



# Pixel Witch

*Answers your internet questions.*

## Why should I be on the internet?



### Affordable

Why not? These days getting on the internet is an affordable way to get new business for your company. Pixel Witch takes your existing marketing pieces and create a site that matches your businesses style. By using your existing marketing pieces Pixel Witch strives to create magical design solutions without putting a hex on your wallet.

### Easy

With Pixel Witch, getting on the internet is easy and enjoyable. Our reps don't speak computerese, they explain exactly what's needed in language that makes sense. We will be there to help you through your entire creative process. Give us the opportunity to stop by your business at your convenience to speak to you about your site.

### Worldwide Exposure

Everyday millions of businesses, just like yours, are getting on the internet. Companies you wouldn't expect. Restaurants, animal hospitals, dentists, lawyers. Small business is benefitting from having their message delivered worldwide, twenty-four hours a day. Imagine your message available to millions all over the world, complete with sound, animation or even an on-line ordering system!

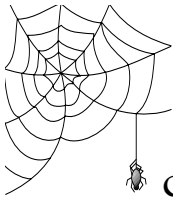


### More Opportunities for Profit

With the explosion of PC use both in business and industry as well as the proliferation of home PC use—those businesses who aren't on the internet suffer a disadvantage.

Million of potential clients are looking for your business online. Will your business be one of those that are considered? Why risk losing new business? New technologies are now letting people access the internet via their cell phones! Everyday millions of people access the internet for goods and services. Make sure that your business is among those considered.





## Common Questions



Getting on the internet doesn't have to be a spooky affair. Pixel Witch strives to assist you in understanding as much or as little as you want about starting your own web site. We can conjure up everything from the smallest graphic to entire web sites for you in a flash! Pixel Witch hopes by answering some of your common questions regarding the internet and what is involved in getting on it—you will feel more at ease with this new technology.

### What is a domain name? Why do I need one?

A domain name is your electronic identity. Much like your house address, this is the electronic address that will direct folks to your site. It is also called a .url, which stands for "universal resource locator."

### How do I register a domain name? How much does it cost?

The usual fee to register a domain is between \$35 to \$45 per year. Pixel Witch can renew or register your domain for you as well as help you pick out several names that you would like.



### What if my favorite name is taken?

Names are sold on a first come, first served basis so you better do it quickly! Every day thousands of corporations and individuals register their domain name and then that is their property to renew yearly if they so choose.

### What is a Web Host? What is their function?

Once your web site has been completed, you will need a place for it to live. A web host publishes your site so that it can be made available to the world. A web host is kinda like renting any space from any landlord. You rent a certain amount of space with the features that you need for a monthly or yearly fee. Your web host strives to make sure that the computers that are publishing your site stay running and up to date.

### I have a modem and a computer; can I be my own host?

Yes, but your computer would have to be on twenty four hours a day, seven days a week. You would also be inviting a whole host of problems ranging from hackers to viruses that use the internet.

## What is the average monthly cost for hosting my site?

Fees vary depending on the services that you require for your site. Pixel Witch offers web hosting for as little as \$14.95 per month. Visit Pixel Witch's Web Hosting area on our web site for more information on features and pricing for hosting your site.

## What makes up the costs of designing an entire web site?

The costs of a web site usually include producing the art that will be used on the site. Making each of the buttons or other navigational elements for the site. After all of the art has been created it needs to be converted to a web friendly form.

It also includes generating the computer code that will create the look of the page and creation and checking the links for the site to ensure that they work correctly. High end sites also may include sound and film clips or complete animation. E-commerce sites also include a lot of what is called "backend programming" to allow consumers to send in their orders securely.

## How much does web site design cost?

Costs vary from anywhere between several hundred to several hundred thousand, depending on the complexity of the site. Your site probably won't cost several hundred thousand dollars, but you do want to make sure you present a professional looking site.

## Do I need to have a computer in order to have a web site?

It helps to have your own computer, but it's not completely necessary. I have worked with clients in the past that only had access to the internet at the library. Pixel Witch is creative in meeting the challenges our clients face in dealing with technology.

## What goes into getting on the web.



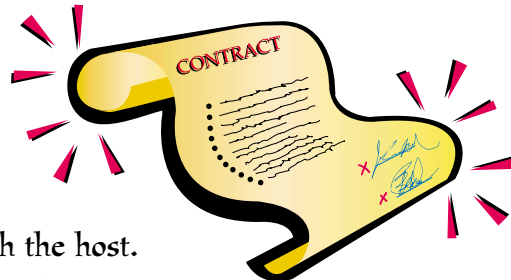
First you need to make the decision to commit yourself to the technology. Learn about the medium. Check out web sites that are in your industry. Once you have seen the competition, start to think about what you want your site to look like.



You will also need to register your domain name. Most web designers can handle this service for you. Unless you are certain of what you are doing PWI recommends that after you select a web design firm, you have them handle this for you.

Next, contract a company to handle the creation of your site. Make sure that you have a contract with them that outlines your site's needs and when you can expect it to be completed. These days most web design firms require a non-refundable deposit to even begin working on a web site.

Another good reason for a contract is payment. How awful to find out that the site you thought would cost \$500, now costs \$5,000! A signed contract helps everyone be clear about what is expected for the completion of the job.

