Words Unlimited Media
Website Preparation Kit

Need a website built? We can do it for you, whether it is a basic website design (example: www.//hopecenterzimbabwe.com) or one that is more complex (example: www.jtmin.org). We are well-versed in using templates to build websites (example: www.libertygospelok.org), as well as stick-building websites, one component at a time.

We will walk you through the process of creating your website from your basic ideas to the final product. We can construct for you a very basic website, or a more sophisticated one that also includes such features as e-commerce pages and the use of videos.

When it comes to website development, the webmaster must have a varied set of skills. We have expertise with such programs as Adobe Dreamweaver, Adobe Premiere Pro, Adobe Audition, Adobe Photoshop, Camtasia, Powerpoint, ProShow Producer, and others. Each of these programs, and the skills to use them, assure that you will have a professionally built website.

In addition to over 20 websites that we have built for ourselves and others, we have constructed over 50 educational web courses for Oral Roberts University. We bring this experience to the table in every project that we do.

The pricing of the website depends on the complexity of the website and whether it is stick-built or uses a template. Many website developers charge their clients $2500 to $5000 for a 10-page website. You will find that we are more economical than other companies. Before we start work on the website, you will be given a written proposal that includes a "ballpark" estimate for the entire project.

To get started, you will need to complete the information below. You can use this booklet to get started. Also, if you wish, I can send you this file electronically so you can fill it out and send it back to me as an email. I actually prefer to handle things by email.

FIVE STEPS TO BUILDING A WEBSITE

STEP ONE:

You need to have an idea of what you want your website to look like. For this process, there is nothing better than going out and looking at a number of websites. Select your top five favorite-looking sites. Write down the URL (web address) of each site, and list the items that you like on each site. Use the chart I have below.

Web URL (address)	What you like about the site:

These sites will be the basis upon which your website will be constructed.

STEP TWO: PROVIDING MATERIAL FOR EACH PAGE

You can start the process by hand-writing the description of each page in this booklet. I will walk you through the basic items necessary for a webpage. To save money, provide your printed material to me in electronic form (i.e. Word documents).

Before beginning, let me state that a website is a place for people to come to learn about you and your services. With the exception of articles or white papers, the information presented should be brief.

Also, you will need to provide any pictures or art work that you need used in electronic form, for the most part. JPEG or PNG format is best.

HOME PAGE

This is the first page your clients will see. It needs to be brief and grab their attention. It should not be too wordy. This is a good place for a video, slideshow, and/or announcements. YouTube videos work very well. If you need help with making a video or slideshow, we can do that for you.

Headline Banner (Header): Could include your logo, name of your company/ministry, pictures you might need.

Create a welcome statement.

Decide if you want any media on this page: Slideshow, Video, etc.

Decide what you want on the navigation bar.

Home page material you would like: Please fill out the Home Page Chart. Once you have filled in this information, put it into electronic format (Word document, JPEG or PNG for photos).

Headline Banner (Header):	
Navigation Bar:	
Welcome Statement:	
Slideshow Topic: You will need to provide pictures for this in electronic form. If I have to scan them, there is an extra charge.	
Video: Decide if this is something we have to produce. There is an extra charge for this, or use a YouTube video.	
Announcements or Events:	
Other Items:	

SLIDESHOW FOR HOME PAGE

If you want a simple slideshow on your home page, you will want to identify each picture with a number. Use the chart below to create a slideshow list. You will need to provide the photos or artwork for this electronically. If I have to scan anything, there is an extra charge.

It is best to keep slideshows on the home page to 5 photos or less.

If you are providing photos that I need to scan, lightly put a number on the back of each picture WITH PENCIL. Do not use a Sharpy or ink as it will bleed through.

If you are providing photos and artwork electronically, label each picture this way photo1, photo 2, etc.

Slide #	Description
1	
2	
3	

4	
5	

ABOUT PAGE

The about page talks particularly about your company or your ministry. It should be brief and to the point. It needs to answer a specific set of questions. Please use the chart below to get started with this process. Once you have filled out the chart, you should then be able to put this into paragraph form to submit to me electronically (Word document).

Who you are: Short history, background	
What you do: Brief overview	
Why you do it: What makes you different from others? What is your vision statement? What is your mission statement? How has your company or ministry impacted others?	
When did you start this company/ ministry?	
Where are you located: Contact Info.	

There are many other pages you will need to put together. These pages are built based on the navigation bar tabs you have listed above. You will need to prepare pages similar to the charts above and send them to us electronically. Such pages could include:

CALENDAR OF EVENTS

PRODUCTS OR ONLINE STORE: If you are going use e-commerce, you will need to have a pay gateway such as PayPal. We can walk you through that process.

TESTIMONIALS

DEPARTMENTS or MINISTRIES Pages

ARTICLES Page for downloading

VIDEO/AUDIO page

PHOTO GALLERY: we will need to talk personally about how to do this

DONATION Page

PRIVACY STATEMENT

STEP THREE:

Submit the material requested in this preparation kit either electronically, in person, or by mail. Email is the preferred method.

STEP FOUR:

Review the proposal I send to you and decide if you want to have the webpage built by Words Unlimited Media. If you want us to continue, you will need to pay one half of the estimated bill.

STEP FIVE:

The website will be built, you will review it and, if everything looks okay, you will need to pay the balance of your bill, and then the website will be put up. Changes to the website will be made for free for the first 60 days after the website goes live.

After that initial 60 days, you will be charged for any changes made to the website. Should you desire any new pages, I will send you an estimate for new pages that are added to the website.

My base rate for changes to existing pages is $25 per hour. You will be charged a flat rate of $25 that month for any work I do up to an hour (60 minutes). Here is how I compute the charges for changes made to existing pages on the website. You submit the changes as you need during that 30-day period. I will keep track of how long it takes me to make each change. Again, you can make as many changes as you want during that month (30-day period). As long as the changes for the month total to one hour or less the charge will be $25.00, my flat fee. Anything over an hour is the $25.00 base fee, plus a prorated fee for each 5-minute increment above one hour at the charge of $2.09. This way you will have more flexibility in making changes to the website.

If you do not make any changes over a particular 30-day period, then there is no charge.

You can contact me at:

James Tollett
Words Unlimited Media
P.O. Box 6593
Tulsa, OK 74156
918-693-6968