



**WELCOME TO THE WORLD OF ONLINE ADVERTISING**...because basically, that is what your website does—promotes your products and services. Your website attracts new customers by providing information about your company in a branded and easy to view format, anytime from anywhere! Your website can also be used to inform current customers of new products and services or upcoming events, making their relationship with your company even more rewarding.

### **BURNING BRAINS I Want To Advertise On The Web!**

Now that you have decided to establish a web presence, Burning Brains can help you from start to finish. Your site is a reflection of your business and we make sure that you present a professional looking site, one that is custom-designed for you! All graphics and effects are specially designed for each website. We build our sites with easy to use navigation, clear and concise content, web optimized photos and pages that load as fast as possible! Although our specialty is custom designing, we can accommodate the use of templates or ‘canned’ website designs. We understand if your budget does not allow for custom designing and will assist you in the process of adapting a template to fit your needs.

#### **What Do I Do With My Current Advertising?**

At Burning Brains we feel that ‘branding’ is of the utmost importance, that is, presenting a consistent image to your customers. If you currently run print ads or have brochures, you should maintain the same look and feel across all media. This helps to maintain a single, recognizable business identity. Your clients will identify your business whether it is in print or on the web.

Our goal is to assist businesses new to this medium in achieving this cohesive look by offering services aimed at creating or updating your business image. For new businesses, we provide logo design services or, if you are an established business and want to refresh your look, we can help there too.

#### **Okay, Now Where Do We Start?**

If you are happy with your current look, it is helpful to our designers for you to supply any existing advertising material; such as printed ads, brochures, fliers or business cards. This will allow us to maintain your image when we design your website.

Also, it is helpful for you to browse for websites that you like and sites you don’t like and prepare a list of them. Include why you like or dislike the website in your list. This helps us to identify what is important to you and your website. Feel free to peruse our client’s websites. They are all custom designed to each client’s specifications. You may like them or hate them; either way it gives us an idea of what YOU want.

#### **All Right, What Is Next?**

In order to create a successful website, we need to identify your requirements and develop your site built around these needs. How do you want your site to look & feel? Who is your target audience? Do you want to sell your products online? What commonly used words and phrases (or “keywords”) will potential customers use when looking for your website? These, and many more questions help us determine what your requirements are for building a successful website. We feel this is the most important step in the process therefore we spend a lot of time getting to know you and your company. We can answer these questions during your free consultation or we can do it electronically, via email, faxes, phone calls etc. Believe it or not...we have never personally met a majority of our clients!

***Anyone can “build” a website but we can help you build your business.***

## Our Design & Development Process

Unfortunately, your site doesn't just magically appear on the World Wide Web and there are several steps that initially need to take place:

1. Register a Domain Name: this is the address or URL that your clients will type to visit your site (i.e. www.mysite.com). Since obtaining a unique address for your company is essential, we recommend doing this as soon as possible. We offer domain registration as part of our Hosting Services.
2. Obtain Web Hosting: this is the server where your site's pages and images actually reside. There are many options to choosing a web hosting company or, if you prefer, we will provide this service for you (and at very reasonable rates & great customer service).
3. Design & Development Consulting: If you live in the Northern California area, we can actually setup a meeting and discuss your requirements and ideas. However, this step can be done via phone conversations, faxes & emails. Initially, you fill out our "Website Design Questionnaire" form which will require you to supply us with all the details of why you want a website, who your target audience is, what look and feel do you like and any other requirements. This is the most important step in building your site! We want to get to know your business and expectations so we can develop your site to your exact specifications. After reviewing & discussing the details with you, we will send you a proposal that will include the estimated cost & delivery schedule.
4. After the proposal is accepted and the agreement is signed, a 25% down payment is required. A site review area will be established where you can view the status of your website. This area is out of the general public view and will require you to sign on to our "Secured Client Site" area on our website.
5. Design Concepts: Burning Brains Productions will develop 3 design concepts for you to review. These will be rough drafts of the overall design and navigational architecture of your site. Of these 3 or a combination of elements from the 3 initial designs, you will choose the final design concept.
6. Final Design: After choosing the basic design concept & elements, Burning Brains Productions will create the final design shell and develop any secondary page shells. The secondary pages will be consistent with the design of the main page. Custom graphics, headings, navigational menu(s), buttons, bars etc. will be created and inserted into the shells at this time. This part of the process requires feedback and communication. We fine tune until you are satisfied with the final design. Upon approval of the final design, an additional 25% payment will be required.
7. Content: With the approved final design, the next step is to add content to the site. Generally, you need to gather existing materials (pamphlets, forms, paper, photographs, print ads etc.) or create new text and send it to us. After we receive all your content, we will create a "Content Matrix" which details what goes on each page, what format it is in etc. This ensures we have everything we need to build each page and what, if anything, is missing. We then take these materials and parse them out into individual pages and assemble them into a hierarchy that is easy to understand and navigate.
8. Production: Burning Brains Productions will begin construction of the individual pages that contains the provided content and adheres to the approved design. As each page is completed, we will post it to the "site review" area for your approval. This allows you to see how your site is progressing and allows us to discuss any modifications as we are building. It is essential you are involved throughout the entire process.
9. Go Live: After the site is complete and we receive your final approval, the remaining 50% payment is due. After we receive payment, we move your site to the production server your hosting company provided. Congratulations! You are now "live" on the World Wide Web.

## Our Design & Development Process (cont.)

10. Submit your site to the major search engines. We build all our websites to be search engine “friendly” by using the information you supplied about keywords during the initial consultation. Unfortunately, search engine placement has become somewhat of a “cottage” industry of website design and there are many companies promising your site will be “listed in the top 10”. We use state of the art software to help us get your website listed. If placement is a priority for you, we offer several directory listing and pay-per-click options. Obviously, these are more expensive, but may be worth it for your particular business needs.
11. Updates: Send us updates as often as you can. It is very important to keep your site fresh to ensure repeat visitors.

## What Other Services Do You Provide?

We offer many additional services to customize your website. Below is a partial list of these expansion services and programming options:

- o Flash & Animation
- o E-Commerce / Shopping Carts
- o Calendars
- o Photo Galleries & Slideshows
- o Search Database
- o Video & Audio Integration
- o Multiple Languages
- o Membership Directories
- o Site Maps
- o Links to Map sites for directions
- o Banner Ads
- o Detailed Reporting
- o Visitor Counters
- o Photography, Scanning & Image Enhancement
- o Custom Web Programming & Applications – In developing your site we use whichever web programming best fits your needs. Our experience includes:
  - HTML / XHTML / DHTML
  - CSS
  - JavaScript
  - Java Applets
  - VBScript
  - PHP
  - ASP

## So How Much Will All This Cost?

We offer competitive rates on all of the services that you will need. Please contact us for our most current rates.

*This is just an overview of our philosophy and a summary of our available web services. Please give us a call at 707.571.7621 so we can discuss your unique situation and find the best solution for YOUR business! Visit us on the web for more information and to view our portfolio ~ [www.burningbrains.com](http://www.burningbrains.com)*