

**Q: There are a lot of web design firms to choose from. Why should we choose HPL Design?**

- A. Our experience has taught us that building the site is only the first step. The REAL work comes with maintaining your site with the latest information about your product and organization and making sure that your site is meeting your needs.

We often counsel our prospective clients to look at the development process "backwards". Start by looking for an organization with which you can easily work on a long-term basis in the maintenance of your site. You want a single contact who will be closely aware of your site and your organization's needs. Then ask that organization to provide you with design considerations and cost estimates.

In this way, at any time during your project, you will have ready access to the information you need regarding the project's status and next steps.

Because of our experience, HPL Design can meet the technical and creative requirements of development and maintaining your web site throughout its lifecycle. With our background in marketing, software development, project management, and business administration, we have the capability of providing everything you need to ensure the long-term success of your project.

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**Q: Who will be doing the actual development work on our site?**

- A: Your site will be designed, developed and (if you desire) maintained by Harry Lewis.

Many web development companies reserve the right to contract out any or all of the work associated with the creation of a site. HPL Design does NOT do this! Unless you specifically request additional contractors be assigned to your project to speed up the development:

HPL Design does NOT offsource

HPL Design does NOT outsource

HPL Design does NOT subcontract

As a result, you know *exactly* who will be performing the work at any given time during the project. You have a *single* contact person who is *directly* knowledgeable about and can *immediately* provide status reports regarding your project.

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**Q: Is our business/organization too small for HPL Design?**

- A: Not at all! Sure, we work with some larger organizations, but we also work with a lot of small businesses and groups. One of the big advantages of partnering with HPL Design while you are just starting out is that you won't have to shift companies as you get larger. We know what works and what doesn't, so we can help you grow according to YOUR schedule.
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**Q. What do we get with a web site from HPL Design?**

- A. Obviously, the particulars vary from project to project. However, here are a few elements that are included with every site we build:
1. Site design that is either:
    - a. Customized and integrated with your organization's branding identity (logos, color palette, type setting, etc.) or
    - b. Based on any number of quickly developed and easily maintained templates that we can make available to you at a very low cost
  2. Web pages that are "organically" optimized for the major search engines
  3. Royalty-free graphical elements (icons, images, etc.)
  4. Web code developed with adherence to web standards for coding and accessibility
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**Q: What is web site hosting?**

A: Hosting is basically where you rent space for your web site on a computer that is always connected to the Internet. Prices will vary, depending on the amount of disk space you need and how much data gets transferred over a period of time (typically measured monthly).

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**Q: What is domain registration?**

A: The term "domain name" is a fancy way of referring the name of your web site.

All web site names must be registered with the *Internet Corporation for Assigned Names and Numbers* (ICANN). ICANN insures that all registered names are unique.

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**Q: Does HPL Design provide domain name registration and web site hosting?**

A: HPL Design will be happy to register your domain name(s) for you or provide you with the necessary information to perform that task yourself if you would prefer. Either way, rest assured that you will own the rights to the domain name.

While HPL Design does not physically host your web site on one of our servers, we do partner with hosting providers to ensure the reliability and security of our clients' web sites. Our own web sites are hosted at companies with whom we have, over time, come to trust.

You will maintain the right to transfer the domain and/or its hosting to any registrar/host company of your choosing.

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**Q: How long will it take for HPL Design to build our web site?**

A: That really depends on the size of your particular project. Typically, our web sites take anywhere from four to twelve weeks to complete.

We take the time to work with you in developing the look and feel you want. We make sure that your web site includes not only WHAT you want to tell, but HOW you want to tell it.

We also make sure that your site appears precisely as planned on a wide variety of computer types, operating systems, and Internet browsers and that it is accessible to all users – including those with disabilities.

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**Q: Can our web site include such elements as e-commerce, content management systems, multi-user calendars, blogs, etc..?**

A: Yes! We can help you design and develop a site that contains any or all of those.

We are familiar with a variety of standard CMS products (including Joomla, Mambo, and Drupal). We will work with you in determining the best match for you.

Just as with the CMS capabilities, we can recommend specific e-commerce technology based on your needs and the technical background of your staff.

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**Q: Do you recommend using Flash in a web site?**

A: There are advantages to implementing Flash components into your web site. Flash is one of the most versatile methods of content delivery for the web and is one of the most browser compatible players.

While we recommend that Flash is at least considered for interactive components, we do not recommend planning your site's entire architecture in Flash, as it is more difficult to expand and enhance functionality later and there are some limitations in search engine visibility if a site is built entirely in Flash.

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**Q: Do you recommend using Javascript in a web site?**

A: Using JavaScript in web site development has become very common – and it has certain benefits for those viewing your site. HPL Design does use some JavaScript in developing specific functionality for some sites. However, we also recognize the fact that a certain percentage of Internet users either have JavaScript turned off in their browsers or have their security settings configured to disable at least some of JavaScript's functionality. We design your web site to provide alternatives to Java whenever possible.

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**Q: Will our site be tested for both Windows and Mac?**

A: Absolutely! During the development phase of the project, your site will be regularly tested in a select number of operating systems and Internet browsers. Also, special periodic "snap shot" tests will be performed on a much wider array of hardware and software systems to ensure that your site will appear exactly as planned regardless of the user's environment.

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**Q: We've seen another site that we really like. Can we base our design on that?**

A: Why, yes... yes we can. Just as with individuals, every organization has its own personality and your web site should reflect that. But if you seen another site with elements that you really like, we can help you incorporate those features with your organization's personality to give you the specific look and feel you are looking for.

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**Q: Can you help me or my small organization develop a branding identity?**

A: Yes. We can help you develop a color palette and font design for logos, business cards, brochures, and make sure that everything ties in with your new web site.