

How Web Sites Are Built

about this document

Thank you for considering **xentek development** for your web site development needs. This document will provide you with the information you need to know in order to consider all of your options before choosing an internet consultant to help you design, build and manage your new web site. This document will also help to educate you on the process every web site project goes through from conception to launch. You will also learn a little more about **xentek development** as an organization, our experience, our development philosophy, as well as any business practices you will want to know before working with us. Once again, thank you for considering us for this project, and we look forward to answering any and all of your questions concerning your upcoming investment in your internet presence.

project process

As with all projects, creating a new web site goes through a similar process each time. This section will explain this process so that you know what to expect once your project begins.

★ Site Map

First, **xentek development** will help you develop a site map. Generally this is an outline of the sections and pages your site will consist of. For more complex sites, or at the request of the client, a visual representation can be created. The site map will be used to sketch out a skeleton version of the site, that is a collection of pages with no content, to be used as a foundation for the work to be done.

★ Corporate Identity

Next, **xentek development** will work with you to create the corporate identity or brand image for your site and/or company. If you already have a logo, or color scheme that identifies your site, than the majority of the work will be finished. A corporate identity is the combination of your logo, color scheme, and font faces. Once combined, the sum of the parts should leave you and your customers with the kind of impact your looking to achieve with your branding.

★ Copy-writing and Corporate Messaging

This part of a web development project is the opportunity for you to create the message that you want to communicate to your customers. We will work with you to set the tone of your messaging and help you to keep that tone consistent from page to page. Generally, **xentek development** relies on you to write the bulk of the copy for your site, but you can outsource this job to us if you do not feel comfortable in communicating the benefits of working with you to your customers. Regardless of where the copy comes from, xentek development will help you maximize the copy to work efficiently on the web.

★ Site Templates

In this phase of the project, **xentek development** will work with you to create the look and feel of your site. This is where the majority of the work gets done, and where your site will begin to take shape. Drawing from your site map, and your Corporate Identity, we will design the layout and navigation for each of your pages. Graphic / Web Design is an art, and not a science. This means that you can expect us to first create one or two mock-ups of your site layout for your consideration. We will work with you on what you like or don't like about the mock-ups and tweak the various elements until you are happy. Generally this takes about 3 - 5 revision cycles until we are both happy with the final result. Once the mock-ups are approved by you, **xentek development** will get to work in translating your mock-ups into the framework that consists of the various HTML, CSS, and Graphic assets that will form the foundation of your site templates.

★ Site Production

Once the framework is completed, we will tie the various assets together and create the first working 'skeleton' of your site. This means that you will be able to view each page, navigating them in their near final form. Once the skeleton is online and approved, **xentek development** will begin to import your copy and start to layout each page in turn. The site will then be sent to you for your review.

★ Review and Launch Site

During the review phase, xentek development will walk you through your new site, and create a punch list of various changes you would like to make. We will then revise the site to your liking. It is not recommended to make any drastic changes during this phase, but to tweak various assets to ensure that everything in your site is functioning the way you intended it. Once you provide your final sign off on the site, we can move into the launch phase. Generally this means that the site is finally posted online at its final destination and is open to the public. If you have a database of customers already, some communication should be sent out to them to invite them to visit your new site. Any post-launch marketing initiatives should also be set in motion, if they are not already.

after the site launches

With the site launched, xentek development will work with you to develop a plan to maintain your new site. This consists of how you manage your content, what can be done to drive traffic to your site, and create procedures to measure the success of your new site. Let's examine each of these activities in turn.

★ Content Management

No site is ever really complete. As you move forward, you will want to update your site's content to keep it fresh and your customers and potential customers interested. As you analyze your site traffic, you will find your self wanting to tweak your messaging and reorganize your content so that your visitors can find what they are looking for faster and easier. Updating your site can be something that you take on or outsource to **xentek development**.

★ Generate Traffic

xentek development employs best practices to optimize your site for both humans and search engines. We will help you submit your site to all of the major search engines for inclusion in their site indexes. We will also implement automated tools to inform search engines when your content changes. No one can guarantee top ten results in any of the search engines, and any company that promises a magic formula to achieve results is lying and will most likely end up hurting your search engine ranking. The only full-proof way to do well in the search engines is to write rich, engaging and useful content and get other sites to link to your pages. We can help you develop an overall strategy to drive traffic to your site, and are happy to help you implement this strategy as you move forward.

