

## Details for Building a Static Website

NOTE: To make changes to a static website, you must download the page, edit the code and upload the file.

Applications available\*:

☐ Shopping Cart

Simple shopping cart using paypal's hosted app. Uses IPN, so site owner gets email notification of order  
Allows multiple prices and options for each buy button,  
Keeps user ID as cookie so cart contents remain available throughout entire site.  
Settable shipping preferences by weight, price, country. Allows choice of shipping methods

☐ Password-protected login section

All users have same password, so no database is necessary.

☐ Data-Gathering Form

Other than a simple mailto, these forms are processed and the information is sent by email.

☐ Form data collected in database

If data needs to be processed and stored in a database, then subscribing to a form hosting service is required

☐ Google analytics tracking code

Free subscription to application required.

☐ Affiliate ads used in site

Requires site owner to sign up and get approved.

☐ Image Gallery

Separate section with a page of thumbnail images, each one linked to its own page.

☐ Image effects

Javascript features like rotating images, click to enlarge.

☐ Navigation effects

Javascript features like popup windows (click to pop up), drop down "favorites" link

☐ Embedded video or audio

\*setup fee for application varies depending on configuration and variables used.

## Website Details (Please complete all sections.)

### Site-wide

Colors (see colorpicker: [http://w3schools.com/tags/ref\\_colorpicker.asp](http://w3schools.com/tags/ref_colorpicker.asp) )

Emphasis color:

Color for tints/backgrounds:

(besides black, you should choose no more than 2 colors)

### Navigation Levels:

- ☐ One level after home page. ☐ Two to three levels requiring drop down menus

### Navigation location:

- ☐ Across the top ☐ On the left side

### Navigation details:

- ☐ Text with graphical icons ☐ Text Only ☐ Image/Icon Only

### Page Details:

Banner/Logo that repeats on every page

- ☐ Banner/Logo graphic prepared and ready to drop into place
- ☐ Have the elements of the Banner/Logo graphic , but it needs to be combined and sized
- ☐ Have company logo, but banner needs to be designed

### Images and graphics for site (in digital form)

- ☐ Have all images on CD or other media, sized to fit space and cropped
- ☐ Have all images on CD or other media, they have not been sized or cropped
- ☐ Have some images on CD others located on social network sites, photo sites and need to be edited
- ☐ Have a few images, but need help finding appropriate images/graphics to use.

