

Web Development Workbook



There has been no better time than now to begin to build a web site. You've thought about what you would like to present, maybe some photos of your product and or business, and you've surfed some other sites that have peaked your interest.



But it is important to take your ideas one step further and put them down on paper. This guide can help you with a wealth of strategic and practical information that can help you and your designer build your own web site.

If you need some help completing this workbook, do not hesitate to call us at 281-940-7002.

So let's get started!

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The Website Development Plan is a tool to assist you in planning for your website as well as to develop a mutually agreed on plan between you and your web developer. The more information you provide the better. Not all web developers provide all of the services described in this plan. But this can be used for your information when communicating with a potential developer.

Let's do some groundwork.

1. Outline your goals and objectives

- Talk with your team about what you would like the new web site to accomplish.
- Determine your target market.
- Think about how you will use the site to improve your own office efficiencies, provide customer support, or market to your customers.
- Develop a budget.

2. Research

- Have some fun and research the Internet for your competitor's sites and sites that you admire.
- Look for style, how the site is organized, the graphics they use, how quickly it downloads, and how well it looks at your home computer as it does on your office computer.

3. Marketing Material

- Grab your past and current marketing material. You will need to provide this information to the developer.
- Who are you trying to market and why.

4. Buy your domain name

- If you have not purchased your domain name yet, do it now. With low prices and names going quickly, now is the time to do it. Be sure to choose a name that your customer will be able to remember and best represents your business.

Once you have done some of the groundwork, return to the workbook and begin to answer as many questions as you can. If you cannot, ask an experienced web developer for help.

Outline Goals

It's imperative that you define your goals for your website. Are you targeting new customers? Will you be providing service to your current customers? Think about the future as well and how you'd like your website to grow

Domain Name

Not sure of a domain name? Go to GoDaddy.com and begin a search. GlobalSpex can do this research for you and make the purchase at very low prices.

Marketing Material

Your website should not be an exact copy of your brochure, catalog, or flyers. The web was meant for much more. More color photos of your products, wider job search, answer customer questions, and 24-hour access to your business are just some examples of how your web page can do more.

Are there any additional graphic design requirements that you will need to promote your website and your company? Remember to maintain the branding you've created with your new website or visa versa. Try to keep your website design and feel congruent with your current brand.

Do you have a logo?

If you have one, make sure you have an original version of it, meaning that it stands alone and can be pulled separately for your website.

If not what type of logo appeals to you and your business?
Choosing a symbol with your company name takes time while using a unique font for your company name is less time-consuming and cheaper. (There are down and up-sides with both)

- A symbol with your name
- Your name represented with a nice font only

Or any other ideas?



Postcards.

Will you need a postcard to mail to your customer to notify them of your new website?

Any ideas?



Social Media

Social media is the reflection of a big shift in how we communicate with our customers and our friends for that matter. It has grown in leaps and bounds in how companies announce new products or services, find employees, and express their personalities. Social media can build upon shared thoughts and discover people, places and things that are of interest to you.

Here is a just a short list of websites and strategies to consider:

Wordpress or Blogger



WORDPRESS

www.globaspex.com/blog

- Express your company's uniqueness.
- Share company policies and receive feedback via comments.
- Post ideas on the best way to use your products and/or services.
- Discuss community issues that affect your business and/or customers.
- Provide tidbits of information, how-to's, instructions, related to your company industry, that can help your consumers. (i.e., we provide instructions on setting up your email in Outlook)

LinkedIn.

- Customize your URL.
www.linkedin.com/companies/globaspex-inc
- Locate and recruit qualified employees
- Increase visibility by using the email signature
- Promote Your Blog.
- Add a Profile Picture to increase brand awareness.



Continued...

Shopping cart. Shopping carts serve two functions: to manage your Web-based inventory and to help you design a browser interface for displaying your product or service line.

SKU. stock-keeping unit . An individual and unique number for a product in stock.

Streaming Video. Video transmission over a data network. The term implies a one-way transmission to the viewer, in which both the client and server software cooperate for uninterrupted motion. The client side buffers a few seconds of video data before it starts sending it to the screen, which compensates for momentary delays in packet delivery. Videoconferencing, on the other hand, requires real-time two-way transmission for effective results.

Secure Layer Encryption or SSL: Cryptographic protocol which provide a secure communication on the internet.

Web Browser. The program that serves as your front end to the World Wide Web on the Internet. In order to view a site, you type its address (URL) into the browser's Location field; for example, www.computerlanguage.com, and the home page of that site is downloaded to you. The home page is an index to other pages on that site that you can jump to by clicking a "click here" message or an icon. Links on that site may take you to other related sites.

Web Page. A single document in a World Wide Website written using the HTML language.

XML. (EXtensible Markup Language) An open standard for describing data from the W3C. It uses a similar tag structure as HTML; however, whereas HTML defines how elements are displayed, XML defines what those elements contain. HTML uses predefined tags, but XML allows tags to be defined

by the developer of the page. Thus, virtually any data items, such as product, sales rep, and amount due, can be identified, allowing Web pages to function like database records. It is expected to become the dominant format for electronic data interchange.

Unix. The name of a group of server operating platforms from Sun, RedHat, HP, and others. See also, Microsoft NT.

URL. Uniform Resource Locator (formerly Universal Resource Locator). An Internet address which tells a browser where to find an Internet resource. For example, the URL for GlobalSpex is <http://www.globalspex.com/>.

About GlobalSpex, Inc.

GlobalSpex, Inc. is a web development company providing custom, professional web designs. We create unique web pages that attract and keep the attention of your visitors without distracting graphics, backgrounds, and navigation. We believe that sites should be interactive as well as entertaining with an overall clean, bright look.

Christina Hawkins founded GlobalSpex, Inc. in 1999 after working in various technical and marketing positions. She has a Bachelor's degree in Political Science from George Mason University and a Master's Degree in Administration from Central Michigan University. After graduation from college, she worked with the Defense Department as a management and marketing analyst. In 1996, she attained her Commercial Insurance license and worked as an insurance underwriter for a major commercial insurance company. During this time, she also taught undergraduate classes in communications.

She entered the technology field in 1998 as a computer sales representative and transitioned to the information technology field. While pursuing a degree in Information Technology, she worked as a computer sales representative and as an intern for one of the top Credit Unions in the country, Pennsylvania State Employees Credit Union. As their operations technician and website troubleshooter, she helped meet customer's Internet, website, and online banking needs. In 1999, she began working for The Yuma Metropolitan Planning Organization as their Information Systems Analyst and Webmaster.

In her many years, working in various positions, she sharpened her marketing and graphic design skills. In addition to her ability as a Webmaster, she is also a talented designer and photographer. Creating an effective web site takes more than HTML coding and computer skills. In addition, it takes imagination and strategic marketing skills. GlobalSpex helps its customers express their business through content and