★ Measure Success

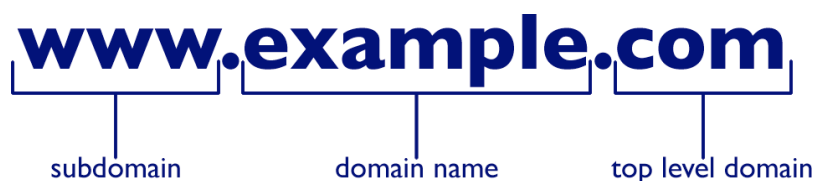
What good is a site that doesn't achieve the results you are looking for? This is why **xentek development** will provide you the tools in which to measure the success of your site, and teach you how to use them. Each hosting plan comes with a log file analysis program that can be used to measure your traffic, determine where your traffic comes from, and how your visitors use your site. This information can then be used to determine how to change your site to be more effective. This is the true on-going game of running your site. As always, **xentek development** is happy to support you in this effort.

technical considerations

Managing an online presence will require you to familiarize yourself with the basic concepts of the technology behind the scenes of your web site. We won't bog you down with the geeky details, but will attempt to shed some light on some of the things you need to know, and how **xentek development** addresses them for you.

★ Domain Name and Hosting

Every site requires that a domain name be registered. A domain name is made up of three parts. The domain name, the sub-domain, and the Top Level Domain (TLD). Examine the following diagram to see how these three parts make up the domain name:



To get started, choose a couple of domain names that match your business. It is becoming increasingly difficult to obtain the exact name that you might want, so you may have to be creative when choosing a domain name. The most common TLDs are .com, .net and .org. However, you may find that utilizing a non-standard TLD is a creative way to attract attention and get the name you really want. Some of the better non-standard TLDs to choose from include: .us, .it, and .biz. Most TLDs cost only \$15 per year through **xentek development's** preferred domain name registrar. However, some of the non-standard TLDs can cost as much as \$50 per year. It is good business practice to register your domain for 5 years or more at a time, because search engines look at your site more favorably if you do, but is not a requirement. Once you register your domain name, you can create sub-domains. WWW is the most common sub-domain and comes standard with all hosting plans provided by **xentek development**. You can name a sub-domain anything you like, and these can be used to create mini-sites that hang off of your domain name and are used for special purposes such as marketing campaigns or hosting applications and services. Most of our clients prefer for us to manage the registration process. **xentek development** does not charge for this service, and will include the price of the domain registration as a line item in your invoice. Once registered, the domain name will always belong to you, and we are happy to transfer management of the domain name registration to you at any time.

Various hosting plans are offered by **xentek development** and you are strongly encouraged to take advantage of them when working with us to develop your site. Hosting is not our main business objective, and we keep our prices very low because of this. Our server is hosted in a state-of-the-art data center in Dallas, TX

and is managed by a team of highly-trained team of Server Administrators. We take care of all of your server maintenance needs, and are backed by the fanatical 24/7 support provided by our data center team. Their data center has multiple connections to the internet backbone, and provides full site back-ups in the case of the unfortunate. The likely hood of your site ever going down is less than 1%, and in the unlikely event that your site does go down, we will spring into action and bring it back up as quickly as possible. We will work with you to develop the perfect hosting package that fits your needs. Our standard packages are described below:

Hosting Plans	Personal	Professional	Enterprise
Storage	500 mb	800 mb	4 gb
Bandwidth	1.5 tb per month	2 gb per month	3 gb per month
# of Mailboxes	5	25	50
# of Databases	1	5	10
Price	\$200 per year	\$400 per year	\$1200 per year

All of our hosting packages include access to a private Plesk Control Panel, the ability to use PHP 4 and/or 5, Perl 5, or Python for server-side scripting and MySQL Databases to store your data. Web Mail and POP3 access is provided for your Email Accounts, and free spam email filtering is built into the server. Other standard features include Email Forwarding, Auto-Responders, and Mail Aliases. There are to many features of our Linux server to list here, so please forward any of your other questions to us. Chances are we support the feature you are looking for. Custom hosting plans are also available.

