

# General Policy

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In order to keep pace with technology, Schweb Design will design and code all web sites and web service items to function in current browser releases (e.g.: Internet Explorer 7+, Firefox 2+, Opera 9+). Schweb Design will be conscious of earlier browser versions as well as other browsers, but cannot always develop a site to perform optimally in earlier or all versions without extra work.

Schweb Design will utilize the most professional software available to design and implement Clients website and service items. This allows Schweb Design to work in the most efficient and streamlined manner on all web design items, not to mention it will show that the website was designed with the best, most cutting-edge software available. For convenience, following is a list of the software Schweb Design can utilize to design and implement your website as well as communicate and collaborate with the Client. This includes but is not limited to:

- Adobe Web Premium CS3 including:
  - Adobe Dreamweaver CS3
  - Adobe Contribute CS3
  - Adobe Photoshop CS3 Extended
    - Filter Forge
    - Eye Candy Pack(s)
  - Adobe Flash CS3 Professional
  - Adobe Illustrator CS3
  - Adobe Fireworks CS3
  - Adobe Acrobat 8 Professional
  
- Microsoft Office Professional 2007 including:
  - Microsoft Word 2007
  - Microsoft Excel 2007
  - Microsoft PowerPoint 2007
  - Microsoft Outlook 2007
    - Business Contact Manager
  - Microsoft Access 2007

- Microsoft Publisher 2007
- Mozilla Firefox 2 extended with:
  - Firebug
  - Web Developer Toolbar
  - ColorZilla
- Opera 9
- Internet Explorer 7
- FileZilla Server & Client
- LogMeIn for support
- Linux, Apache, MySQL, PHP (LAMP architecture) Test Server
- And more...

Schweb Design will utilize and implement code such as HTML, CSS, XHTML, PHP, Flash, Javascript, and other technology as seen fit for your website's needs. Schweb Design will strive to write all code in strict compliance with current technological standards (thus, designing in accordance with the most popular and standards compliant browsers – see paragraph directly above).

Unless requested by Client or warranted by Schweb Design, web designs utilizing frame(s) structures are avoided.

Features using Flash or other video or audio technology are available; however, they are utilized in high moderation so as to not distract the website's visitors from Client's most important content.

Visible site counters are discouraged. If Client wishes to track usage of site, Schweb Design can implement different types of usage statistics tracking software/systems (cost is determined at the time of implementation and agreed to in writing by both parties). This includes access to information generated by the server's site usage statistics information (if available), Google analytics integration, even a visual Heat Map of where users click on your web page, and much more.

With respect to Search Engine Optimization (SEO), many techniques have proven useful. Schweb Design will utilize these techniques on your website when it becomes necessary. Although few known techniques guarantee Client a high ranking within a search engine, through research and experience Schweb Design has found the following SEO "rules of thumb" to be of high importance:

- Real, relevant "copy" (sentences and words), pictures, and content (with labels) on well organized pages linked together within website.

- Relevant keywords (to the copy and content within the page) on respective pages within the metadata
- Links TO Client's website from as many other legitimate, relevant, high ranking websites as possible as well as FROM their website to Client's.
- Submission of Client's website's sitemap to search engines such as Google, Yahoo, MSN Live, Ask, Moreover, etc.
- Submission of Client's website (or business) to resources such as Google Local.
- Creating pages constructed with standards-compliant, browser compatible, and validating code.
- Advertising with services such as Google AdWords- per Client's request and payment agreement.

Throughout production of your website, Schweb Design and Client agree to practice the SEO "rules of thumb," and implement the more costly facets per Client's request.