

## Website Preparation Document

Dear Client/Prospective Client,

The following will give you a rough idea of the preparation necessary in order for SKWD to start your project. We know the preparation for a new website can be a daunting task, that is why SKWD is available to help you every step of the way. Anytime you have a question, feel free to call us. Please remember the following are guidelines and every website requires different preparation.

### Tasks

#### 1) Figure Out The Goal of Your Site

A single website can have many different purposes. Most non-profit websites serve two purposes. First, they advertise the organization to “clients”, so to speak. Secondly, they interact with those “clients”. This interaction can be extremely varied, ranging from collecting donations to letting people know the most recent little league game score.

Three important questions you can ask yourself in this process: Who are we? What do we do? How do we do it?

Figure out what your organization’s goals are, write them down and share them with SKWD. That way SKWD can be sure to tailor your new site to meet these needs.

#### 2) Find Template Examples

SKWD creates 100% custom web templates, but finding examples of what you like helps you and our designers get on the same page. Go onto the web and surf around to see what you like and do not like. Write down some web address examples. Then our designers will meet with you, over the phone or in person, to start building your custom template. The designers will then create a sample template. Once the sample template is created you will have a chance to view it, make comments, and suggest changes you would like to see. This process may take several tries until you get just the look you want. Remember, SKWD wants to provide you with as close to what you envision as humanly possible; and if you do not have a “vision”, we are here to help with that as well.

#### 3) Create a Table of Contents

The table of contents is absolutely key to the website creation process. The table of contents is basically a way of arranging all the pages in the web site by title. A good table of contents will help your web site flow and help the user to find information quickly and efficiently. We recommend no more than five to seven main sections. There may be a large number of sub-categories, but we suggest being careful to not add unnecessary pages. Also, remember that every page you add may increase the cost for creating your website.

A table of contents should look like this:

Home  
Page 1  
Page 2

- sub page 1  
- sub page 2

992 Old Eagle School Rd.  
Suite 910  
Wayne, PA 19087  
Phone: 610-989-0400  
Email:  
info@skwdministries.com

I have  
become all  
things to all  
people,  
that by all  
means I might  
save some.  
I do it all  
for the sake  
of the gospel

I have  
become all  
things to all  
people,  
that by all  
means I might  
save some.  
I do it all  
for the sake  
of the gospel

Not all pages need to have sub pages, but all sub pages should relate to the content of their main page. Often the main page is used to just introduce the topic covered by the sub pages. For example, page 2 could be fishing, with sub pages fly, sea, lake.

#### 4) **Create Page Packet**

The page packet should follow the following simple format:

Title of Page—*from table of contents*

Content-*what words or website features you would like on the page.*

*You can see examples of possible website features at*

*www.skwdministries.com or contact SKWD for additional details.*

Digital Files—*please give the file location and name for any pictures or PDF used on a given page as well as, location and name of all text to be added to the page in a word document.*

***Please make sure the text has been properly proofread.***

#### 5) **Create A Content Disk** (where possible)

The content disk, containing all digital files for the website, should be in one of the following formats: USB flash drive, DVD-R/rw, CD-r/rw.

#### 6) **Create A Binder**

The binder should be a collection of all your preparation work. Once SKWD has this binder, your website creation will begin. The binder should be put in the following order:

- Goals
- Table of Contents
- Page Packet
- Content Disk

#### 7) **SKWD's Part**

Please remember, SKWD is here to help in any way we can. We are committed to tailoring your website to fit the needs of your ministry. Our staff will work with you every step of the way. We view this as a partnership, with our primary goal being, "Bringing Glory to God".

#### 8) **Domain Name**

Take the time to think up some possible domain names. Generally .org, .com, & .net are the way to go. SKWD will help you procure an available domain name.