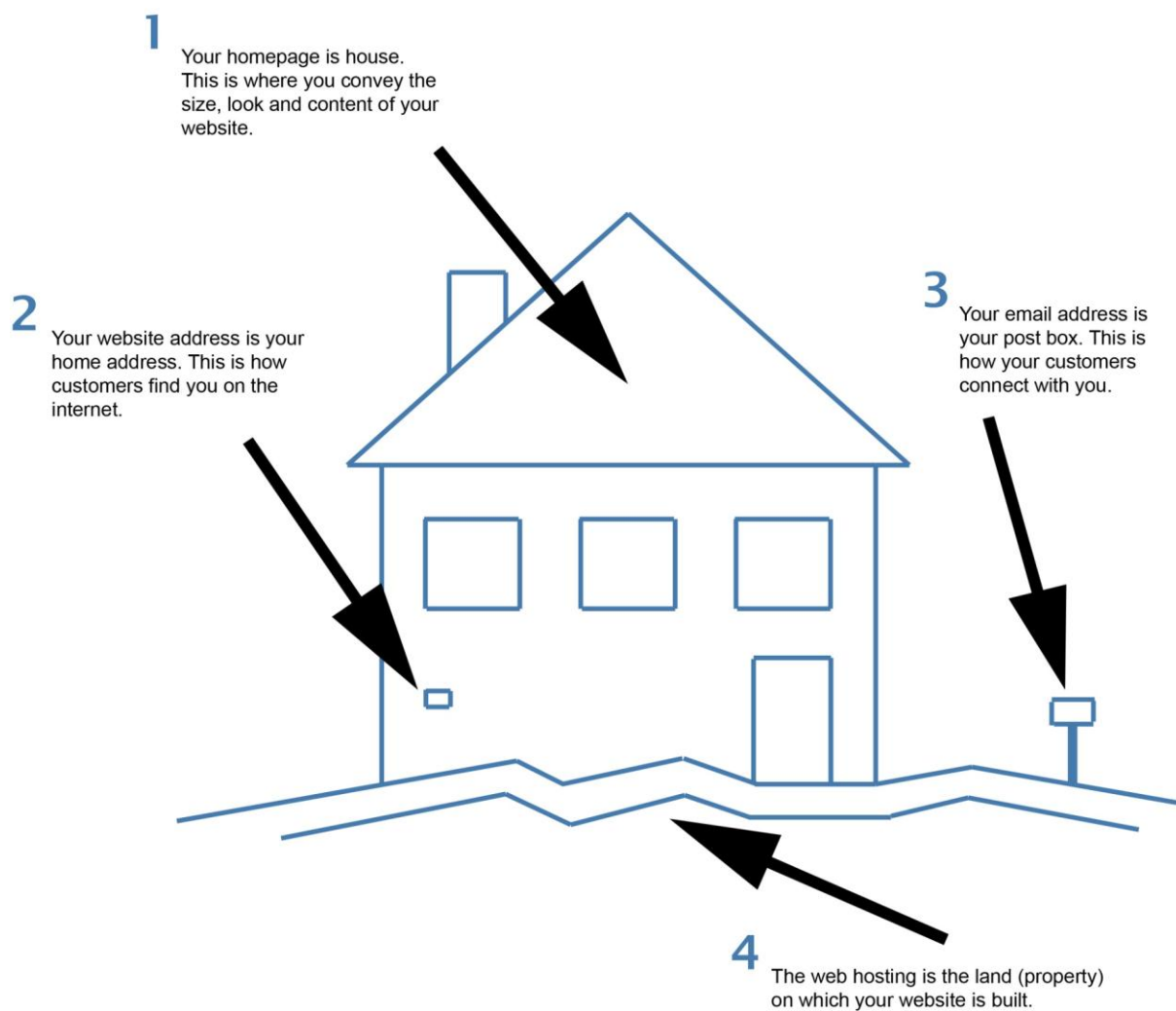


## Web Design Guide

### The path to creating your own website.

Creating an online appearance is like building a house. There are 4 stages or tasks to consider:

1. House > Homepage
2. Street > Internet Address
3. Post Box > Email Address
4. Land, Property > Hosting



## Questions to ask yourself.

Which category does your company belong to?

- Business
- Private, Family
- Club, Group, Organisation
- Hobby

Who is your targeted audience?

- Potential customers
- People with similar interests
- Family
- Friends, Colleagues

How well do your visitors understand your business?

- Well
- Not well
- A little

Wie gut ist Ihre Zielgruppe mit dem Medium Internet vertraut?

- Well
- Not well
- A little

## Ideas and Inspiration.

Do you already have ideas on how you would like your website to look? If not, try looking at other websites for inspiration and make notes of the ones that catch your eye.

www. \_\_\_\_\_

www. \_\_\_\_\_

www. \_\_\_\_\_

www. \_\_\_\_\_

www. \_\_\_\_\_

www. \_\_\_\_\_

www. \_\_\_\_\_

What did you especially like and dislike about these websites?

**Likes**

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**Dislikes**

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## Collect Materials.

You may already have some content for your website. Mark below what you already have.

