



## OAKTREETWEB: Modern Web Services

### The Services



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PLACE ORDER

#### Web Design and Development

We design, develop and deploy web sites that are compelling and functional to achieve your web presence and goals to better serve your customers. Custom web pages can be developed from "scratch" or we can get you online fast with a web site template.

#### The Steps to Getting Started

If you are new to the web what is necessary to get started to launch your web site? Some of the basics are summarized below:

1

#### GET YOUR OWN DOMAIN NAME

**Domain Names** - One of the first thing you need to think about is a domain name that reflects your store, organization or individual interest. This is a form of address that uniquely identifies your web site on the Internet. It takes the form of [www.yourdomainname.com](#) for example where [www](#) stands for the "world wide web" and the extension "com" stands for commerce. There exists many other forms of extensions such as .net, .org, .tv, .biz, .info, .co and more . You can get your own name from a "service provider." This is referred to as a "domain name service."

**Service Provider** - A "service provider" also can perform another necessary function for getting on the world wide web, namely "hosting" your web site. This means providing a computer to contain your web

site files and make them available 24 hours a day for access by visitors to your web site. This provider may also be your domain name provider but is not necessary.

We can help you get your domain name and provide a hosting service or provider reference.

## 2

### DESIGN, BUILD & TEST YOUR WEB SITE

**Web Designer** - You also need someone to design and build your web site. This person is called a "designer" and will perform the tasks of helping you decide the web site style, page layouts, colors, typefaces, and selection of clip art and images to be used to communicate your message, deliver your products or provide entertainment to your visitors. This person is like an architect and is responsible for the design and specification of your web site, like creating a blueprint for your house. You help by specifying the number of rooms and size and various other features. The designer turns your dream into a web specification or blueprint.

**Web Developer** - The designer person may also perform the function of building your web site. The builder is called a web site "developer" much like the person that builds your house. The steps involved includes construction of the detail web pages, inserting your content information and images, and testing that all features and functions work as you expected.


**Design, Build and Test** - We perform all of the design, build, and test tasks and have extensive experience with simple to very complex web sites. Of course we want to be your designer/developer. That's why we provide this information to help get your started.

## 3

### LAUNCH AND MARKET YOUR WEB SITE

**Launch, Publicize and Manage Content** - The last step involves

launching your web site to make it available on the Internet, submitting your site to search engines so people can find you, helping you to develop a content maintenance strategy to keep your content fresh, marketing your site on the Internet, and publicizing your web site to help you achieve your objectives.

A detailed development process guide is available that can be used as a checklist list for the seven steps we use to develop all our web site regardless of size. Download this document to learn more about the tasks necessary to complete the process from start to finish. [[download development guide](#)  ]

**How much does it cost?**

[Request a quote, click here.](#)

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### Extra Features

You can add extra features to your web site that enhances the user experience. There are many advantages to making the visitor's experience a "good experience." The bottom line is you want them to remember the visit, return for a future visit, and in case of e-commerce, make a purchase.

You can achieve a high level of interactivity by using forms for feedback or JavaScript for online calculations such as "return on investment" and forums for better customer support and client interaction. We use the industry standard tools such as Dreamweaver MX 2004, MS FrontPage, Net Objects Fusion and Homesite for web page creation and PhotoShop CS, Illustrator, Fireworks and Flash for web graphics creation. A partial list add-on features that you can select for your web site are below.

#### Extra to wit ala carte technology and community features:

- banner ads
- colorized scrollbars
- community chats
- community forums
- flash movies/intros/training
- guest book
- jobs/resumes
- link exchange/link to us



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[ite.gmu.edu/techadvance](http://ite.gmu.edu/techadvance)

- community listserv
- counter/statistics
- data driven menus
- data driven pages
- database driven news
- date time stamp
- directions and map
- donations and fund raising
- drop down/fly out menus
- dynamic navigation menus
- e-business cards
- e-commerce add-in-cart
- e-commerce PayPal buy buttons
- email capture and list manager
- e-newsletter manager and templates
- events manager
- events registration
- FAQ's manager and toggle answers
- feedback form
- file/document upload
- logo and branding design and re-design
- news article manager
- news ticker
- photo gallery (Flash, static or dynamic)
- poll/voting survey form
- polls/surveys
- pop-up e-mail sales discount coupon
- pop-up newsletter sign-up form
- pop-up windows for photo galleries & presentations
- print friendly pages
- product catalog manager
- random images
- random URL's
- sliding layers/menus/objects
- subscriptions
- syndicated content
- tell-a-friend or mail this page
- web page content manager
- weblog and e-newsletters
- web site evaluation and re-design reviews

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