

# Site Designers, Inc. F.A.Q. (Frequently Asked Questions)

Q: Do you have a domain name (example: www.mydomain.com)?

A: If not, we can help you secure one.

Q: Who will host the site?

A: We can do that for you (please see our web hosting rates page) or you can have your site hosted on any server you choose.

Q: What is the purpose of the site?

A: You should know what goals the site is supposed to accomplish. Some examples are advertising, sales, collecting data and disseminating news and information.

Q: Do you have an idea of how you'd like your site to look?

A: Colors? Layout? Type of navigation? Pictures you'd like used? These are all things that you should have some idea about before the design of your site begins.

You should wait until after the initial design is done to ask the designer to make whatever changes are necessary. We know this sounds like a "given" but we'd like to explain further.

Some clients feel it necessary to make changes DURING the design process...OFTEN. This is almost a GUARANTEE that you will NOT get what you want or that you will pay a LOT more than you need to. By doing this, you are distracting the designer from finishing the initial design and directing his/her attention elsewhere. You are not allowing them to focus on the job at hand. This usually results in something being "forgotten" or left out. 9 times out of 10, it's something you REALLY wanted and something that is going to mean re-doing the majority of pages. This will cost you a LOT more because it has to be done twice.

Q: When you make changes, KNOW what you want.

A: Again, this sounds like a given, but we've had clients that have sent us changes to THEIR changes...4 and five times.

This will cost you a LOT more than necessary. "Trial & Error" always costs you more!

Q: What kind of sites do you do/will you allow?

A: First and foremost, *we do not terminate your site for "objectionable" content.\**

- You will never have to worry about re-locating your site and the hassle associated with re-locating (unless it's YOUR choice).
- Your customers/clients will always know where to find you.
- They don't have to play hide-and-seek trying to find your site.
- Our prices for both design and hosting are extremely reasonable.
- We haven't raised our hosting price in 5 years!
- We do NOT force you to use our advertising banners or pop-ups on your site.
- We do ASK that you put a small logo on your site but we'll reward you for that\*!
- We offer the Microsoft FrontPage extensions at no extra charge.
- Our designers also design best-selling themes for Microsoft FrontPage, Dreamweaver and many other popular web design applications so you KNOW they're good!
- In addition to personal checks and money orders, we also accept MasterCard, Visa and American Express so your hosting fees are easy to pay for.

\* We do not allow; nor will we accept hate sites, kiddie porn or "warez" sites (software piracy) or anything that is illegal.

Q: What do I name my site?

A: You can name your site ANYTHING you wish. However, keep in mind that you will want to have the URL (Uniform Resource Locator) bear some resemblance to what your site is about. For example, calling a site "Mindbenders" when the address is www.junkyard.com would be kind of foolish. No one would ever associate Mindbenders and Junkyard as being connected in any way (unless you think being in a junkyard is a mindbending experience :)

Q: Are there different ways to name my site?

You bet!

First, you can use a domain name such as "www.hello.com/myweb" where everything before the slash is someone else's domain and "myweb" would be a name you select. A lot of people use this because it's usually free. Most people on the Net know this and, to be honest, it looks cheap. The reason being that most people think that you simply "threw together a website" because you got free web space with a dialup account or that you're not a serious site and will be "here today and gone tomorrow". The second way is something like "myweb.hello.com". This is better as it looks like you are a little more serious about the site and have put some money and effort into it. In some cases, there's a small fee attached to using a domain name such as this.

The third and best way is your own domain name like "www.myweb.com". This demonstrates that you are indeed serious about having a website and you cared enough to make it yours. It's not just some free site that was given to you with a dialup account. This option costs a \$35 a year.\* This charge comes from an organization called Network Solutions.\*\* They're the people responsible for all of the domain names on the Internet in the United States\*\*\*. There's no way around this charge; but \$35 a year is cheap. We always recommend that you get your own domain. It makes it look like you are SOMEBODY and you are serious about business. And, as we're sure you already know, image is everything.

When you get your own domain through us, an email domain automatically comes with it (if you wish to use it...some people don't). So, for example you could get email addressed to myname@myweb.com.

A couple of other things to consider with domain names.

There are a lot of sites out there with a www.hello.com/myweb type of address and the majority are not around very long. Internet users know this and are wary about spending money with people using this sort of a domain name. They feel much more comfortable doing business with someone they believe is serious; and having your own domain shows that you are.

The other thing you should know is that a number of hosts will charge you extra for having an email domain because it has to be setup on their server (especially if you do not have a dialup account with them). We do not charge extra for this. We consider it part of the service.

