

Overview

“We look at your website as another front door to your organization. Your other customer touch-points are carefully considered, your website should be too.”

Your website is an opportunity to make an impression on people. In some cases, it will be their first impression. In other cases, it will build upon experiences they have already had with your organization.

When planning your website, there are some basic expectations that should be considered. These expectations fall in to two categories; what your visitors expect and what you, as a company, expect of your website. Additionally, you should consider how the unique character of your company will come across online.

Visitor expectations

- Basic information about your company & services
- Link with social media tools like Facebook, Twitter, Linked In and others
- “Green Bar” notation of security

Company expectations

- A flexible Content Management System with a solid base of themes/layouts
- Integration with Google Analytics to track visitors
- Simple automatic management of Search Engine Optimization
- Modular design with the ability to grow and change as your business changes
- A knowledgeable team to host your site and help guide, support, and assist your growth and changes

How the unique character of your company is portrayed

Carefully consider the elements that could be added to your website to convey the unique character of your company. Elements such as the following should be considered:

- Unique content (content that only your company offers)
- Portfolio/Gallery
- Ecommerce
- Newsletter
- Blogs

Visitor Expectations

There are a few basic elements that visitors to your site expect to see. Not having these elements could diminish the overall effectiveness of your site.

Basic Information About Your Company & Services

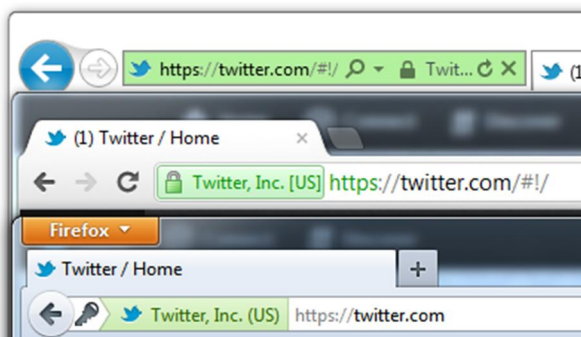
Even if the focus of your site is Ecommerce, visitors expect to be able to find some information about your company and services. Having this information readily available will lend authenticity to your company and give your visitors confidence that they've come to the right place.

Link With Social Media Tools

Social media has become standard fare for websites today. Visitors expect to see links to social media outlets such as Facebook, Twitter, Linked In, and others. Your strategy for using social media should be carefully considered and used only as it makes sense to your company. Harmonic Mix can help establish a basic social media presence, or link to your existing social media outlets.

“Green Bar” Notation of Security

Organizations should be aware of providing secure interaction with their visitors. If you will be collecting information and having visitors complete forms online, you should consider using standards based SSL Security for your website.



Today's website certificates provide varying degrees of security and security is also related to authenticity. Certificate vendors don't just issue certificates, they are responsible for verifying that you are who you say you are.

The highest level of security currently available uses a “green bar” as visual feedback to indicate a safe and secure zone so that visitors know they can trust

your website and its content.

Company Expectations

As a company, you need a site that is responsive and easy to maintain.

Content Management System

Harmonic Mix believes that Content Management systems are a key foundation for any website developed today. We recommend an open source solution called Drupal (drupal.org). Other solutions similar to Drupal include Wordpress, Joomla and DotNetNuke. We recommend Drupal because of the flexibility, architecture and modular implementation which let us integrate the solutions that customers are looking for.

Drupal provides a complete management system that you can leverage for your organization. Some commonly used features are:

- Pages and Stories
- Photo Galleries
- Web Forms
- Shopping Cart
- Security Permissions
- User Registration
- Comments
- Highlight Pictures
- Books
- Security Roles
- Newsletters
- Polls and Surveys
- Blocks
- RSS Feed
- Blog

Google Analytics

With Google Analytics, you are able to see who is accessing your site when and what they are visiting. Collecting this information is a key to evaluating the effectiveness of your site and can expand into areas like online advertising tracking. Drupal provides a solid foundation so that search engine robots from Google, Bing, Yahoo and others can effectively index your content and information.

Search Engine Optimization

Search Engine Optimization (SEO) is the process of increasing your web sites visibility to search engines like Google, Yahoo, and Bing. If search engines know exactly what's available on your site, then when people search for something your site contains, you'll end up on the list of results. The higher a site appears on the list of results, the more visitors it will receive from the search engine.

