



WEBSITE PLANNING GUIDE

Anointed Advertising Step-by-Step Setup Document

STEP 1 – CHOOSE WEBSITE NAME

Your URL (ie. www.mywebsite.com) will be registered yearly and needs to be selected prior to designing the site.

IMPORTANT ITEMS TO NOTE

Website names are all unique and the most common names may already be taken. In order to choose your name you may want to **have a few names in mind incase your first choice is unavailable**. Names with numbers and/or hyphens are generally available although they are not normally chosen. You may also try different extensions to your site to ensure your name is not already in use. Ex. www.myname.net or www.myname.org. Names with '.com' are the most common. Here is a small list of the possible extensions you can choose with their typical use:

- [.biz](#) - for business use
- [.com](#) - for commercial organizations, but unrestricted
- [.edu](#) - for post-secondary educational establishments
- [.info](#) - for informational sites, but unrestricted
- [.name](#) - for families and individuals
- [.net](#) - originally for network infrastructures, now unrestricted
- [.org](#) - originally for organizations not clearly falling within the other gTLDs, now unrestricted

Enter Your URL Choice:

1	
2	
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6	

STEP 2 – SELECT PAGE LAYOUT

Each of your pages will have important content that tells about your company and allows the visitors to interact with you.

Websites offer information for companies that users typically search for as well as other unique content as deemed by the owner. You should be sure to include certain information on your site and additional items are up to you. The following items should definitely be included in most if not all websites:

Home Page – Description of company

About Us – Contact Information/Directions

Career Info – Information about open opportunities with the company (If Applicable)

Services – Information about services offered (If Applicable)

Products – Information about products available (If Applicable)

The chart below shows business types with possible pages that may be useful for their website in addition to those above.

Church Pastor Ministries Youth Services Event Calendar Photo Gallery Sermon Download Bookstore Beliefs	Real Estate Property Search License Info Company History Testimonials Mortgage Information	Skilled Trades Specialty Rates Hours of Operation Areas Served Equipment
Salons Price List Photo Gallery Hours of Operation Appointments Products Used Specialty	Retail Store Products Sales/Promotions Mailing List VIP Login Catalog Online Store	School Students Principles/Teachers Athletic Departments Curriculum Event Calendar/Vacation

List all pages you will need

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STEP 3 – PROVIDE CONTENT

These items keep your visitors engaged with the site.

In addition to your main page you may want to include specific content for example – Online Newsletter Sign-Up Box, Mortgage Calculator, Online Application, Email link to a friend etc. These items keep your visitors engaged with the site. Adding these specific items may give visitors a reason to visit more frequently and give your company more exposure.

Check the items you'd like to have included on your website below.

- Online Application
- User Login
- Email Link to a friend
- Calculator
- Blog
- Order Form
- Appointment Form
- Search Box
- Online Contest Registration
- Newsletter/Mailing List Sign-Up Box
- Flash Movie
- Other

Enter Details for Other:	
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STEP 4 – COMPLETE THE SITE AGREEMENT

Both Anointed Advertising and the client complete a contract for one year.

Our customers will receive a copy of our standard contract which displays the rates and the total cost as well as the services to be rendered with a timeline and details on cancellation etc. We issue a receipt upon payment and require 50% of the cost up front and 50% upon completion. The site will be **'LIVE'** once the final payment is received.

STEP 5 – CONSTRUCT PAGES / TEST SITE

Anointed Advertising will create the site with all graphics, text, links and post it to the internet.

The site will be posted and tested by us using the major internet browsers: Internet Explorer, FireFox & Opera. The yearly registration fee will be paid by Anointed Advertising if the yearly contract is signed and monthly maintenance fees are paid.

STEP 6 – LAUNCH LIVE SITE!

Anointed Advertising will be available to help add/update the site for a low monthly fee.

All fees will be described in the contract.