\* We have a special discount deal from Network Solutions that allows us to offer you domain registration for \$19.95 per year. Additionally, with some of our packages, we pay the cost of the domain registration for you.

\*\* There ARE cheaper registrars out there, but we prefer Network Solutions. They were the first registrars on the Internet and are VERY reliable.

\*\* You can also get foreign domains if a particular country allows it. Prices vary from country to country but the U.S. \$35.00/year fee\* is pretty reasonable.

Q: What is a domain name and how do I get one?

A: This is also called a URL (Uniform Resource Locator) or site address.

They are easy to get. You simply figure out what you want the address to be, make sure it's not in use and fill out a form with a registrar. We prefer Network Solutions to register domains.

The cost of getting a domain name is \$35.00\* per year. If you do not have a server to put the domain on, most registrars offer to hold it for you on their server for an extra charge.

Of course, we can do all of this for you at no additional charge. If you want the experience (and it's not a bad idea), anyone can fill out the form. It's like a "wizard"; you just answer the questions. We'll provide you with all of the info you'll need. It's VERY simple.

- We have a special discount deal from Network Solutions that allows us to offer you domain registration for \$19.95 per year. Additionally, with some of our packages, we pay the cost of the domain registration for you. In both cases, we will have to register the domain for you. Of course, there's no extra charge for that service.

Q: What about search engines?

A: Here's a quote from a recent article on CNET (a leading computer and Internet authority).

*"You don't need to pay a service to submit your site to hundreds of search engines and indices, because there are only 8 that matter: Google, Yahoo!, AltaVista, Excite, WebCrawler, InfoSeek, HotBot, and Lycos. All other search engines and indices might account for 1% of your hits, combined."*

That being said, we can certainly do this for you, however, we would advise you to save the money and do it yourself. It's very easy; you simply fill out a form on the search engine's site. It just takes a little time; about 3-5 minutes per search engine (if that). As you can see from the above, there are only a handful that matter. If you don't want to invest the time, as we say, we can certainly do it for you for a nominal fee or you can use one of the above mentioned search engines to find someone to do it for you.

We will also optimize your site to get you the best search engine placement possible as part of our design service.

Q: If I design the site myself, how do I get it to the server?

A: You can do it one of two ways.

If you use a website building application (such as Microsoft FrontPage) that has built-in FTP, you can send the site to the server using that software. It's usually as easy as "point & click".

The second way is to use an FTP (File Transfer Protocol) program to send the site to the server.

There are many FTP programs out there; a few of them are free. Each one has its own way of working but generally, you simply specify the server and your username and password. If you have more than one site, you'll have to use a unique username and password for each site. The FTP program does the rest.

Q: How much space do I need?

A: For most sites, there is no reason to use more than 10 megabytes of storage space (size of the site including pictures, text, etc.) That being the case, with Site Designers, the monthly hosting fee would be \$14.95. Another way to look at it is about 50 cents a day. There's no other medium that allows you to advertise to such a vast audience for such a small price. It's a bargain.

Q: Can I change my site from one server to another?

A: You sure can. It only takes filling out a simple form with a registrar (which we can do for you at no charge) and you uploading your site (or us designing it) and you're "good to go"!

Q: There's a lot of webhosts who will give me a free site. Why should I pay you?

A: As you may have heard, "there ain't no such thing as a free lunch". It's true on the Net too. You will be forced to display their advertising banners or "pop-ups". Hey, how do you think they can afford to give web space away? Someone has to pay for it and their advertisers do. As a matter of fact, in most cases, they will make more from placing advertising on your site than they did if you actually paid them! Pretty amazing, huh?

We can't speak for everyone, but, when we click on a site and it contains loads of banner ads and pop-ups, we know that it is generally a "get rich quick" type of site (and very rarely do they ever get rich) and one we would NEVER spend any money with.

Keep in mind, most web-savvy people (especially BUSINESS people) KNOW that a site with banner ads and popups or one with an address like 'www.bigsite.com/susie' or 'susie.bigsite.com' is a free site. They also figure if you're too cheap to pay for a webhost or domain name, whatever you're selling/advertising is also cheap. Experience has taught them that in the vast majority of cases, they're right!

There are cases where a site such as the above IS very reputable site indeed. However, in those cases, they are usually not selling you anything. The ads are simply a way of making enough to keep the site open and free to the public. CNET is a good example of that. So are most hobbyist sites (like those dealing with stamp collecting, flight simulators, game hints, etc.)

Q: Do you do Flash?

A: Sure. But, the REAL question is...do you NEED Flash on your site?