★ Accessible and Semantic Design

xentek development strongly believes in writing standards-complaint, semantically-correct, and accessible code, as much for ourselves and our clients as for the enrichment of the internet community at large. By supporting standards-based mark-up we not only lower the cost of maintaining and hosting your site significantly, we are employing best practices that provide you with the greatest chance of success in being indexed correctly by search engines. However, we go a step farther and do our best to meet all of the guidelines for providing a site that works for all users, regardless of a particular handicap. Not only does this widen your potential market by not excluding users with sight or hearing disabilities, but also allows your site to degrade gracefully for visitors that might be using older browsers or computer hardware.

★ XHTML, CSS and the Languages that power your site

Many different technologies are blended in the creation of your web site. The primary technologies employed by **xentek development** include: XHTML, CSS, PHP, SQL, and JavaScript. The small glossary below should help make sense of the 'alphabet soup' that powers the internet:

XHTML

eXtensible Hyper Text Markup Language is a tag based mark-up language used to create and control the structure of your site pages and content.

CSS

Cascading Style Sheets is a rule based language used to format your text and separate the presentation of your content from it's structure to afford better maintainability of your site overall.

PHP

Professional Hyper-text Preprocessor is an enterprise-grade, dynamic, server-side language used to increase the functionality of your web site. Everything from simple widgets to full-fledged web applications will be programmed using this language.

SQL

Structured Query Language is the de-facto standard way of communicating with information stored in a database and retrieving it for use on your web pages.

JavaScript

JavaScript is a client-side scripting language that runs in the browser. It is used to add more interactivity with the elements of a web page to create a rich user experience.

AJAX

AJAX is a client-side technique to utilize JavaScript and CSS to updated parts of the site, behind the scenes, using the XMLHttpRequest object. It is also used to provide a new level of interactivity and visual effects to a standard web page. The easiest way to understand this, is by looking at an example. The most well known examples are: <http://www.gmail.com> and <http://maps.google.com/>.

about xentek development

xentek development is a full service web development and consulting firm dedicated to meeting our clients goals in regards to the role their online strategy plays into their businesses success. Drawing on over 10 years of experience, we have successfully completed hundreds of projects for small and medium-size businesses, as well as Fortune 500 companies. Our development philosophy is simple, to create enlightened internet destinations and applications that exceed our clients expectations; on-time and under budget. We employ industry standard best practices that ensure the highest level of professionalism for all of our clients, regardless of their size or budget. Our constantly evolving skill set means that you will be able to take advantage of the latest development trends and methodologies that are behind the most successful web sites on the internet today. For more information and to view our portfolio of satisfied clients, please visit www.xentek.net.

billing practices

Our clients have two choices when it comes to paying for our services. We can negotiate a per project fee, that is all inclusive of the tasks required to complete your project, or you can choose to be billed weekly for our services.

If you choose to pay for our services as a project, than a 50% retainer will be required before any work can begin. This retainer is non-refundable. The remaining 50% is due upon successful completion of the project. Some projects are not eligible for per project pricing, and must be billed weekly. Per project fees of \$500 or under must be paid upfront, before any work can begin.

If you choose to be billed weekly, you will receive an itemized invoice detailing the number of hours put into your projects that week. Invoices are emailed every Monday, and are due within 7 days of receipt. Hourly rates may vary, but most services are billed at a rate of \$100 per hour.

All checks must be made payable to **Eric Marden**. Our online billing center also allows for payment to be made by any major credit card via our payment processing partner, PayPal. In the unfortunate event that an invoice remains overdue for more than 14 days, all work on your project(s) will cease until payment is received.

closing remarks

Thank you for considering to do business with **xentek development**. We look forward to creating the web site or application of your dreams. We hope that you found this document enlightening, and have been provided with enough information to choose **xentek development** as your internet consulting partner. If you have any further questions, please do not hesitate to contact us by email at eric@xentek.net or by phone at 828-335-9336.