

Experience has shown us that the best web sites are produced for the lowest cost when these guidelines are followed.

- **Use email.** Email is most effective method for communicating with us, particularly because it gives us both a written record. Please use it whenever possible.
- **Be clear on what your goals are.** Let us know what you want from your web site.
- **Decide on content.** Decide *what* content you want to present on your web site. We will be in charge of designing the *how* and *where* – the formatting and layout.
- **Deliver content to us in an organized and timely manner.** Text should be finalized, proofread and ready for publication. Graphics should be named carefully and sent in an orderly way.
- **Offer clear, helpful feedback to design drafts.** Remember that the process consists of 2 rounds of revisions.
- **Leave it to us to produce a professional product.** Be flexible and aware that time is limited, and leave the responsibility of producing professional results primarily in our hands.



Businesses donating
1% of their profits
to the natural
environment