner with excellent copywriters that can help you word your site effectively.

Programming

Website Applications

Today people are demanding more of websites than audio/visual appeal. People also want interactivity.

Many websites are providing interactivity via on-line forms, guest books, chat rooms, games, forums, blogs, surveys, on-line shopping and donations, website portals, file downloading, member registration, database searching, and many other applications. Such **applications require software development and programming**.

This is where Chisholm Technologies shines. **Our senior staff has over 40 years combined, of professional software development experience.** We have a vast portfolio of Internet, Intranet, and Extranet website applications.

This means we build even the smallest website with efficiency in mind making them easy to maintain and productive. Our website applications are easy to use and of the highest quality.

Whatever idea you have for a website application, we can turn into reality, via custom programming, using the most effective, up-to-date technologies.

Make It Popular

Making Your Website Popular

So you have a quality website now that you're proud of. Except it's only getting one or two hits per day. **You can have the best designed and functioning website out there but without marketing you won't see the increased audience or customer base, and greater profits that you expected.**

Here are some of the marketing techniques that will make your website more popular…

- **Contact all of your existing customers** to announce the launch of your website.
- **Add your website address and/or website email address** to all of your company letterhead, business cards, brochures, fax covers, and email signatures.
- **Find more popular relevant sites** that would be willing to link to yours**.**
- **Register your site with the top 10 search engines.**
- **Offer free stuff** or provide unique high demand information on your site.

Chisholm Technologies helps you market your site from the very start of development. Afterwards, we can continue to monitor your site as part of our site management service.

Maintenance

What If It Needs Updating?

Inevitably, your website will need to be updated. If you built the website yourself, changing it is not a problem. If you had one of the many cheap, template-based design companies out there create the website, well you will be charged **excessive fees** for even the simplest of changes.

If Chisholm Technologies built your site, we already discovered which pages require frequent changes and **we provide you with a private custom administration site for you to change those pages** whenever you need to.

Most editorial changes to pages not covered by the admin site can be made without cost. Design changes and other unanticipated additions are not included in the admin site and are not considered editorial changes.

We have also already anticipated and prepared for future upgrades based on your answers in the questionnaire and conversations with you.

We also provide custom error pages. This way your visitors do not see useless messages such as “404 Not Found” while on your site. We keep track of these errors so we can fix them.

What's The Cost?

How Much Will This Cost Me?

The cost for website development is determined by the choices you make, how much you want, and how good you want it.

If you decide to create a website yourself, you will at least have to pay for domain name registration and/or hosting anywhere from $30/yr to $1000/mo depending on your requirements. However, be prepared to spend a lot of time learning how to design, build, market, and maintain a website. Time is money.

If you choose Chisholm Technologies to host, design, build, and manage your website (which of course we prefer) we have outlined our hosting charges below. However, **design and development charges are unique to each project so please contact us for an estimate**.

Regular Shared Hosting Prices

	Monthly Web Hosting	**Yearly Web Hosting**
Domain name	$35/yr	$0
1-Time Setup Fee	$25	$0
Web Hosting	$20/mo	$(17.50 x 12)/yr
Total Deposit	**$80**	**$212**

Shared hosting comes with 50+ email addresses, unlimited email forwarding addresses, WebMail, 500MB storage, Linux server, MySQL database, PHP / Perl / CGI development tools and much more. Please contact us for details.

Shared hosting is sufficient for most websites. However websites requiring more storage, bandwidth, or different server requirements such as Windows, will likely need more sophisticated hosting.

Contact Us

Contact Chisholm Technologies

We hope this little guide has helped you to understand our website services, as well as informed you of the benefits and process of creating a quality website.

We are pleased to answer any questions you may have about our website development or other services and/or provide you with a free quote for our services.

Contact Us at…

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