### Text documents

- Company brochure
- Company philosophy
- Vision, Aims
- Employee information
- Product information
- Price list
- Manuals
  
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Photographs

- Office building
- Office rooms
- Company founder/s
- Employess
- Management
- Products
- Location map
  
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Design Material - Corporate Identity

[ ] Company logo

[ ] Company colours

[ ] Business cards

[ ] Fonts, Typography

[ ] \_\_\_\_\_

[ ] \_\_\_\_\_

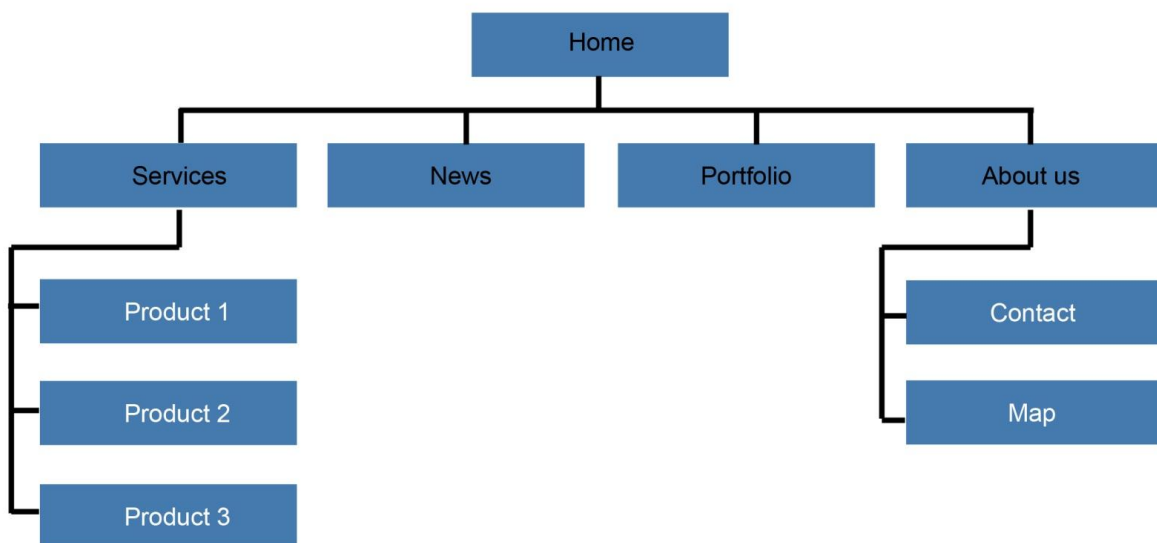
[ ] \_\_\_\_\_

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## Design the structure.

Draw a diagram of how you would like the structure of your website to be. This is called a sitemap. It helps to sort the content into the correct pages.

Example:



Key points to remember:

- Try to have a simple structure
- No more than 2 hierarchies
- No more than 6 pages per hierarchy
- Try to make your contact information easy to find
- It is good to have a page about who you are including a picture of yourself to personalize your website. People like to know who they are doing business with!

## Content.

When deciding what information to put online, keep in mind what the visitors are most likely to be looking for.

Key points to remember:

- Less is more. Try to avoid long sentences and keep it simple.
- Avoid business language and abbreviations.
- The internet is a visual medium - use pictures and graphics!

## The technical information.

### Domain Name - Your Address on the Internet

Your domain name is how you are found on the internet. Think of different ways your customers might search for you. For example, if your company name is two or more words (eg. Big Blue) your address could be bigblue.com OR big-blue.com. If this is the case, you should register as many of the variations of your site name as possible. Make a note below of the different addresses you could have.

Example:     - www.bigblue.com  
              - www.big-blue.com  
              - www.bigblue.org  
              - www.big-blue.org

www. \_\_\_\_\_

www. \_\_\_\_\_

www. \_\_\_\_\_

www. \_\_\_\_\_

### Email Address – Contact information

A public and private email is normally enough. Make a note below of how you would like your email addresses to look.

Example:     - info@yourcompany.com  
              - nina.bromley@yourcompany.com

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\_\_\_\_\_

\_\_\_\_\_

This next part will not actually be visible on your website, but nevertheless very important that it is configured in the right way. This will ensure your website is easily found when searched for on the internet.

### Site title

A site title is the short description of your site located on the top of the window. What would you like as your tab title?

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### Description

This text should be the short description you would like to be shown below your site tile on the search engine result page.

Key points to remember:

- Include a short version of your company goals
- Use keywords (more on this later)
- Make sure it is simple and keep it to the point with a maximum of 250 characters

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## Keywords

Finding the correct keywords for your company is very important. Your site gets automatically categorised depending on your choice by a search engine.

Rules for defining keywords:

- Think about what keywords your visitors would use to find your business
  - To find your keywords, look at your content you have on your website and see what words are commonly used
  - Use no more than 20 keywords
  - Be careful to use the correct spelling
  - Don't use the same keyword more than once
  - Try to avoid general words (eg. Internet)
- 
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## Website maintenance.

[ ] Static

If you don't have content that needs to be changed/updated regularly, this is probably the best option for you. Create your website once, and leave it online – a bit like an online leaflet.

However, if you do need to make a change, contact us and we will be happy to edit as needed for a small hourly rate.

[ ] Self Editing (Content Management System – CMS)

Have the option to change the content (eg. Upload more pictures) whenever you desire, without coming through us (unless of course you need help!).

With the information gathered together in this guide, you are much closer to having your website. Nevertheless, this guide is only just that – a guide, and it should not stop you from contacting us for help or questions.

With friendly regards

**Team bite47**