



## YOUR GUIDE TO A NEW WEBSITE

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### **Step 1: Domain Name**

**Register your web address with GoDaddy.com, Register.com or other registrar**

*Be sure to keep your login and password handy. You will need this later.*

### **Step 2: Website Host**

**Choose a host - we will transfer domain to that host**

*A host is a computer server that stores your website and makes it available for the world to view - you can choose from any number of web hosting companies including Larson Arts.*

### **Step 3: Plan Your Site**

**Fill out the questionnaire and provide to us via mail, fax or email**

*This tell us who your audience is so we can create a design targeted to them. At this stage, we require a 25% deposit of total cost.*

### **Step 4: Site Design & Content Collection**

**Choose a look for your website; we send you a content collection guide to gather info**

*Upon receiving questionnaire, we will design three unique looks for your new website - you will like one of the we will move forward. If not, we will keep designing until we create what you are looking for.*

### **Step 5: Home page Creation**

**Once a home page design is selected, we will build & animate**

*We build home page and post for your approval. At this stage we require a 25% deposit.*

### **Step 6: Site Development**

**An interior shell design is created; you provide content & all other pages are built**

*With approval of interior shell design and receipt of deposit & content collection, we will create the remaining pages of your website.*

### **Step 7: Site Completion**

**All pages are posted for proofing; once approved your new site goes live**

*Once the site is live on the internet, the remaining balance will be due.*

### **Step 8: Promote & Maintain**

**We will register will all major search engines; you promote with social media**

*After your site goes live, we will register it with Google, Yahoo, etc. It will take roughly 2 weeks to get listed. To increase traffic, we recommend promoting your site online with social networking, such as Facebook, listing with online yellow pages, and putting website on all printed materials.*