

**WEB DESIGN BY PROFESSIONALS**

## **ELEMENTS NEEDED FOR A GOOD WEB SITE.**

**CONTRAST** - The TEXT needs to be readable. For example, you do not put black text on a dark blue background.

**REPETITION** - It is important that when a visitor to your web site moves from web page to web page within a web site, they know that they are still viewing the same web site. This done can be done by using the same graphics, same color scheme and same navigation on each and every web page within the web site.

**ALIGNMENT** - This means that items on the page are lined up with each other. Lack of alignment is one of the most prevalent problems on many web sites.

**PROXIMITY** - This refers to the relationships that items in a web page develop when they are close to each other. For example, if you have a picture on a web page - Make sure that the text describing that picture is NEAR the picture.

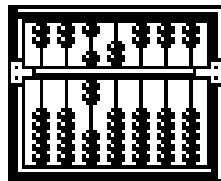
**NAVIGATION** - This refers to how you "move through" the web site. You should ALWAYS be able to GET BACK to the home page from ANY page in the web site, with one click. If you cannot find what you are looking for within a web site with more then 3-4 clicks, then the navigation is wrong

You can view some of our work by going to our web site located at

<http://www.AbacusSolutions.net>

# AWARDS

Golden Web Award—2001-2002  
Golden Web Award—2002-2003  
Golden Web Award—2003-2004  
Wisconsin Web Fair—1st, 2nd & 3rd Place  
Lions District 5M1—1st Place 2001  
Lions District 5M1—1st & 2nd Place 2002  
Lions District 5M1—1st & 3rd Place 2003  
Lions District 5M1—1st, 2nd, 3rd Place 2004



**Abacus Solutions LLC**

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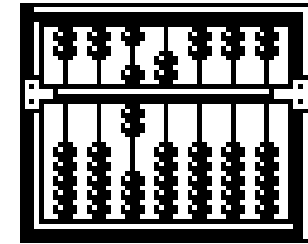
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**Abacus Solutions LLC**

**An Award  
Winning  
Web Design  
Company**

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**FREQUENTLY ASKED QUESTIONS ABOUT WEB SITES**

**What about Graphics?**

We encourage clients to provide their own graphics, but we do require a permission statement from the copyright owner(s), as well as copies of model releases, if applicable. We offer non-exclusive use of our clipart and stock graphics free of charge, or we can design graphics specifically for you at our hourly rate.

**Who "owns" the web site?**

All customer-supplied materials remain the property of the customer. Once the site design is "finished" and *the final payment made*, the client retains all rights, with the exception of our clipart or stock graphics. We do reserve the right to request removal of our logo or link(s) to our URL should the client or a third party significantly alter the appearance of the site (we would hope the customer would contact us first for any changes to the site, for whatever reason they may be necessary).

**Do I need Internet access to have a home page?**

It's not *absolutely* necessary; you could run to your local library and check on your site and get your e-mail (if they let you), sign up for an Internet-based email account, or get free e-mail through Juno if you have a computer and modem. This might be all you need for personal use.

*However*, if you expect to establish any kind of web presence for business purposes, you should be Net-savvy enough to know what else is out there, what your competition is doing, where to find additional resources, etc., so that you can make informed decisions and focus your marketing approach appropriately. Most ISPs charge under \$20./mo. for unlimited access, and some offer limited access packages for well under \$10./mo. -- hardly an unreasonable expense for any size business.



***Designing Web Sites Since 1995***

**What goes into designing a web site?**

A site is made up of basically the content, i.e., the text on each page, and the graphics. The graphic site elements include banners, buttons, your logo, images, background, accent graphics, and more, depending on your preferences. You may provide us with your own graphics, select from stock images, or have us create new graphics specifically for your site.

We prefer to receive the content from the client, but we will be glad to assist you in its development. Web site organization, being interactive and non-linear, does not follow the same rules as organization for print, so it often takes considerable rethinking and rearranging of existing materials to make them suitable for the web.

**Why should my company have a web site?**

A web site is available for viewing 24 hours a day, 7 days a week from anywhere in the world that has internet access. You can full color pictures of you companies products or services. Your web site will be an on-line catalog for your firm. Corrections and changes can easily be made to the web site to introduce NEW products and services that your company provides. You can add an E-commerce solution to your web site and SELL your products and services 24 hours a day, without adding additional staff to TAKE the orders. More and more people are using the Internet to do research before making a purchase. If you firm has a web presence, then that purchase could be made from your company.

**Why should I pay you? My son/daughter/niece/nephew/neighbor's kid got a fancy wysiwyg html editor for Christmas and will do it for free!**  
That's great for your personal home page! But let me ask you this: if you were building a physical store, wouldn't you hire an architect and construction firm to do this for you? After all, they are professionals and know the ins and outs of the building trade and how to make sure that your store is solid. You might even hire professionals to furnish and stock your shelves and so forth.

Or: can you really consider yourself a professional artist, just because you've finished a paint-by-numbers picture?

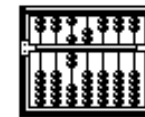
The same applies to commercial online enterprises. For your store to be solid and successful, you need to hire professionals. Unless you'd rather build a roadside stand.

**My Internet Service Provider doesn't provide web space (or charges too much). Where can I find a home for my site?**

We will be glad to discuss your hosting needs with you. Several of our clients are using hosting services that cost as little as \$15.00 PER YEAR.

**I have a site I want to host , but don't know much about uploading files. What kind of support do you offer?**

In the words of one of our customers: "Your support is phenomenal." The hosting firms we use provide an extensive online manual for their hosting customers and try their best to answer additional questions, troubleshoot, or help you any other way. Most of this support is provided free of charge, but please realize that their time is valuable, and if you require extensive help, you will incur extra cost charges .



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