



COLLIDETECHNOLOGIES.COM



Engage Collide Technologies

About Collide

Collide Technologies is a full-service app and web development firm based in the beautiful northwest in the Coeur d'Alene, ID / Spokane, WA area. We create robust, end-to-end software, web and app solutions for clients anywhere.

Pricing and Quotes

Collide has several resources on pricing before we deliver a quote. It's important to know your own budget ahead of time. Many businesses and individuals simply don't know how much a website costs, and may be surprised that a typical professional web build for a business can run between \$4 - 10K. Considering that a full design, organization, back-and-forth with a client and then actual implementation of the site may take weeks or months, a \$1200 site simply isn't viable – at least a professionally-designed site. Check out our pricing guide for more information on pricing:

<https://collidetechnologies.com/wp-content/pdf/Collide-Web-Services-Quick-Guide-vs18.pdf>

While you can tackle a site yourself using a template and inexpensive interface, you'll soon find there are a many things you simply can't do, and very few businesses are able to really capture a professional design, layout and content organization that will showcase their company and push them ahead of the competition using a pre-packaged solution.

Collide Technologies offers zero-obligation quotes and can help point you in the right direction even if you ultimately don't choose Collide. We realize some start-up businesses and organizations don't have money for a professional website, or may opt to incorporate a professional web build in the future when it financially makes sense. Collide will never try to sell you something you don't need or can't afford.

Ready to Engage Collide?

Quote, Contact & Deposit

1. **Official Quote:** Once you know your budget and have a ballpark idea of what you're looking at financially, Collide can discuss all the vitals in an initial phone conversation or by email. We can usually get an idea of the size of site you'll need and possibly some functionality you may be looking for before we even meet. From there we can typically give you an official range quote within 24 hours, although quotes for larger builds may take longer.
2. **Expectations & Contract:** We start with an initial sit-down or phone call to talk about specific options, site layout, expectations, timeline and to sign a contract. *All site builds require signing a contract before any work begins.*
3. **Deposit: Collide requires 50% of the project price before beginning work.** You will be sent an invoice for the 50% deposit payable by credit card or check written out to COLLIDE TECHNOLOGIES.

Organization, Content & Planning

Before the first meeting, there are some things to consider and things you can do that are helpful, which are discussed in the article “The Site Begins With You” (end of this document) which we’ll highlight below:

1. If possible, find 2-3 websites that you like and a couple that you don't like to give us an idea of the direction we're heading design-wise. Consider who your demographic is—who will be looking at your site. Keep in mind that we develop professionally-designed sites and have a pulse on the latest trends, so we can help guide what type of site might be suitable for your audience.
2. Think about what pages are important to you or your business. Do you need a SERVICES page? Do you need a NEWS area or TESTIMONIALS? These will be important to know. Adding pages or large amounts of content after the initial quote may change the quote.
3. Think about content and crucial elements that need to be included. We don't need 100% content to start, but we need an idea of how much content you'll have as this will affect the design. You will also need to give us any content you want to include by a certain deadline which we will both agree on. Unless you are paying for our creative writing services, you will need to provide your own content.
4. If you are using photos, we prefer these on a USB / thumb drive as early as possible or by file share/Dropbox near the beginning of the project. Photos should be the originals (not low resolution), which will allow us to keep images looking as sharp as possible. These photos will often determine the direction of the design or let us know if we need to consider stock photography or even a photo shoot.

Domain & Hosting

1. If you already have a domain and hosting, we will need login/password access to your account during the project and unchanged ftp/sftp permissions for the length of the project. If you are obtaining a domain and or hosting through us, you don't need to worry about it.

Mockup Approval & Other Milestones

1. You will be given a graphic mockup or rendering of what your site will look like near the beginning of the project. We typically do one round of revisions—minor changes, etc. before taking the design and turning it into a website. It's your web site, so it's important that you like it! After this point, additional charges will incur for any major design changes.
2. About a week before launch date, we typically require 100% of written content turned in. Since content length determines some design parameters, late or changing content may incur additional charges and a pushed-back launch date. All content files should be named with their revision date or shared as Google Docs (preferred).
3. Collide will maintain good communication up until our proposed launch date and assuming no major changes and deadlines being met with content, we usually launch right on time.
4. Final payment is due within 7 days of site launch. Most projects include 7+ days of minor fixes/slight wording changes at no additional cost. Changes, modifications and additional content may incur additional charges.
5. Updates, changes and other web services after the site is launched will be billed at \$75/hour for any work done.

Contact Collide

Contact Jed Benoit at jed@collidetechnologies.com or visit our site at <https://collidetechnologies.com>

The Site Begins With You (An Article)

Every website begins with you, the client. The success of your website is as much dependent on you as it is the designer or developer. If you are considering a website or maybe an upgrade from your old website, this article is a great place to start. Start taking notes, because these are all the things you'll need to know *before* we can start the design process.

Who is Your Target Audience?

You need to know who you are targeting, how many people may be seeing your website and what this demographic will be expecting to see. You don't need to specifically know about design, just who your demographic is. We'll be asking some questions: Will they be expecting a "hip" looking web site, or maybe a clean, highly readable site with an easy-to-navigate layout—something classic—photo rich? The options are endless. If you're really not sure, we can offer some suggestions, or you may even want to consider a marketing consultation for your entire business so you can start moving everything in the right direction including branding, logo development and how to reach customers and clientele through marketing techniques, strategies and ad campaigns.

Domain Names

If you don't have a domain name yet, we can make recommendations. Some names are obvious, but sometimes the name you want is taken or your business name is too long and you'll want to shorten it. The goal of a domain name is to make it easy to spell and easy to remember. You may want to consider multiple domain names that will all forward to the same place to capitalize on different options in case someone tries to spell your site name differently or types a variation of your name or domain extension (.org, .com, etc.)

For SEO (Search Engine Optimization), you may want to consider key words in your primary domain name choice. Search engines count your actual domain name and weight it fairly heavily for relevance, so understand that when considering an obscure name. Obviously the name of your company may dictate otherwise and there are other SEO techniques we can employ.

How Many Pages do You Need and What Pages do You Need?

A typical simple site has something like "home", "about us", "services", "contact us" and possibly a "news" or "blog" section. Some clients will want to add in a portfolio, multiple photo galleries, a products page or any other customized page. Larger companies, churches or NGOs may want a database

of staff with individualized profile pages, subpages/sub menus for various ministries or any number of other things. If you sell products or services directly on your site, you'll want to integrate eCommerce.

Make a list of all the pages or categories that you think will be important and when we go to the drawing board, we can start to organize those.

Site Content

If you haven't already, you will want to think about content as it relates to your site. We typically require all content at least a week before the launch date of your site and photos even earlier than that. Every page does not necessarily require a large amount of text. In fact, too much text and wordy pages can scare visitors away. Keep the content rich and to the point. A contact page may only require a mailing address, phone number and email with a contact form. An "about" page on the other hand may include a lengthy history of an organization or other key information. Unless you plan to utilize our creative writing and proofing services, we recommend you carefully consider content for each page including pertinent sub-headings to break larger sections of text into readable chunks. Spelling and grammar should also be given special attention.

If you want testimonials, taglines, or "calls to action" included in your web site, you should begin to work on these, even if you're unsure where they may go. We can help with your organization flow for the website at our first meeting so you can create a "to-do" list for content.

Words are Everything

When writing your content, be relevant, but in the back of your mind, consider search engines. Search engines like Google work because of the content on your pages. When writing content, use titles and wording that would likely bring a potential client to you and not seem irrelevant in the few lines they may see amongst all the competitors on the results page when someone does a search. Consider words and phrases that *you* would use to find the content you or a creative writer are writing and use them in your content. "FAQ" or frequently asked questions pages are excellent ways of

doing just this. Using the exact phrases someone may type in to find a particular topic can position you strategically above the rest. But keep it relevant. Irrelevant text employed simply to puff up SEO results can actually hurt you.

Photos on Your Site

Photos are a vital part of a web site. Any larger organization, church or specialty business should consider custom, professional photos. Any band or artist is lost without great photos of their shows, band members or the artistic shots everyone loves. If you don't typically think of design, you may not realize how much of a difference a professional photo shoot can make when you launch your website. People will notice if all you have are low resolution, out of focus or weak photos to use.

Stock Photography

Many people choose to use some stock photography to represent an idea they're trying to convey. An NGO in Africa, for example, may find a well taken stock photo of a little boy eating food in a remote area that looks like it could be Africa when in reality this boy has nothing to do with their feeding program. The picture represents accurately what they do, so does not in any way show a lack of integrity. This is a completely acceptable practice and is recommended if your budget doesn't allow for the photos your site deserves or if you simply don't have the photos you need.

Less is More

In most cases the expression "less is more" is true with web sites. If you put too much contiguous text on a home page, a visitor may be frustrated because they have too many options, or don't know where they should be focusing and they will be tempted to leave – especially when you have competition. Clarity and simplicity are usually virtues when it comes to websites.

Audio and Video

If you think music or a video would make your site pop or communicate your brand more efficiently, you'll want to plan this carefully. Consider what you

do when you open a site that automatically plays a video or music. Do you turn the sound off, press “skip intro” or even close the browser in annoyance? Tread carefully with video and audio—giving the user the option of whether or not to listen or play.

Getting People Where They Need to Go

Are you an organization that survives on donations? If you don't have a way for people to readily click on a link to donate on your starting page, you've already positioned yourself poorly. Will people need to contact you on a regular basis? You may want to consider adding your phone number in a corner of the site on every page to make it easy for your clients. Are your links ambiguous, forcing people to click on several of them before they find what they're looking for? Catchy or alternative headings can be great, but not if they confuse. Keep it simple.

“Calls to Action” can and should be used through your site where appropriate. This is typically a short line of text and then a button or link to something else important on your site. These can be used strategically at the bottom of a page for example, to encourage users to go where you'd like them to go next. An excellent example of this would be a page outlining a sponsorship program with a defined area at the bottom that says “Consider helping a child today” followed by an appropriately labeled button.

Blogs and Stuff

Pages that require constant updating - You may be considering a blog or news section or other pages that requires constant updating for your site. The only way you should do this is if you have a dedicated person to update your content. There are worse things than not having a blog on your site—like having a blog that is two years out of date, for example. Keep your site free of things requiring daily/weekly updating unless you sell products or otherwise have a business plan in place to regularly update your site or products.

Site Design

Almost everyone has an idea of what they want their site to look like—or at least what they *don't* want it to look like. We encourage you to do just that. Find 2 or 3 sites that you really like and a couple sites that you really don't like. Consider what it is that you like or dislike about these sites and use them as examples when we meet to discuss actual site design and layout.

Budget

If you've never really thought about the web design process, you may vastly under-budget for a professional website. If you really have no budget for web design, you may want to consider that maybe you can't afford to *not* have a good website. Today, the first impression people have of you is your website. A poorly designed site will send people to your competition. How often have you made a purchase decision *not* based on what you know of a company, but on how legit their site looks? When you think about that, you really can't afford to *not* have a great site.

How Much Will I Be Spending?

Collide has some great resources to give you a good idea of what a professional site build might cost.

<https://collidetechnologies.com/wp-content/pdf/Collide-Web-Services-Quick-Guide-vs18.pdf>

How Long Does it Take to Complete a Site?

We will agree on a proposed launch date before the start of a project. Most smaller projects can be completed in 3-6 weeks. Larger sites requiring eCommerce and custom functionality may take several months to develop based on the scope of the project and other projects we may be involved in.

Thanks for taking the time to read. We hope this article will help you when you plan your next project!