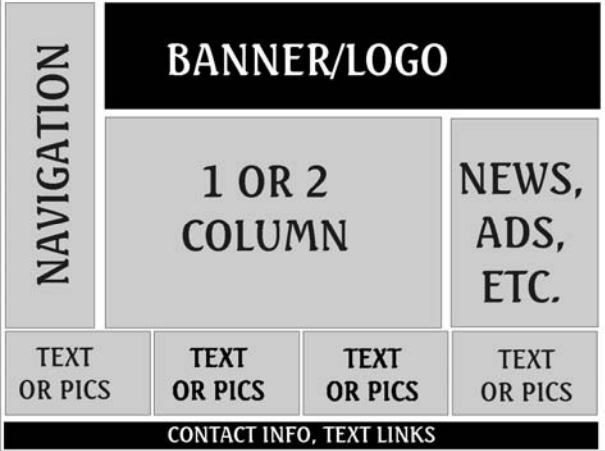
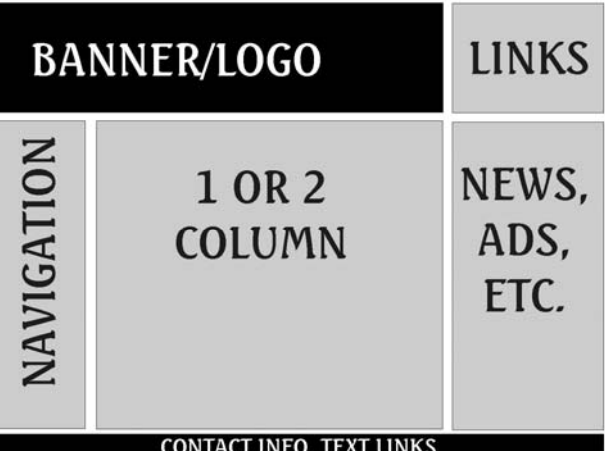
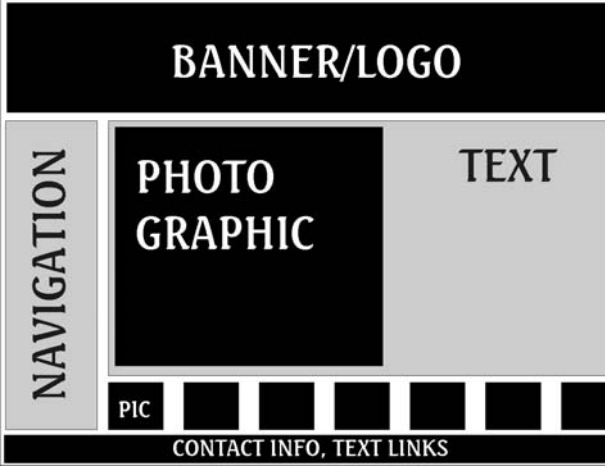
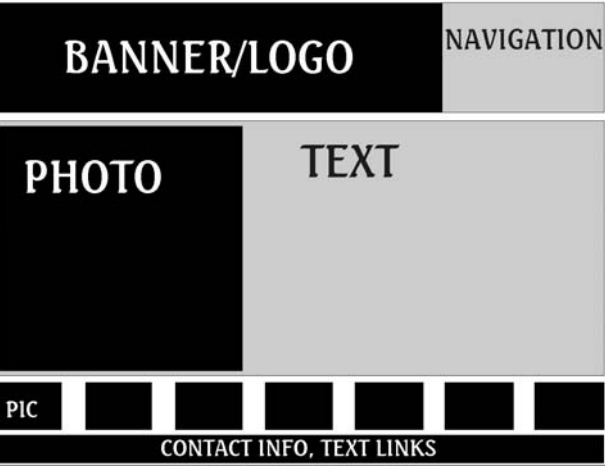
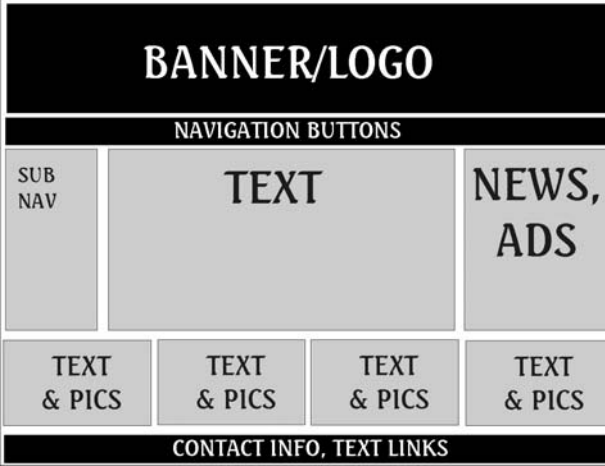

### Page Layout

- ☐ All pages in the site use the same basic layout
- ☐ All pages except for home page use same layout (home page uses same elements, but different look)
- ☐ Page layout and look change for each section

### Design

- ☐ Home page resembles secondary pages, but images and text are sized/positioned differently
- ☐ Home page has unique design. Look achieved with spliced graphics and table layout

Please indicate the layout closest to your ideal. Each layout element can be used with any other.

	
<input type="checkbox"/> Single level navigation with the option of adding boxed updates or related stories at bottom	<input type="checkbox"/> Single level navigation with a special section at top for links to blogs, facebook page, ebay listings
	
<input type="checkbox"/> Single level navigation with portfolio features.	<input type="checkbox"/> Single level navigation with portfolio features
	
<input type="checkbox"/> Single level navigation (buttons at top) designed for websites with multiple sections	<input type="checkbox"/> Multi level navigation with drop-down menus sub nav can repeat on side, or use space for ads/links

## Site Map

Please use the following flow chart to indicate your main subject pages (which become navigation buttons) you want on your website. These are called secondary level pages. It is critical we know what order you want them in, what they will be called, and what other pages (if any) are linked off that main page, but are not in the repeating navigation area. Those are tertiary links. We've allowed 7 navigation sections in the site map below. More than 7 confuses website visitors and is not recommended. If you have less than 7, just leave the box blank.

