



**Bringing Your Business into the Future . . .
. . . For the Future of Your Business**

Web Design · Internet Marketing

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FREQUENTLY ASKED QUESTIONS (FAQ'S)

General Information

How can I change information on my website once it has been completed?

There are three primary methods used to make changes to an existing website.

Some people learn to make simple changes to text and pictures on their own, using an html editor such as *Adobe DreamWeaver* or *Microsoft Front Page*. This can be a good option for people with time and desire to learn web-editing software. The caveat is that some coding may become corrupt during the editing process and a novice may be fearful of crashing his or her site. This is why many end users prefer not to edit the site themselves.

Many people ask for content managers to edit specific areas of text within a website (e.g. calendar of events, etc). Content managers cost a bit more but can be useful for someone wanting to have control over certain areas of text or images that may change frequently. Large e-commerce websites have content managers built in to their administrative control panels so that the webmaster can change products or prices.

There are many companies that do not want to make any of the changes on their own. KT Graphics offers maintenance agreements for a low monthly fee depending upon the frequency and intensity of the anticipated updates.

How long does it take to build a website?

Most websites are completed within 2 to 3 weeks. Websites can sometimes take a bit longer depending on the number of times the customer requests changes. KT Graphics guarantees that the customers' expectations are met or, in many cases, exceeded. This sometimes means making several rounds of changes in order to perfect the online marketing tool.

We prefer not to rush web development jobs so that we can deliver the highest quality content and functionality to our customers. However, there are times when a business has a special need to complete a website faster. Whenever possible, KT Graphics will accommodate these requests.

Do you have references? Or, Can I see some of your current projects?

Yes, many of our current and recent projects are available for online viewing at www.ktgraphics.com/portfolio. Many of our satisfied customers have agreed to be used as references upon request.





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I don't have any pictures to use for my website.

Many of our customers elect to use royalty-free photographs and design elements for their online layouts. Some customers also prefer to take their own pictures and have us incorporate them into the layout. KT Graphics LLC does offer professional photography services related to projects that we are developing. Many of our e-commerce customers have us take product pictures for use on their websites. Additionally, we can photograph people or environments for this use. Costs for photography services are not included in the website development bid unless specifically indicated on the proposal.

I need help writing the content for my site. Can you assist me?

Yes. KT Graphics has professional copy-writers on staff and includes this service at no additional charge. Writing the right copy is tantamount to successful search engine results and is required to keep potential customers on your site once they find it. The rules for writing online copy are a bit different than writing other marketing materials. KT Graphics will offer advice and support in order to create copy that meets the objectives of your web development project.