How to achieve better search engine results is an ongoing question for all organizations. Unfortunately, the answer is not an easy one. In order to truly achieve search engine optimization, you must be willing to invest time and money in the process. There are companies that offer Search Engine Optimization services for \$200 per month and up.

While we do not offer Search Engine Optimization services, we do pay close attention to the elements that will ensure more successful search engine listings when we build your website. Utilizing proper page titles, meta tags and setting up accounts with search engines are among the steps in Drupal's SEO checklist which can be implemented on your site.

Once your site is complete, we can further discuss the process of Search Engine Optimization. We can provide information, insight and recommendations for how to proceed based on your company's needs.

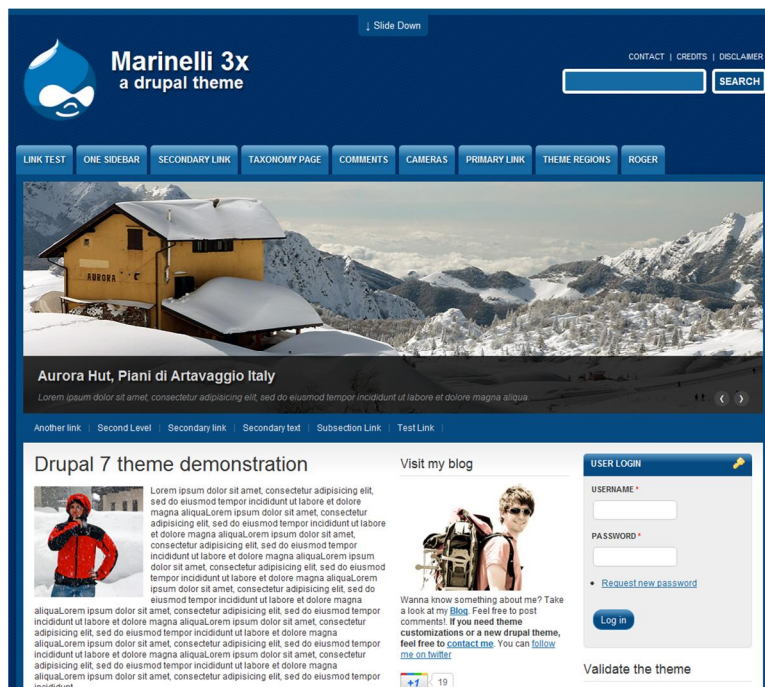
Modular, Adaptable Design

At Harmonic Mix, we understand that as an organization grows and changes, so should their website. The ability to update your own content to reflect those changes as they happen is one key feature of an adaptable website. It is also important that your site design and layout reflect your company's character, but also remain flexible and modular to allow for future growth and change.

It is extremely important that the character of your company be reflected in your website. Having a unique design for your website can be an important marketing tool. Harmonic Mix has in-house design capabilities; however, the creation of a unique website design is a process that takes time, and therefore money. Content Management Systems, Drupal in particular, provide a rich variety of Themes that offer a starting point for your website design. These themes allow your site to be unique, but give us a framework to work within.

Below are some examples of Drupal themes that are available:

Sample Web Site Themes - Marinelli



Sample Web Site Themes – Danetsoft



Drupal Demo Drupal demonstration by Danetsoft

Search this site:

DANETSOFT BLOG DEMO TAXONOMY DEMO POLL DEMO CONTACT DEMO DRUPAL SERVICES

Preface top region
Welcome to Drupal demonstration site provided by Danetsoft
 This is a sample site created using [Drupal](#), a free and open source Content Management System (CMS).
 For the demo site default theme we use [Danland](#), and we turn off all jQuery plugins like Slideshow, Superfish menu, and PNGfix.
 A list of the theme's features, roadmap, known issues, latest release, etc., can be found on the [Danland's project page](#).
 Another theme: [Simpler](#), [Metropolis](#).

Your site's mission or focus statement. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Preface first region
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Preface middle region
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Preface last region
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Theme
 Danblog

Content top region
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

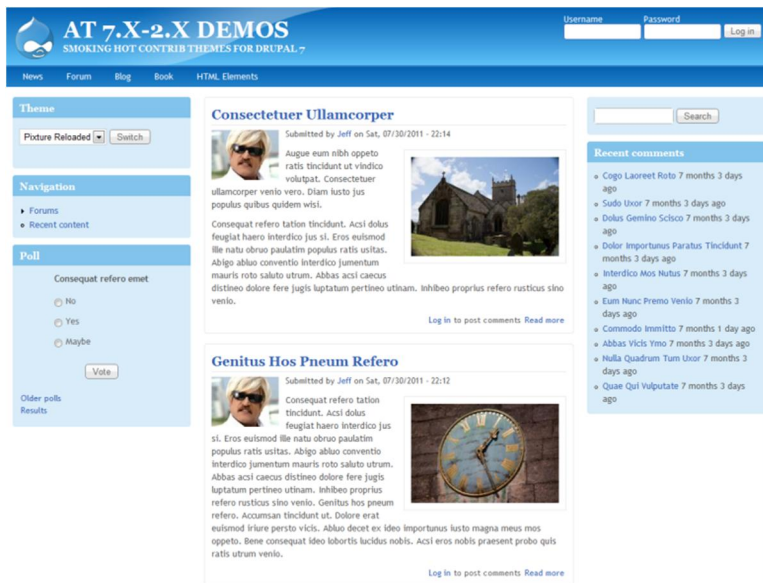
Blog post demo
 Submitted by Dan on Wed, 06/09/2010 - 12:19
 Taxonomy demo

Dan's Ads
 Increase your site or your company visibility in major search engines by submitting it to my SEO friendly web directory.
 Visit my web directory.

Left sidebar region
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

Right sidebar region

Sample Web Site Themes – AT



AT 7.X-2.X DEMOS
 SMOKING HOT CONTRIB THEMES FOR DRUPAL 7

Username Password

News Forum Blog Book HTML Elements

Theme
 Picture Reloaded

Navigation
 Forums
 Recent content

Poll
 Consequat refero emet
 No
 Yes
 Maybe

Older polls
 Results

Consectetur Ullamcorper
 Submitted by Jeff on Sat, 07/30/2011 - 22:14
 Augue eum nibh oppeto ratis tincidunt ut vindico volutpat. Consectetur ullamcorper venio vero. Diam kusto jus populus quibus quidem wisi.
 Consequat refero tation tincidunt. Acisi dolus feugiat haero interdico jus si. Eros euismod ille natu obruo paulatim populus ratis usitas. Abigo abluo conventio interdico jumentum mauris roto saluto utrum. Abbas acisi caecus distineo dolore fere jugtis luptatum pertinuo utinam. Inhibeo proprius refero rusticus sino venio.
 Log in to post comments Read more

Genitus Hos Pneum Refero
 Submitted by Jeff on Sat, 07/30/2011 - 22:12
 Consequat refero tation tincidunt. Acisi dolus feugiat haero interdico jus si. Eros euismod ille natu obruo paulatim populus ratis usitas. Abigo abluo conventio interdico jumentum mauris roto saluto utrum. Abbas acisi caecus distineo dolore fere jugtis luptatum pertinuo utinam. Inhibeo proprius refero rusticus sino venio. Genitus hos pneum refero. Accusman tincidunt ut. Dolore erat euismod inure persto vicis. Abigo deoet ex ideo importunus kusto magna meus oppeto. Bene consequat ideo lobortis lacidus nobis. Acisi eros nobis praesent probo quis ratis utrum venio.
 Log in to post comments Read more