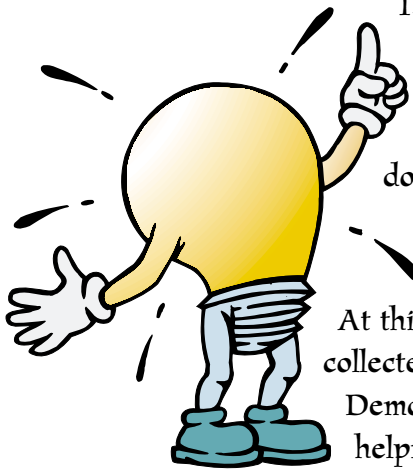


Web host selection comes next. Who hosts your site is important. You should feel comfortable with the host. Will they bill you monthly? Or will they expect you to pay quarterly or even yearly? What features are offered by the host? Are these the services that you will need? Will they offer to upgrade your service if you feel you need it later? These are questions that you should have answers for before you sign with a host.

## Seven Easy Steps to Successful Web Design



The typical design cycle is a tried and true way to help you achieve your web goals. While no web site is "Average", the time a site will take to create depends on how many pages, and how much legwork you have all ready done. Web Design is broken into the following stages:



1. Initial Meeting: A Pixel Witch representative will sit down with you and your staff to discuss your web site and business goals. We really like to take some time and listen to what you have in mind. How many pages do you need? How many graphics. Will you be supplying the graphics or do you need them created? What colors are you interested in using?

At this time we also want to see any research that you have collected regarding audience evaluation and interface design. Demographic and psychographic information can be very helpful at this stage.

2. Service Quote: From the initial meeting, a quote will be prepared outlining pricing based on the initial meeting. It will include the price for the site as well price per each custom graphics (if needed), as well as delivery time and conditions.

3. Site Meeting/Kick Off: Once you accept our quote, we can begin to conjure up your site! This meeting is designed to determine the overall flow of the site, including button selection, major page sections, etc... Your Pixel Witch representative will also be gathering all images that you want on the site, such as photos, brochures and other print materials.

Anything that you think helps convey what you want your site to look like is appreciated. Get creative! We have seen paint swatches, fabric swatches, collages all of these things helps convey what feel you want your site to have.

Pixel Witch will also develop custom graphics to enhance the look of your site, but often times photos are necessary and integral to the visual effectiveness of your site.



4. **First Stage Design:** Once the PWI rep has all the necessary ingredients, we will begin to create your spellbinding site. You will receive your design via email in Adobe Acrobat format. If you don't have access to a computer your PWI rep will make alternate arrangements for delivery of our design concepts.



At this stage your Pixel Witch representative will begin to communicate and collaborate on the design, and work until you have a design that suits your needs.



5. **Second Stage Design:** After the initial design approval, Pixel Witch will produce the rest of the site based on that design, which includes adding the rest of the page copy and images. Once this is completed, we will upload the site to your hosting company for your review.

6. **Third Stage Design:** This is your final round of changes, although you can still make minor text changes. This is the time to proof your site. You are always free to make major revisions at a later time; but that would be a whole other project.

7. **Site Presentation:** Once the site is approved, Pixel Witch will upload the final site to your hosting company where it will be seen by anyone with access to the World Wide Web.

Remember though, turnaround times do vary. It depends really on the size of your site, whether or not you'll need custom graphics, how many graphics you will need created etc...Remember Rome wasn't built in a day and neither is quality site design.

## Saving Money



Just like controlling most costs, the savings can be found many surprising ways. If you are creative, doing a much of the preparation for your site can be a big money saver.



First, have all of your research done prior to design. Know who your audience is and what you want to say. Make sure that you have all of the text written for each of the pages. Brochures, promotion pieces, advertisements—all can be helpful in writing the pages for your site.

As for the file format of the text of your site you can go ahead and save the file as a word, .txt or just include it in an email. After you have written the text for each of your web pages; it's time to pick out your graphics. Again, go back through your brochures and previous advertisements for ideas.

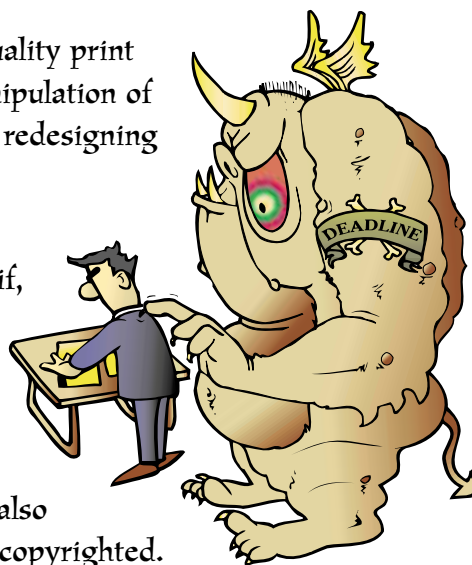
If you can find the original art make sure you give it to your PWI rep. Remember, providing the original art that was used to create your marketing pieces can add to the cost savings.

Having the original files from your print pieces can help speed the redesign process and cut costs by reusing the existing original art as opposed to having to re-create it from scratch.

If you can't find the original electronic files; good quality print outs for the art may be used. Be aware that any manipulation of the print, other than resizing, will add to the cost of redesigning your site.

Picture formats that are web friendly include .jpg, which stand for—Joint Pictures Expert Group. Or .gif, which stands for—Graphical Interchange Format. If you have the original electronic art, creating the proper format can usually be handled by your PWI representative.

Having your graphics picked out for each page can also save you money—make sure that the pictures aren't copyrighted.






Knowing what colors you want for your site along with a color scheme for the buttons on your site. If you can deliver these things electronically so much the better.

We hope that this information has been helpful. Please call us if we can be of service in any way. Also feel free to call 847-358-7449 to schedule your free consultation. Or visit <http://www.pixelwitch.com> for more information, links and articles to help you in creating your web site.

Contact Pixel Witch today:

847-358-7449

or visit us on the web at [www.pixelwitch.com](http://www.pixelwitch.com)

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