In our opinion, a RESOUNDING NO! To be blunt, most Flash pages are just that, FLASH. Do they help? Doubtful.

According to a recent study on CNET (a "techie" type of site), "Skip Intro" is the second most clicked button/link on the Internet (right behind the "Enter Site" button/link). That means that the vast majority of people never see the Flash page or care about seeing it. They want to see your content! So, you're paying a LOT of money to have someone design a page most people will never look at. We don't think you should waste your money and, honestly, even though we make a large amount of money designing Flash, we're honest enough to advise you against it. We'd rather you spend less and get a site people will actually look at and we think you'll be glad we gave you straight scoop and didn't advise you to spend all that extra cash.

One other thing to consider about Flash. Flash pages are NOT search engine friendly! Their "robots" (programs that crawl the web looking for site information) can't read Flash files. So, the search engines cannot gather information about anything created in Flash.

Q: Do you do membership/pay sites?

A: Unfortunately, we no longer do membership sites.

In most cases, they really are cost-prohibitive. It's very time consuming to design them (unless you use a template. We generally don't use templates. We create CUSTOM sites).

Additionally, there's a lot of people who will tell you that you can "get rich quick" with a pay site. In point of fact, most people DON'T. There's just too many well-established sites on the Net with extensive libraries of pictures, videos, etc. and most people can't compete with them. They wind up "folding" the member/pay area of their sites within a few months.

Q: How do we get started?

A: First we'll need to select a domain name.

This is the address of your site (like [www.mysite.com](http://www.mysite.com)).

Your domain name can be anything you wish. It may contain only alphabetic characters, numbers and hyphens. No spaces or special characters (like \*&#%, etc.).

Next we'll have to determine exactly how many pages you need and what each will be for. We'll be happy to help you with this.

Most escort sites require 5 pages. A welcome page, bio, gallery, rates/contact and links/reviews.

Of course, if you need pages other than these, it's no problem.

We'll need half of the design fee before we can begin to work on your site.

Since we do have some upfront costs associated with creating a new site and domain, we need to be assured that our costs are covered. This fee is non-refundable.

This is the BASIC material we'll need to start.

Of course, we'll need pictures and the text of what you want to say on your site after we've both committed to doing your site.

Q: What do I need to do as far as site content and pictures?

A: You will need to write the content for your site and provide whatever pictures are necessary.

*The following pertains to escort sites only...*

We can help you with content by showing you samples of what other escorts use. This will give you a good starting place.

When writing the content for your site, we suggest you personalize it as much as possible. After all, YOU are the product and people want to know as much as possible about you.

With regard to pictures...we suggest you use at least 5 and no more than 20 pictures on your site.

Usually 8-10 is just about right.

When having pictures done, here are some suggestions:

Always have good lighting.

Wear different outfits (or lingerie) for variety.

Use a digital camera if possible. That saves us from scanning them and scanners do not create as sharp, clear and bright an image as the original picture.

Do not edit the pictures before sending them to us. Let us do that.

Send pictures at their original size. Most pictures come out of digital cameras VERY large. That's fine. It will make editing, airbrushing them less noticeable if it's done on at the original size then shrunk.

To send digital pictures to us, just email them.

To send printed pictures, see our contact page for our snail mail address.

Q: EXACTLY how much will this cost?

A: Hosting your site is a set price (see below). With regard to designing your site, to be honest, there is no "stock" answer. It depends on a couple of factors.

- How big the site is (how many pages you require).
- If you need a custom look designed or if you select one of our pre-made templates.
- That aside, let's assume you want one of our standard "packages"; in this case, our BASIC package.
- The BASIC package is priced at \$200 (5 pages using a pre-made template design). The only other cost associated with it is a \$35\* fee for the domain name\* (this charge does not come from us, it comes from an Internet Domain Name Registrar and is good for one year). This is ALL-INCLUSIVE. There are no extras or hidden charges associated with the design of a site.
- HOSTING
- The recurring monthly fee for hosting your site is \$14.95 per month (unless we are running a special, in which case, you get the "special" price).

\* In some cases, we may run "specials" that include the domain name registration in the price of the design. We also have a special discount deal from Network Solutions that allows us to offer you domain registration for \$19.95 per year.

Q: Can I call you to discuss this?

A: Certainly!

All we ask is that you call us during normal business hours (between 9am and 5pm Eastern Time Zone). We're here 7 days a week so please don't hesitate to call us on a weekend.

During times when we are out of the office, our voice mail will answer your call. We don't like missing calls but, due to some commitments that take us out of the office, we sometimes do.

