6. Launch + PR

Maximizing 'Launch Impact'

For a period of one to a few weeks before launch we arrange with your Internet service provider (ISP) to have your site up-and-running but protected from public view. During that period, we can work with the ISP on installation and testing of the usage tracking programs you select and we test all pages, links and web-based applications to be certain that, after transferring them from our development environment to the ISP, they continue to function as expected — important when the website uses complex software applications, either off-the-shelf or custom developed.

At launch, we also install the 'server extensions' with the webserver used for your website (to enable password-protected editing access to the site) — and we put in place the mechanisms for using the templates developed for your standard document types.

To help maximize the effectiveness of a website and of your investment, we work with your internal or outsourced PR team to provide 'sneak preview' screenshots of the new site prior to launch — helpful for press release and other traditional public relations activity. In the "new media" of the Internet, we encourage the use of online registration services, which will register the website with a large number of search engines (currently several hundred) for approximately one dollar per registration. We will personally register the site with the largest and best known of the search engines, such as Alta Vista, Lycos, Yahoo and others that regularly appear at the top search level of 'high-traffic' sites such as those from Netscape and Microsoft.

Finally, we recommend strategies for using the 'META' tag in the header of your top level HTML documents to insure that the keywords and concepts most important to you are indexed and displayed by these search engines.

T E A M

Forepoint's design and technology principals

Coordination with PR entity and webmaster (for testing and editing access)

T A S K S

• Migrate site and applications to chosen ISP
• Provide assistance to PR entities
• Register with search engines

C O S T S

HTML content work is charged at $80/hr; programming and complex content design, $125/hr.

R E S U L T S

The site is launched, with timing of PR and search-registration activities optimized for maximum impact and potential exposure to target audiences.

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