

IMCsites.com web development Checklist:

You'll find it's a considerable amount of work to prepare your website content, so here at IMC we put together this easy to follow checklist to help you gather the necessary materials to build your site.

Steps (these are in no particular order, they are just a guide to help with your site creation.)

Text / Content / Pages

- You must set up a separate document for each Web page you have.

For example

Take all the information you want on your home page. And create a text document called **home page**, then take all images that you want on the home page and send us that information together.

Then start on the 2nd page and do the same.

Please try and send everything at the same

The best way is to create a folder on your computer, gather everything in this folder, when ready ZIP it up and email it to us.

- We prefer Microsoft Word, though we can convert a wide variety of file types.
- Please do not send us a draft of your text. Send us your final version. While we expect to make minor changes here and there after the Web pages are prepared, it takes extra time to keep editing text.
- Please do not send everything you have and ask us to pick out the relevant info, we do not know what is relevant to your company, and may put in the wrong information.
- If your site includes sub pages you will need to think about the names for those also..(for drop down / sub menu's etc)

E.g. **Home. What we do. Services. Contact Us...Store....etc**

Keywords

- We insert "meta tags" into the site. They are hidden keywords that the search engines look for. Please send us a list of as many words (or combinations of words) that you think, anyone looking for your website would type into a search engine. Please put a comma between each one.
- E.g. printing, brochure printing, cheap printers, Miami printers, etc etc
- We also need a sentence or 2 about your company, which is also to be used as part of the search engine submissions.

Images/Graphics

- If you have any company business cards/brochures, please send them to us,. This helps us get an idea of how your company is visually represented.
- The quality appearance of your Web site has a lot to do based on the photos or graphics you choose for your Web pages. Clipart can be used, but tends to make the pages look amateurish. Photos are probably best.
- Please send any images / Logos that you require on your site to us, in digitized form, via e-mail or on a CD mailed to us.
- If you don't have the images you would like, please send us a description of the type of image you would like and we will search our stock image library, to find something that is suitable. Stock images are included free in your site package.
- If you need us to prepare specialized graphic elements in addition to our custom site graphics package, please explain clearly, and perhaps include a sketch. We charge for such items on an hourly basis.
- To assist us with finding a style that you like, please search the web for websites that you like and email the links to the websites to us. Please also tell us what you like about each one.(layout/colors) It may help you to take a look at your competitors sites also for ideas of what you should AND should not do on your new site.

Contact Us/Forms/questionnaires

- Please let us know which email address the contact us/questionnaire form is going to be emailed to when the customer hits "submit"
- If you have multiple fields going into the form submit/questionnaire please send us a list of the fields. (Fields are the empty boxes that the customer fills in on your form,)
- E.G. Name, Address. How did you hear about us? E-mail. Etc

Email Accounts

- If you have bought hosting with your website package, we will need to set up your various email accounts.
- Please send us the email addresses that you would like. (E.g. sales@yourdomain.com, info@yourdomain.com, bob@yourdomain.com etc.)

Your Domain

- Your domain is the [www.-----.com](#) name that people type in to find your site, please when thinking of a name remember.... most people hate to type and most are not the greatest spellers (really) so don't go for a huge domain that no one will type out or may, miss spell.
- Imaging you are telling someone over the phone what you domain is...how easy is it to get across?
- E.g. bad domain: www.thegreatesthairsalonintexas.com
 - Better idea [www.texashair.com](#)
- To search domain availability go to our site [www.imcsites.com](#) and click on "domain search"

Online store information

- Terms and Conditions
- Returns Policy** (see below for sample)
- Shipping Information*** (see below for sample)
- Sales tax rate for your state (if applicable)
- Contact Info
 - Full Name
 - City, State, and ZIP where your store is located
 - Store Name
 - Sales Tax Rate for your State
- If you already chosen a Credit Card Merchants please send us the login information for your account if you have not chosen a Credit Cards Merchants please call our offices, we work with one of the Number 1 Credit Card Merchants in the US and have great incentives/rates.
- Information for your products

RETURNS POLICY

** If you're not completely satisfied with your purchase, you can return merchandise within 3 days. To receive full credit, all returned merchandise must be in the same condition as when purchased and complete with all accessories, instructions, unopened original box and packaging. Merchandise not meeting these requirements will not be accepted for return. Management at its sole discretion may accept for return merchandise not meeting these requirements subject to 20% charge plus a charge for missing parts. **THERE WILL BE ABSOLUTLY NO REFUNDS OR EXCHANGE ON SPECIAL ORDER ITEMS.** Purchaser agrees to pay all our court costs of collection including a reasonable attorney's fee. Returned checks are subject to \$28.00 surcharge, Delinquent payment beyond 30 days, including late fees will be turned over to a collection agency. I here by, understand and agree to all terms and conditions on this receipt. This sale/agreement is valid when executed by the owner/purchaser and or an officer of any firm. The under signed has the authority to order the above appliance. The undersigned understands that **GAS APPLIANCE DEPOT** retains ownership and title to all equipment and material and must remain in our store until payment in full is completely cleared.

SHIPPING INFORMATION

*** All orders are shipped by priority mail. We provide free shipping on any order over \$50.00 within the United States. There will be a \$1.95 shipping charge for all orders less than \$50.00. Most orders are shipped out within 48 hours after receiving an order. We accept payments by all major credit cards, Pay Pal, money orders, and by telephone. All jewelry is shipped in a free gift box.