Should you get our voice mail, please DO leave a message, phone number and a good time to call you back and we will. If it is not possible to call you back at the time you specify, we will attempt to call you as near to that time as possible.

Our number is: 386-760-0840.

If you need to send us anything that is not appropriate for email (like printed material), our snail mail address is:

128 Ibis Court

Daytona Beach, FL 32119

You may also email us at: [designer@site-designers.net](mailto:designer@site-designers.net).

Q: How long will it take to make my site?

A: That depends on the size and complexity of the site.

If you use one of our pre-made templates, it can take as little as 48 hours. If you want a full, custom theme for your site, it can take a few weeks depending on how well you are able to explain exactly what you want.

Since most of our templates can be easily customized and re-colored, most people use them (they're very nice looking).

In most cases, the time it takes to create a site depends more on the person we're building it for.

Writing about yourself is DIFFICULT! Just wait until you try it (if you already have, you know what we mean). For most people, telling other how wonderful they are is not an easy thing to do. It takes a few days to a week before they get every word "just so".

Q: If I have you design my site, can I update it myself?

A: You sure can!

Keep in mind, you'll have to use a program that has built-in FTP capabilities (like Microsoft FrontPage) or have an FTP program in order to send your updates to the server.

If you don't have one of these programs, it might be best to let us do the updates. Minor updates (taking less than 15 minutes) are usually free and major updates usually are not that expensive.

Q: How much do you charge to update my site?

A: If you need minor updates (taking less than 15 minutes), we'll usually do them for free.

If it takes us more than 15 minutes, our standard rate is \$40 per hour. Of course, you only pay for the time we actually spend. You do not get charged the full hourly fee if it does not take us that long. Unless you are changing your pictures or something about the actual look of the site or its navigation, most updates will take us just a few minutes.

Q: Can people steal pictures from my site?

A: The unfortunate answer is YES. Contrary to what you might have heard, there is no way to prevent this practice.

You might have seen something on other sites where a box pops up with a message telling you not to steal their pictures. This is a script that runs on a web page that intercepts a right mouse-click (the most common way to save things on a web page) and puts up a message. It works just fine. BUT...

There are other ways to get the picture (or whatever else is on the page).

Most browsers have an item under the File menu that allows site visitors to save the page to their hard drive. The "right mouse-click" script does NOT disable that function. When that page is saved, EVERYTHING on it is also saved, including the pictures.

Most browsers also utilize something called a "cache". When you visit a web page, your browser automatically stores things in the "cache" in the belief that you will visit that page again soon. So, the page contents are stored in this temporary area so that the browser will not have to actually retrieve this information from the Internet. It can be retrieved much more quickly from this temporary area (cache) on your hard drive. So, all anyone has to do is search through their cache folder and voila! They've got your picture(s).

As a last resort, a site visitor can always press the "PrtScn" key on their keyboard. This copies WHATEVER is on the screen to an area of memory called the "clipboard". They can simply then paste it into ANY program that accepts pictures. There is no script, program, or any way at all to disable the PrtScn key from a web page.

Q: Do I need that standard disclaimer about prostitution on my site?

A: The LEGAL answer is no.

That said, it has been known to afford a modicum of protection when dealing with law enforcement.

After all, it does say (the standard disclaimer) that "money exchanged is for time only". It's not much protection, but it does tend to diffuse the idea of "intent".

There are several ways escorts utilize this disclaimer on their sites.

1. Putting it as the "welcome" or first page of their site. We think this is an absolute waste of a page and affords you no more protection than the other methods.
2. Putting it at the bottom of every page on your site. Better than wasting a whole page on it and fairly unintrusive.
3. Putting it on the page with your rate and contact info. Probably the least intrusive and works as well as either of the other two.

The bottom line here is that it's strictly up to you. If it makes you feel more protected or safer, by all means, use a disclaimer.

Q: What sort of payment methods do you accept?

A: We are authorized to accept Visa, MasterCard and American Express.

Additionally, we accept personal checks and money orders. We also accept payments received by carrier pigeon (just kidding). We cannot accept cash unless it is delivered by the client in person. Checks must clear our bank before work can begin. For established clients, we often waive this stipulation.

In cases where a client makes a payment on an existing website, we accept and credit the payment immediately. Should the check NOT clear, the client website is immediately suspended until payment is received and is cleared by our bank. No monetary penalties are assessed or required by us in these cases unless we receive a penalty or chargeback fee from our bank. In that case, we must pass that cost on to the client.

F.A.Q. updated April 1, 2010 and will be updated as necessary. Prices mentioned are subject to change without prior notice.

**END OF F.A.Q.**