

Bridge Business & Technology Inc.

INFORMATIONAL WEBSITE DEVELOPMENT

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The development of an informational website is often useful in business. Websites can be seen as involving two phases; the development and the maintenance. I like to be involved in the development of the site and then provide support for any technical problems or additions to the website. In developing a site I often help in domain name registration and provide suggestions for web hosts. I have found that where my clients are interested I support a "lead operator" who often looks after the site and can make modifications to it. This reduces the costs involved in having your own website. Using WYSIWYG editors is much quicker and allows the development of more attractive sites than coding raw HTML and JavaScript. Consequently, I support my client in the use of Microsoft FrontPage or Macromedia Dreamweaver. It is also necessary to use a graphic editor and I promote Adobe Photoshop. These are industry standards and leaders in web development today.

Work begins by finding a site that looks similar to what is wanted. I then create a mock up of that design for specific use by my clients. We then proof this until it is satisfactory. This often takes some time as all pages follow this theme to allow for a consistent navigation system for users of the site. The site owner finds many of the graphics and develops the text that is used for the site. I assist where needed to ensure there are no copyright violations. I also make design and navigation suggestions based on my experience. To have my client's site be hit by Google I make both code and marketing suggestions.

Once the basic site is developed and published I copy the site to CD and provide it to the lead operator. As only one source should be publishing, any changes made from that point on must be done by the lead operator. I have never or will never hold back any materials and I provide high security for any passwords I am privy to. I will never share any client information with the public or my client's business competitors.

I usually develop 6 to 8 page webs for \$1,000 plus GST. These webs are developed as client side operations with no server side scripting. The time and training of a lead operator for server side web development requires much more time and is much more expensive. Utilizing server side development may not always be necessary as there are several alternatives to PHP/MySQL for providing functions such as shopping carts. To begin work I typically bill 50% at the start and the balance is paid upon completion. My standard rate for support after the web is up is \$50 per hour plus tax.

Please visit my website to see a few examples of sites I have built and/or helped with.

Thank you ...

John B. Walkey B.A., B.Ed.