



New Site Checklist

- Look at your competition.** Note what pages your competition has and doesn't have. Also note what features their web sites contain.
- Think about your target market.** What is your purpose for the site – what are you trying to get your customers to do once they arrive at your site?
- Choose a domain.** Your site's domain, or web address, is how customers will remember and visit your web site. Select two or three possibilities as your main choice may already be taken.
- Develop an outline of your web site.** An outline should show your main pages as well as sub-pages, downloadable documents, and links. The outline will help determine the total number of pages needed.
- Collect examples of web sites whose appearance you like.** These can be either companies from your industry or otherwise. Try to get an idea of what kind of color scheme you prefer, what kind of navigation you like (across the top or down the left hand side), and the general layout.

Initial Cost

A web site has a number of costs to keep in mind that will determine what your final cost will be.

Domain –This is your web site's address and what your customers will see first. At VMT, this is \$13 per year and can be registered for 1-10 years.

Hosting –Your site's host is where your site will live and how it's available to the public. VMT offers several options for hosting that can be discussed in your initial estimate.

Site Building –In order to have a site, it must be built; this is where your webmaster comes in. This includes site design, coding, and updates if needed. VMT offers competitive hourly rates that are based on your business type and billed to the quarter hour after an hour minimum.

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