Overview:

A Complete Site Set-up Walk Through

One Horse Productions: Service Information & Pricing

ONE HORSE PRODUCTIONS IS A WEB SITE *DESIGN* COMPANY, first and foremost. We also offer marketing solutions via recommendations and materials. While many services offer packaged web deals which limit the number of pictures or graphics or pages, at One Horse, we tell you if a second page takes one quarter of the time to design after the first layout is done. We offer flexibility and ongoing personalized attention to your business's specific needs, not preformatted packages. The designers at One Horse are professional graphics and web design artists, and they enjoy creating attractive and functional pages that make our company look good too!

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The Basics...

Many business owners have little idea of what is entailed in going online and would like to hand the job off entirely to a web designer. There are many reasons a site owner should be involved as much as possible in the development of their site, none the least of which is that a well educated site owner will be more likely to get the site that they want for less money! One Horse web designers are more than happy to explain the details of your site to you throughout the development process. This benefits us, in return, by giving our clients a better idea of what can easily be done and what will take more time to add to a site.

Second to building the site is it's placement and marketing on the web. Simply submitting sites to search engines is not enough. Even submitting to the horse specific directories will give you only limited exposure. Timing, placement and targeting the audience you want to reach is the key. At One Horse, we take your site personally and have experience and listings to offer that may help your perfect audience find you!

The Goal...

There are very few who seek to create a professional looking web site without any purpose, especially when just the yearly space and domain name costs money to hold! However, a clear business strategy is the best way to accomplishing the overall goal.

At One Horse, we recommend business owners take the time to think about how they want their site to function, what their primary site focus is (or a site level heirarchy of several of the site's main features), who their audience and clientele are, what their clientele's general demographics are. This is no small order, but if a business owner has a clear idea of these things, they're not likely to be just another hop on someone's aimless surfing!

The bottom line of most sites is to somehow make money for their owners (or educate and inform). If visitors are not staying long enough to accomplish this, then the site is not living up to it's potential and layout revisions or better marketing strategies are in order. In the end, hits are meaningless if the site hasn't fulfilled it's purpose!

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Where Do You Start?

If you've got a vision and are ready to take it online, then your next step is to define the type of site you want to build. As with any recipe, your ingredients (the page content, graphics, and housing) will often be determined by the formula you choose. Consider the following types of sites to choose from and their requirements;

Type of Site	Requirements	Additional Factors to Consider
Brochure style (read only sites)	Can be hosted on all types of hosts, including free services if owner is willing to have no control over ads and pop up pages One Horse offers hosting suitable for these sites	The amount of professionalism in going with a free services verses having your own domain name (www.mydomain.com) Expansion goals and timeframe
Interactive	Host service needs to support programming. One Horse offers hosting suitable for these sites Some amount of programming is usually required, even for basic and common scripts	The amount of visitors and extent of the interactivity which could expand
Highly Interactive or E-Commerce	Ready made service package or a secure site host of your own (One Horse does NOT offer this type of hosting) Need light to heavy programming (or a ready-made service package) for database of products Security Encryption Software for sending and receiving credit card information both online and to the business's email	State and Federal Business legalities Deciding whether to purchase your own Merchant Account or use of an online Merchant service (if only selling merchandise online)

Free is as free does...

Many site owners find themselves paying out a lot more after attempting to utilize the free services offered on the web. A web site built with longer term goals in mind will often ultimately end up costing less. More benefits of purchasing your own hosting space is better technical support (often 24hr) and that many hosting services offer the ability to upgrade to e-commerce features or offer database support packages that require little time to set up.

Tips on Finding the Right Web Site Host

A few important items to look for in a Host Service;

24hr technical support

Ability to set up several email accounts

Ability to generate detailed statistic reports for various time frames

Back up servers and uninterruptable power supplies

The ability to add CGI scripts

Server space (you could be penalized if you exceed the maximum per month if your visiting traffic increases)

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What is Branding?

All large corporations strive to acheive a recognizable look that is unmistakably them, which is how they have "branded" their company.   Most business owners have a vision of their marketing materials; types of fonts, a logo, a color scheme. All of these conditions should be paramount in designing the look of a web site.   The goal is not to use every graphic effect possible, but rather to create a seamless compliment to the products and topics being displayed.

For new businesses, the challenge is to find their own look; "brand" their name.   Graphics and fonts should be treated the same, always. For example, all marketing materials do not need to use (and sometimes shouldn't!) the same font as in the company's logo.   At One Horse, the graphics professionals are able to assist you in these choices and will make honest and sound recommendations where ever possible to help you establish your branding online.

The Importance of Functionality...

Nothing looses a customer faster than a site that doesn't work.   Broken links, layers of text that overlap, backgrounds that obscure the text and graphics that continually distract from the content are common site functionality issues.

Thoughtful and carefully laid out sites stand out. Clients stay longer and find what they're looking for faster, plus the professional image lets your clients know you take your business seriously.

A few simple suggestions for dramatic improvements that will make a site stand out!

Make sure all links work, even navigational ones, on EVERY page

Have your graphics touched up to blend with pages better and compliment, not distract

Use space carefully; remember that pages look different on different browsers and computers.

Be sure to look at your site in multiple browsers, on multiple computers and change the browser's text size settings to ensure that the text looks ok in each.

Stick with the same "look" on every page, the arrangement can change, but some aspects need to be consistent to assure visitors that they're still on your site.

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The Steps Involved in Going on the Web:

Steps for the Business Owner During the Web Site Development Phases:

1) Deciding on the goals and scope of your web site

2) Getting a domain name for your business

3) Choosing a hosting service

4) Preparing the text of the web site and deciding how you would like the site to be organized

5) Providing pictures and choosing a graphic style for the web site

6) Selecting a final look and approving of text layout and site structure

7) Choosing phrases and terms that can be used for search engines. Final site approvals after all information has been added.

8) Submitting site to search engines and directories

9) Recommending site updates per needs and periodic image revisions

Our Support and Work During the Development Phases and Beyond:

1 and 2) Assistance and recommendations on what works and where to look.

3) One Horse offers hosting as well as recommends service providers appropriate to the client's needs

4) Tips and site architecture recommendations up to complete site architecture layout selection

5) One Horse will provide the client with multiple layouts and graphic styles to choose from, built specifically for their site

6) Graphic creation and photo retouching is done for the whole site per style chosen by client.

7) After the client has chosen the look for their site, One Horse then fills in the pages with the text, images and photos as discussed with the client throughout the site's planning.

8) One Horse submits to the major search engines and offers clients a suggested list of equine sites to list with.

9) One Horses offers clients personalized attention beyond the site's completion. We continue to work for our client's needs and keep their overall goals in mind. Site updates are prompt and are given the same attention as the site under development was!

Tips on Making the Most of Any Design Project;

Be clear about the style you are looking for; take a few minutes to sketch out what you'd like on a sheet of paper and see if it works with the amount of text content you plan to put in.

If there are existing examples of layouts, effects or images you like, make the designers aware of them; remember though, copying another's design is not only unethical, it's illegal. However, preferences are important to convey from the beginning. Provide the designers with pamphlets, web site addresses and any other form of examples of the style you would like if you have something in mind!

If you are completely open to any style and have no existing marketing materials, then be sure to provide a good idea of the clientele you expect so that the designers are able to match the image accordingly to the function.

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