

Building your Power Site Factory Website guide

Planning Ahead

While you can jump right in and just go for it, you may want to "be prepared" to optimize your results and to save yourself a lot of back and forth later on. Below is a detailed checklist to help you plan ahead before you tackle your Web site project: If you have your logo, images and text prepared before you start, you'll be able to put your Web site together quickly and be up and running in no time. Here's what to prepare:

1. Create A New Folder On Your Computer
2. Learn About Content Types
3. Prepare Your Logo
4. Prepare Header Bar Images
5. Determine Your Page Content

IMPORTANT!

Remember that nothing in Power Site Factory is set in stone. Everything you do can be changed later on, so you don't have to worry about making a mistake!



Laura Smillie of mTec Training Centre states:

"At first I was intimidated as I'm not a techie, but Power Site Factory is user-friendly and intuitive. We're a small business and Power Site Factory is a way for us to be able to afford a new Web site."

Examples of some current Power Site Factory Web Sites

www.mtctraining.com
www.espgroup.ca
www.stephenrhodes.ca
www.southsimcoeea.ca
www.artsetobicoke.com



1. Create A New Folder On Your Computer

Call it "Power Site Web Site". Here you will store all your images and text, making it easy to find everything later on when you build your site.

2. Learn About Content Types

You will need to prepare the following types of content:

For all pages <input type="checkbox"/>	Your logo (if you have one)
For the Home Page <input type="checkbox"/> <input type="checkbox"/>	A header image (if you have one)
<input type="checkbox"/> <input type="checkbox"/>	A brief positioning statement or tag line (up to 80 characters)
<input type="checkbox"/> <input type="checkbox"/>	An introductory sentence or brief paragraph
For each sub-page <input type="checkbox"/> <input type="checkbox"/>	A title (up to 21 characters)
<input type="checkbox"/> <input type="checkbox"/>	A header image (optional)
<input type="checkbox"/> <input type="checkbox"/>	Text, charts, photos and/or graphics for the page content
<input type="checkbox"/> <input type="checkbox"/>	A PDF or PowerPoint file attachment (optional)

3. Prepare Your Logo

If you don't have a logo, no problem, it works fine without a logo too! If you do have a logo it will appear on every page of your Web site.

- Start with as high quality a digital image (scan) of your logo as possible.
- Save or export your logo in one of these file formats: .gif or .jpg. Save it in your "Power Site Web Site" folder. The optimum size for your logo is 150 pixels in width.

4. Prepare Header Bar Images

Each page of your Web site, including the home page, has a default picture integrated into your Web site's design.

a. Make A Decision

- You can simply use the default image or you have the option of replacing it with one of your own.
- Decide now which choice you will make on all or some of your pages.

b. Add Your Own Image

- Start with as high quality a digital image (scan) as possible.
- Ideally you should use an image editing program (such as Photoshop) to scale your image(s). Header images need to be exactly 115 pixels x 138 pixels wide.
- Save or export your images in one of these file formats: .gif or .jpg. Save it in your "Power Site Web Site" folder. Refer to the guide in your image-editing program as to how to do this if you're unsure.

IMPORTANT

If you use an image that is larger than the standard size, Power Site Factory will automatically reject it. Uploading a smaller image may result in a distortion of the original image.

You will need to prepare the following types of content:

- For all pages, your logo (if you have one)
- For the Home Page, a header image (optional)
- A brief positioning statement or tag line (up to 80 characters)
- An introductory sentence or brief paragraph
- For each sub-page, a title (up to 21 characters)
- A header image (optional)
- Text, charts, photos and/or graphics for the page content
- A PDF or PowerPoint file attachment (optional)

5. Determine Your Page Content

Use your favorite text editor to write all the text before you start assembling your Web site. If using a text editor such as MS Word, do not use images and avoid using a lot of formatting - you can add these later. When writing for a Web site, keep your thoughts concise and brief. Most people don't like to read lengthy paragraphs when they are visiting a Web site, but prefer to be able to "scan" for information quickly.

Power Site Factory provides a custom home page and unlimited sub-pages.

Create Text Content for Home Page

You will be able to add the title of your site (your company or organization name) and a short paragraph that describes your products or services. You have the option of adding an 80 character positioning statement or tagline. Remember that "characters" includes spaces and symbols.

Create Text Content for Sub-Pages

Each page will need a title and content.

Title

The title is also the link to the page. The maximum lengths for titles are 21 characters. Remember that "characters" includes spaces and symbols.

Content

Content can be just text, just images or a mix of text and images. Each page has unlimited potential for content, but to make sure your Web site visitors can find what they are looking for, it's best to keep the amount of content to no more than about half of a regular size page. You will be able to copy and paste the content from your text editor into Power Site Factory. You can then format the text using familiar tools, such as font, size, colour, bold and underline.

Prepare Pictures for Sub-Pages

You will be able to include an unlimited number of pictures on each sub-page. There is no size restriction on pictures that are part of the content of your site, however it's best to prepare them to be 72 dpi and no more than 400 pixels wide or tall. All images must be in .jpg or .gif format. Check your image file size (how much space it will take) before using the image on your Web site. Large images can cause your Web page to load slowly, especially for users that may be viewing your page through a dial-up Internet connection. Keep the picture file size small and your page will load quickly.

Prepare Links for Sub-Pages

You will be able to add an unlimited number of hyperlinks on every page of your Web site. Prepare your hyperlinks now so they will be easy to implement when you build your site.

Prepare PDF or PowerPoint files for Sub-Pages

You will be able to add a PDF or PowerPoint file to each page, if you choose to. Prepare your PDF or PowerPoint files now so they will be ready to upload when you build your site.

Congratulations! You're Ready to Start !

Now that your logo, images and text are ready, you can start putting together your Web site. You will find that the time you spent preparing your content will save you considerable time later on.

Contact Power Site Factory : info@powersitefactory.com (416) 977 9724