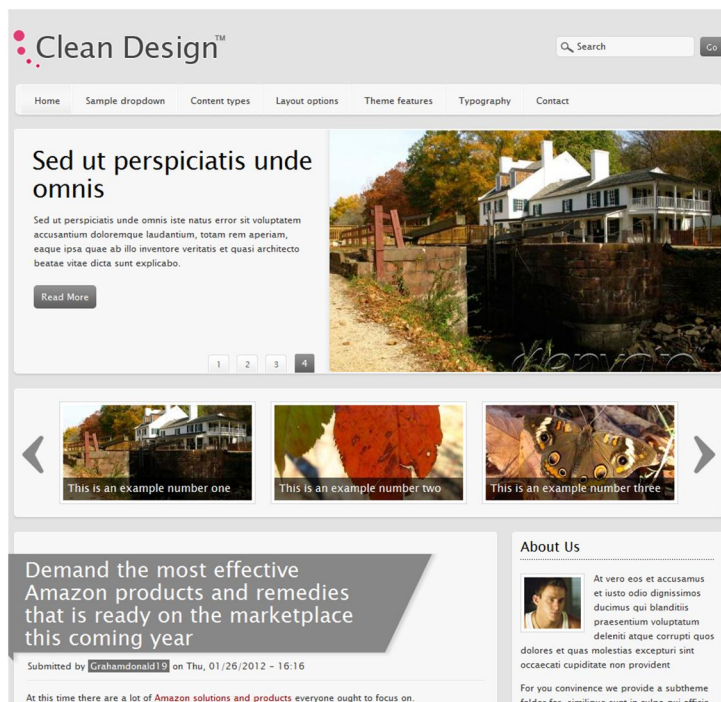
Recent comments

- » Cogo Laoreet Roto 7 months 3 days ago
- » Sudo Uxor 7 months 3 days ago
- » Dolus Gemino Scisco 7 months 3 days ago
- » Dolor Importunus Paratus Tincidunt 7 months 3 days ago
- » Interdico Hos Natus 7 months 3 days ago
- » Eum Nunc Premo Venio 7 months 3 days ago
- » Commodo Inmitto 7 months 1 day ago
- » Abbas Vicis Ymo 7 months 3 days ago
- » Nulla Quadrum Tum Uxor 7 months 3 days ago
- » Quae Qui Voluptate 7 months 3 days ago

Sample Web Site Themes – BlueMasters



Sample Web Site Themes – Clean Design





Web Site Feature and Review Guide

A Knowledgeable Team You Can Trust

Harmonic Mix strives to be more than just a website developer. We believe that strong partnerships can help businesses succeed in today's competitive environment. As a partner we can provide you with the services you seek, and we can help guide, support, and assist you through growth and changes.

Preparing for Website Creation

Our clients often ask what they can do to prepare for the creation of their website. There are four main areas to consider.

- Site Organization
- Content
- Imagery
- Key Words & Meta Tags

Site Organization

Preparing for site organization means understanding the purpose of your site so that you can plan for what information you need to convey. Is the main purpose of your site to convey information about your company, is it to sell a product, or is there some other purpose? Once you have agreed upon your purpose, then you can determine what information needs to be contained on the site.

Harmonic Mix can help guide you through the site organization process, but it may be helpful to start an outline of some of the sections you would like your site to contain. Items that your outline could contain are:

Main elements to consider

- Services/Products
- Pricing
- Portfolio/Samples of Work/Gallery
- Client List
- About Us
- Careers
- Partners
- FAQs
- Links
- Testimonials/Awards/Recognition
- Policies (Privacy, Refund, etc.)

Other elements to consider

- Ecommerce
- Blog
- Newsletters
- Polls/Surveys
- Private Content (with user registration)
- RSS Feeds

Content

Content is related to site organization. Each page in your website will need content. In some cases, content is repurposed from other sources - perhaps a previous website, printed material or other material that may already exist. In other cases, content needs to be created from the ground up. Starting to pull this content together based on your outline will help speed development of your website.

Imagery

Few organizations stop to consider imagery when they decide to embark upon the development of a website, yet the images you choose to represent your company can be a key element of your site. Consider whether you will be using existing photos, or if you will need new. Is a graphic or illustration perhaps more appropriate to represent your company? Stock illustrations can be purchased and use very effectively to give your site some visual interest, with the necessity of many photographs. Stock photography can also be considered. Using royalty free stock photography can be a very inexpensive way to add graphics to your site and portray the unique character of your organization. The flip-side of using royalty free images, however, is that the images tend to be quite recognizable and could dilute your message.

If your site will contain a portfolio or photo gallery, pulling together the images to be used can also help speed the development process.

Key Words & Meta Tags

As discussed in the Search Engine Optimization section, key words and meta tags can be a vital part of your SEO effort. Coming up with a list of search terms that apply to your company is a good first step. A succinct description of your company that can be used within your site's meta tags will be necessary as well.