

RIQ Design

Guide to Creating Websites For Your Organization

1. Why have a website?

- To have a 'web presence' for people to find your organization in an efficient and convenient manner.
- To be able to brand your organization and share information with appropriate individuals in a consistent manner.
- To be able to have your constituents informed and kept up to date on your organization.
- To be able to market to and engage with your current and potential new customers in order to promote your business/organization.

2. What's Involved

- a. Initial Meeting and interview with group on purpose of website
- b. Proposal submitted to group on cost and timeframe
- c. If proposal agreed to, small deposit received (e.g. \$50) and initial prototype developed based on information shared by organization.
- d. Prototype reviewed by identified individuals within the organization and give feedback.
- e. Prototype updated.
- f. Repeat steps d and e until organization agrees to turn the website 'on'.
- g. Once the website is turned on, the rest of the project cost will be invoiced to be paid within 30 days.
- h. Maintenance cost will start 60 days from invoice of the rest of the project.
- i. Maintenance requests are requested via email and responded to appropriately based on maintenance agreement.

3. Potential Features of a website

- a. Archival information
- b. Current information about organization
- c. Contact & location information (with maps and directions)
- d. Schedule & Calendar of events (e.g. highlight upcoming events)
- e. Communication with organization
- f. Mailing lists for specific causes (e.g. proactive marketing)
- g. Pictures, videos, sound capabilities
- h. E-commerce capabilities (E.g. through paypal and other merchant accounts)

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- i. Capturing of information online (e.g. customer names, interests, etc) and sending it to identified individuals of the organization
- j. Links to appropriate other websites
- k. Secured access to certain information
- l. Electronic posting of newsletter (saving mailing costs while communicating) – “push” info to those interested

4. Costs

- a. Initial project Cost – based on number of pages (i.e. not hourly). Minimum is \$150.
- b. Maintenance Cost – three options
 - i. Option 1: On Demand – updates within 48 hours of request
 - ii. Option 2: Quarterly Updates – updates accumulated and updated once a quarter
 - iii. Option 3: Annual Updates – updates done and look and feel reviewed and refreshed each year
- c. Personalized Domain for the organization (.com, .org, or .net) – If the organization wants to have it’s own personal domain name (e.g. www.organizationname.org). A domain with ‘homestead’ as part of the name (e.g. www.organizationname.homestead.com) is free
- d. E- Commerce – if a ‘web store’ is to be maintained, there is a separate cost for this – project and maintenance.

5. References

- a. Auntra Bicycle – www.auntra.com
 - i. Highlights: Ecommerce
- b. David Chaves Music – www.davidchaves.com
 - i. Highlights: Music & Pictures
- c. Polka Dots – www.shopatpolkadots.com
 - i. Highlights: Pictures, News, Background Music
- d. FastTracks Running Group – www.fasttracks.homestead.com
 - i. Highlights: Pictures, Submit online info, Password protected pages, Documents posted to download
- e. Progressive Fitness - www.progressivefitness.homestead.com
 - i. Highlights: Content & Navigation
- f. Oakboro Acres – www.oakboroacres.homestead.com
 - i. Highlights: Online submission of information
- g. Dedication/In Memory – www.richardzimmerman.homestead.com
 - i. Highlights: Pictures, Commentary

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6. *Who is RIQ Design?*

A local business located in Jeffersonville, PA that focuses on website development for small businesses and organizations and personal causes (e.g. reunion, family, dedications). See www.riqdesign.homestead.com for more information.

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