

**The Webmaster Guide to Project Documentation:  
For Small & Medium Businesses**

By: Mian Sami

**Editors' Note and Dedication**

**I dedicate this work to the memory of our beloved father,  
Sir N. M. Haleem.**

# The Webmaster Guide to Project Documentation: For Small & Medium Businesses

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## **Copyright Information**

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## Introduction

### Scope

*The Webmaster Guide to Project Documentation* – For Small & Medium Businesses is a practical, streamlined blueprint for starting up and finishing Business contract.

### Target Audience

*The Webmaster Guide to Project Documentation* – For Small & Medium Businesses is written for the early stage freelancer, for the dislocated professional who has decided to startup a freelance business, and for the skilled worker who is involves in the freelance business option while still employed. The authors anticipate a reader who has a marketable skill, a sense of urgency, and who will copy intelligently and customize as appropriate.



### Authors' background

I am technology industry executive now i reinvented myself as independent consultant. During my transition from employee to consultant, i faced and resolved many of the issues that challenge the lone consultant. *The Webmaster Guide to Project Documentation* is my journey stripped of mistakes, distractions and unnecessary spending.

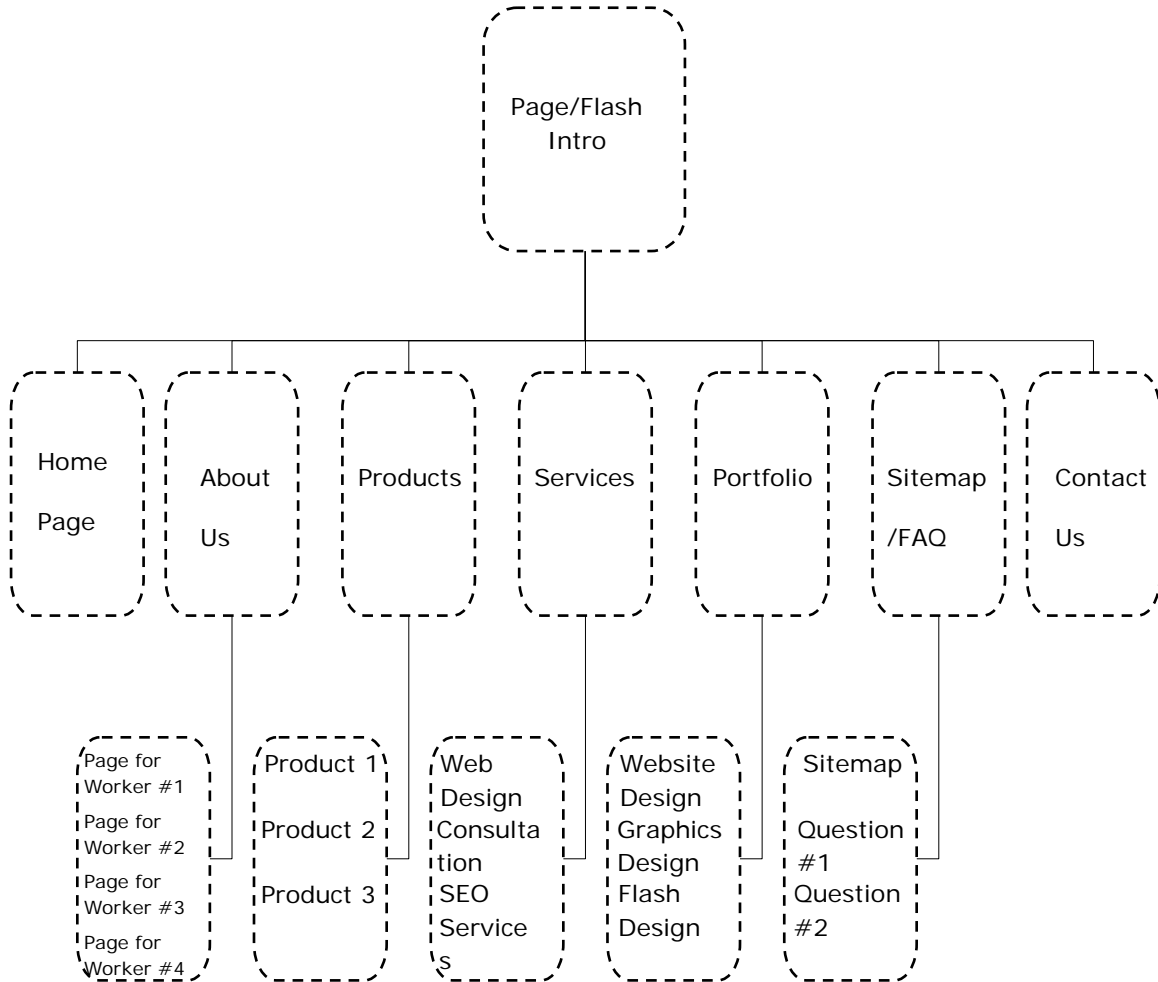
## CLIENT STEP #2: PREPARE WEBSITE CONTENT, STRUCTURE, NAVIGATION

1. Prepare a complete detail of the content you desire to be included on your website or retained from your existing website if this project is for the redesign of your existing website. Be sure to proofread all content prior to delivering the information to SIAL MEDIA.

### *PURPOSE OF PAGES: GUIDELINE FOR CONTENT PREPARATION*

- a.) **Home Page:** This page should be an introduction to your website and the products, services, or resources that you offer. It should encourage the user to look through your entire website, as well as result in a prompt call to action if you desire their purchase of your offering. The information should be presented in a clear, cohesive manner, requiring a minimal amount of interpretation, reading, or navigation to facilitate the end result you are seeking.
- b.) **About Us Page:** This page should be used to communicate information about yourself, your team, and the company as a whole. It should provide a history of your organization, your resume and/or educational background, as well as any substantial achievements and awards, and your plans and the direction you intend to take your organization in for the future.
- c.) **Products Page:** If you are offering a minimal number of products, each can be listed on this page, which can be displayed via various filters (i.e. price, size, popularity, recently added, etc.). Alternatively, if you offer a large number of products, this page should showcase your catalog of offerings, such that the user may select from a section that appropriate meets their needs. This will be based on a navigational hierarchy that should be prepared by MIAN SAMI and delivered to SIAL MEDIA with all other content.
- d.) **Services Page:** This page will communicate to your visitors the precise services that you offer, as well as corresponding rates for the provision of these services if standard pricing exists. Alternatively, you will request a call from action by the user to contact you for further information on your services or the specific service desired from this section.
- e.) **Portfolio:** This page will showcase your work in the various service areas you have identified on the Services Page. The works should be separated by type in order for the user to easily and quickly locate the material that is applicable to their needs, reason for visiting your site, and review of the specific service interest they have.

### EXAMPLE WEBSITE CONFIGURATION



**“If it isn’t in black and white, it never happens”**