

ROSS SAMPSON CONSULTING

Additional Information on Web Services

A company's Web site may be more important than the telephone number today, and your business wouldn't dream of having an unlisted phone number - so why don't you have a Web site? Consider all the information that can be provided, *and available even when your business is closed*. Your Web site can make the first impression your company wants, and answer many of the questions you receive in phone calls now. Web sites don't take lunch breaks or close at night – they are available 24x7 to act as your information broadcast and retrieval agent whenever a customer shows up. Don't forget about collecting questions or information from your Web site visitors as well as informing them, Web sites are a valuable marketing tool.

Let's say you're aware of the major benefits of having a Web site for your business, and you already have one. Have you looked at it lately from a potential customer's point of view? Is the information presented still accurate? Have you considered taking orders via the Web and want to add that capability? Do you need to bring your site up to U.S. Section 508 Accessibility Standards? Maybe when you had the site designed originally, you were new to the Web, but now you have a much better idea what you want your site to convey and/or collect; it could be time for a revision. Ross Sampson Consulting is ready to assist with your first business Web site or your existing site's modernization.

You control the level of commitment:

- For new Website Development or existing Website Re-development – contracts are on either a “project” basis with a negotiated payment schedule, or a “consulting” (hourly) basis. A project starts when we begin collecting requirements and ends when the new site pages are published to your ISP (available for public viewing). Consulting contracts work well for tasks, or “partial development” such as revisions for Accessibility compliance or E-commerce additions.
- For on-going Website Revisions and Support – contracts are on either a “consulting” basis or on a “retainer” (maintenance) basis. The retainer option may provide more flexibility if your site requires regular or frequent updates, such as: weekly sales ads, unscheduled corporate announcements, product offering changes, or seasonal content updates.

What to expect:

Website Development or Re-development - Ross Sampson Consulting develops Web sites to your specific requirements. We follow an adapted Software Development Lifecycle model for all Web site projects. The phases include:

- Project Analysis – requirements acquisition to establish scope and draft specifications (T).
- Preliminary Design Documentation – site layout and page mockups for the development to follow (T).
- Application Development – HTML and CSS file creation (to Web Accessibility compliance parameters), JavaScript coding if required for site functionality.
- Testing – thorough page navigation and link testing, site content proofing and verification, problem report analysis and correction (T).
- Delivery & Acceptance – documentation to customer, support with your acceptance testing, completed pages published to ISP (T).

(T) – Customer Touchpoints, to verify the project specifications and progress agree with requirements

Website Revisions and Support - Temporary or on-going support, as a piece of your project. We can provide content updates and additional site capabilities.

Ross Sampson Consulting is ready to be your temporary Website Development team or your on-going Website Support team, supplying experienced professionals to supplement your workforce. Please contact us for information specific to your next Web project and our availability.

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