Website Create Time Line

General Time Line

RMD's focus for your custom website will be to construct a clean and professional design based on your preferences and requirements. This is an overview of the steps to get a simple, workable, initial web site up within just a few days; once this basic site is up and regularly maintained, advanced features or design can be developed and implemented. Please see the expected work flow for your design below:

1. Before RMD starts its web development, most of its staff that deals directly with the public in any capacity (development, marketing and public relations, education and outreach services) needs access to the Internet. This means the organization needs:
   - an Internet Service Provider (ISP)
   - a primary email address

2. A web site is going to generate online interest for your organization -- but you don't want that to happen unless your organization has the minimal systems and staff in place to handle that interest. The appropriate staff member(s) should convert all available/appropriate information to .txt (text only) format, gather all available graphics, and store this information in a centralized place on the agency's computer system. Estimated timing: 10 hours

3. When the majority of information has been download or gathered and converted to text, initial Web page construction could begin. Information should drive the design, so its best to create graphic-less pages during initial construction, to see how the information flows. Estimated timing: 5 hours

4. After several text-only web pages have been completed, artwork design could begin (buttons, page headers, etc.). I advise fully designing 15 pages of the overall Web site (the "timeless" pages would be best to start with), and then submit these pages to the appropriate staff for feedback. Estimated timing: 15 hours

5. Once artwork and overall style is agreed upon, such can be added to the rest of the pages as they are developed, and the entire Web site can be completed. I recommend that all .gif files go into their own directory as well (see page 6 for suggested directory structure). Estimated timing: 10 hours

6. Once the Web site is complete and approved, it should be uploaded to the chosen server. Estimated timing: 2 hours (many people will tell you that uploading will take just minutes. And this is often so. However, if you include testing times for an initial site, problems uploading, files put in the wrong place and having to be moved, etc., then the time starts stretches out well beyond an hour)

7. When the Web site is fully functioning from the server, the Web site address should be released to the staff and the board for "beta" testing for one week; staff and board should use the site and forward corrections/changes to the appropriate the agency's staff person to make. Estimated timing: 5 working days

8. After the week of beta testing, the Web site should be marketed online to appropriate audiences. Estimated timing: 5 - 10 hours

9. Also after the week of beta testing, the Web site should be marketed offline. Estimated timing: ongoing

<u>Average Time</u>

Service	Estimated Hours
New Website Design	20-30
Website Redesign	10-20
Future Maintenance	Specific to Your Needs

<u>------ Pricing -----</u>
A Website like <u>Artist - Music</u> $75.00
A Standard Website like <u>Non-Profit Education</u> $225.00
A Multi-Function Website like <u>Private Capital Funding</u> $575.00

Please note, the hours and time line listed above are based on our previous history and may not apply to your project. Your web design project may require more or less time than what has been indicated above. The time line provides a general outline, which may deviate from your actual time line.