			HOME PAGE			
TITLE:	TITLE:	TITLE:	TITLE:	TITLE:	TITLE:	TITLE:
Links to:	Links to:	Links to:	Links to:	Links to:	Links to:	Links to:
1. TITLE	1. TITLE	1. TITLE	1. TITLE	1. TITLE	1. TITLE	1. TITLE
2. TITLE	2. TITLE	2. TITLE	2. TITLE	2. TITLE	2. TITLE	2. TITLE
3. TITLE	3. TITLE	3. TITLE	3. TITLE	3. TITLE	3. TITLE	3. TITLE
4. TITLE	4. TITLE	4. TITLE	4. TITLE	4. TITLE	4. TITLE	4. TITLE

Using our content map, below, is the best way to give us what we need build your website quickly and efficiently. Completing this section avoids misunderstandings, drastically reduces administrative time, and eliminates most errors. This may seem like a lot of work, but it has to be done before coding begins. (in other words, if you don't do it, then we have to.. and charge for the time it takes to organize the materials, find all related files, and ask you to clarify instructions. It often doubles the amount of time and the cost.) For each page in the site, fill out a content map. See sample below

<b>Page Title:</b> How to Build a Website	<b>File name:</b> build-website.doc	<b>Site Location:</b> Second Level 3 <sup>rd</sup> button	<b>External links:</b> <a href="http://w3schools.com/html/html_intro.asp">http://w3schools.com/html/html_intro.asp</a> <a href="http://notepad-plus.sourceforge.net/uk/site.htm">http://notepad-plus.sourceforge.net/uk/site.htm</a>
<b>Images this page only:</b> (file name) screencap.jpg web-book.jpg	<b>Features/Apps:</b> <input type="checkbox"/> "Buy" Button <input type="checkbox"/> Affiliate Ad <input type="checkbox"/> Reply Form <input checked="" type="checkbox"/> Popup Window <input type="checkbox"/> Image Effects*	Drop in the content for this page only.  <b>What You Need to Know: Static and Dynamic Websites</b>  A static website only changes when someone edits the website's code and uploads it to the server. It can be linked to hosted payment and forms-processing sites, but does not perform those functions by itself.  A dynamic website (database-driven) can be edited through a web interface, comments added with the click of a button and provides visitors with information they request.  A static website can be created quite easily and can be maintained by someone with a little bit of HTML knowledge. Anson-Bowles offers tutorials and workshops for static website building.	

Page Title:	File name:	Site Location:	External links:
Images this page only: (file name)	Features/Apps: <input type="checkbox"/> "Buy" Button <input type="checkbox"/> Affiliate Ad <input type="checkbox"/> Reply Form <input type="checkbox"/> Popup Window <input type="checkbox"/> Image Effects*	Drop in the content for this page only.	

Page Title:	File name:	Site Location:	External links:
Images this page only: (file name)	Features/Apps: <input type="checkbox"/> "Buy" Button <input type="checkbox"/> Affiliate Ad <input type="checkbox"/> Reply Form <input type="checkbox"/> Popup Window <input type="checkbox"/> Image Effects*	Drop in the content for this page only.	

Page Title:	File name:	Site Location:	External links:
Images this page only: (file name)	Features/Apps: <input type="checkbox"/> "Buy" Button <input type="checkbox"/> Affiliate Ad <input type="checkbox"/> Popup Window <input type="checkbox"/> Image Effects*	Drop in the content for this page only.	

Page Title:	File name:	Site Location:	External links:
Images this page only:	Features/Apps: <input type="checkbox"/> "Buy" Button	Drop in the content for this page only.	

(file name)	<input type="checkbox"/> Affiliate Ad <input type="checkbox"/> Reply Form <input type="checkbox"/> Popup Window <input type="checkbox"/> Image Effects*	
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Images this page only: (file name)	Features/Apps: <input type="checkbox"/> "Buy" Button <input type="checkbox"/> Affiliate Ad <input type="checkbox"/> Reply Form <input type="checkbox"/> Popup Window <input type="checkbox"/> Image Effects*	Drop in the content for this page only.	

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	<input type="checkbox"/> Image Effects*	
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