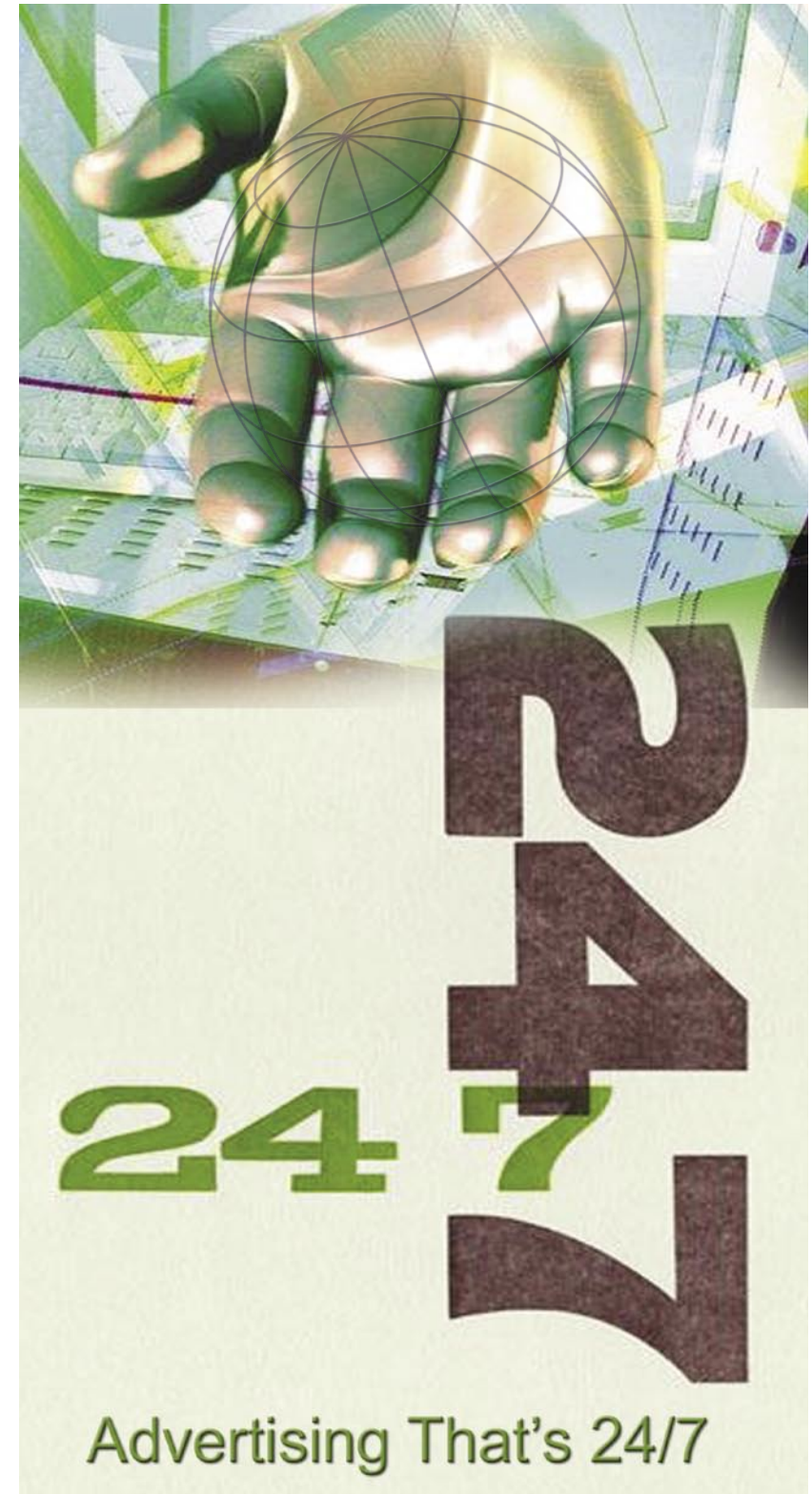




Specializing in programming, design and maintenance



Phone: 248.346.8907
Email: lori@sanewebsystems.com
Website: <http://www.sanewebsystems.com>

What is Website Design?

Successful Website design is a process resulting in the seamless melding of the graphical look, the content, and the behavior of a Website. But designing and implementing a Website can be an abstract concept.

If you are tempted to dismiss Websites as a non-essential marketing tool, consider this statistic from the Pew Internet & American Life Project Website (<http://www.pewinternet.org/trends.asp>):

“According to our December 2006 survey, 70% of American adults use the Internet. That currently represents about 141 million people.”

Does your current marketing strategy expose your business to that many potential customers? If not, read on. This brochure will help you understand the benefits that a Website can bring to your business, the design process, and what to look for in a Website design provider.

What are the Benefits?

- Websites are 24 hour, 7 day a week marketing tools that advertise your business even when you're not working
- Websites are more quickly changed than print materials, and often at a lower cost
- Websites can be accessed more easily than Yellow Pages ads by more people, and allow you to differentiate yourself from the competition
- Website statistics can tell you how many people are viewing your site, helping you convert interest to real return on investment
- Websites have low ongoing costs

- Websites extend the geographic reach of your business
- Websites can automate your business processes, freeing up resources and personnel to concentrate on other things

What is the Process?

Even though a Website can seem like an abstract product, Website design has several distinct phases.

1. **Graphical design phase:** After a detailed discovery period where you define your business and your needs, a visual model of your Website is created.
2. **Integration phase:** With the graphical design in place, your Website content and any special coding you require is integrated into a functional Website.
3. **Review phase:** When the design and content are paired, you'll have a review period where you can refine any portion of the Website.
4. **Launch phase:** After you are delighted with the design and content, the Website is launched to the public, with your design provider handling the technical details.

What is the Cost?

New Website packages generally range from \$1200 and above, depending on special coding needs. While that sounds expensive, consider that you are investing in a round the clock advertising tool that reinforces your brand, can be quickly changed as your business grows, reaches a huge audience, and has relatively small ongoing cost. Most of the up front cost is fixed, and is used to develop the graphical design and technical behavior of the Website. Costs are collected in three easy installments as the Website process progresses.

Once launched, costs to keep a Website up can be as little as \$10 a month. What other advertising tool can offer you so much benefit at such a low price point?

What Else is Possible?

Website design is limited only by your imagination. Your Website design provider can offer you even more online presence, including:

- Blogs
- Electronic newsletters
- RSS (Really Simple Syndication) news feeds
- Special online tools, like integration with payment systems and data capture and processing

What Do I Look For in a Design Provider?

A Website design provider should work with you to develop your brand, communicate your business vision, and promote your company in an ethical and cost-effective manner. Your Website design team should be easy to reach, responsive, and professional. Questions should be welcomed. Your Website design provider should be an active partner in your company's success.

Call or email Sane Web Systems today to get started on your 24/7 advertising!