

Preparation, design and promotion of web site

Your web site is a way of presenting your business to the world. There are several decisions that you need to make so that I can produce a web site for you that matches the way you want your business to be seen. This page relates to the OVERALL look & feel you want for your site.

Domain name

Perhaps the single most important decision you can make is the choice of a domain name that conveys the nature of your business in a memorable way. However most of the high level domain names are already taken. If you give me some ideas I can look for an available domain name that will suit your business. Bear in mind you might want to register in .co.uk, .com AND .biz.uk

.....
.....

Image

You already have a clear image that you use for your business. If you have a logo or letterhead, catalogue or price list - whatever you give potential customers - please attach a copy, and indicate briefly what you see as the most important features. If you have any ideas about what you would like to see on your web site please attach a sketch or list.

.....
.....

Colour

Most web sites work within a range of 16, 256, 65,000 or 24 million possible colours. Apart from images, the majority of sites look garish if too many colours are used. As a starting point it would help if you could choose three or four colours for your site. A two-colour background is often effective, with text in one main colour and another for emphasis or to add interest. Use the tool on our website to choose a suitable colour scheme. Then WRITE DOWN THE SIX FIGURE (HEX) CODES FOR EACH OF THE COLOURS YOU HAVE CHOSEN eg FF0000, CA3467, ...

,
.....
.....

Text style

Because of the way the web works there is a limited range of text styles that will show up effectively on most machines. Also, text that works on a print doesn't always work too well on a screen. It's best to keep to one or at most two styles on a page, perhaps using a different one for headings etc. The major styles suitable for web pages are:

serif **sans-serif** monospace

Please underline the one you want me to use for body text, and if you wish double underline a different one for headings.

Site style

What sort of style do you feel best represents your business?

Elegant & simple, Soft & gentle, **Brash & colourful, Bold & strong**

Promotion

Your web site will only bring in customers if it's effectively promoted. To help me promote your web site I need you to provide some good sales material.

Title:

A very brief description of your business including the business name

.....
.....
.....<important! sell your site!>

Description:

A one-paragraph sales pitch - to try to catch the potential customer's eye.

.....
.....
.....
.....
.....<maximum 200 characters>

Key Words:

Basically all the things you sell / services you provide.

.....
.....
.....
.....
.....
.....<make sure you hit all options - plurals etc.>

Finally, I can promote your site to the major search engines - but wider promotion involves the use of a 'promotion site' that charges for its services. I can pursue this if you wish, but I'd advise the simple approach at first.

Remember, we can always extend, modify, or promote your site again.

I'd like to use a promotion service and am happy to pay for this service. YES / NO

Now to the individual content of each page. Most commercial websites have an introductory page explaining what the business is
detailed pages showing specific features
a contacts page or order form. (closure)

Please tell me what you want to see on each page.

Introduction (home page or index)

.....
.....
.....

Closure

.....
.....
.....

Middle pages

1

.....
.....

2

.....
.....

Remember , if you find it easier you can always add sketches of your ideas.
You will also need to provide copy (text) for the pages, and we are happy to discuss how this can best be done.

Charges

Domain name registration costs about £20 for UK domains, and £40 for top level domains (e.g. www.microsoft.com). Some domains aren't available (e.g. .gov) and some can be expensive to register. Registration is normally for a two-year period. Domain name hosting with a reputable ISP costs approximately £20 - £80 a year depending on the bandwidth and facilities offered. Web page design and uploading to web costs from about £40 per page, depending on the number of pages. More complex pages with specially designed graphics take MUCH longer and therefore are more expensive. Limited promotion is included in this cost but wider promotion using a promotion site can be very effective. This service isn't too expensive - but can be done at any time.

Client's signature

and date: