

WEBSITE DESIGN



www. **Oast House Media** .co.uk

Website content planner

(issued January 2012 - © Oast House Media Ltd)

The following information and questions will help us supply your business with a better website service; but don't worry if you can't answer everything or supply all the information requested. We can fill in the missing information later.

We attempt to deliver a non-gobbledegook, user friendly solution for your web requirement - the internet can be confusing so if you're not sure about something call anytime!

We can explain everything in simple English!

Nigel Stevenson: Managing Director

01304 369440 ~ 07931 376 255
nigel@oasthousemedia.co.uk

other useful websites

www.seowl.co.uk

Everything you need to know and more about search engine optimisation (SEO)

www.wendystevenson.co.uk

Web page SEO content copy writing - how to get the most from your web page text

www.easily.co.uk

Simply the best web name supplier in the UK. Buy the wrong name and you're stuck with a bad start!



“OHMs web content planner was really helpful. I didn't have a clue when it came to setting up my website. This document and OHMs friendly support took me through each key stage - it was easy!”

Caroline Tabony
Locomotion





Website Content Planner

● STEP 1

Website name:

Have you already purchased a web name?

YES – move onto step 2 but make sure you own your web name. If your web name was purchased for you (by a 3rd party) we can check ownership on-line.

NO – use www.easily.co.uk as your web name search engine. This site is UK based, user friendly and accessible via 0800 free call numbers.

DO NOT purchase hosting or email options, we supply this as part of our hosting agreement

client comment box



Notes: Web name purchase

Points to consider when purchasing a web name...

A .co.uk web name is more efficient when targeting UK based search engines such as www.google.co.uk

If possible, use a trade specific keyword in your web name, i.e.: acme-builders.co.uk as search engines can identify keyword use in web names

Your web name is also known as a URL (Uniform Resource Locator)

● STEP 2

Website hosting:

Have you already purchased any hosting?

YES – move onto step 3

NO - We can supply your entire web hosting requirements with some additional FREE services. For an overview of services which include: domain space, emails, web statistics, see our website support overview: www.site-helper.com

client comment box



Notes: Additional services

In addition, we also support our web clients with FREE office hours telephone support, FREE on page search engine optimisation (SEO), FREE local (Kent) business directory listing. Your initial web design consultancy is also FREE for Kent based businesses



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● STEP 3

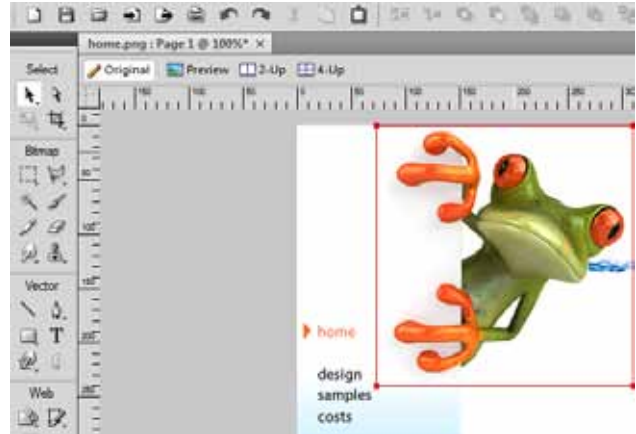
Website design:

Do you have/require a logo?

YES – move onto step 4. We will ask you to supply a digital version of your logo so we can convert for web use.

NO – many new businesses do not have a logo, we offer a logo design service and can assist you with this important design element. Our logo design can also be used for print and signage

client comment box



Notes: File formats

The preferred format for your logo is 'vector'. These are normally supplied as Ai files or EPS files. We can also use good quality image (or bitmap) files such as tiff, gif, jpeg, bmp.

● STEP 4

Website design:

Do you have your web copy (text) ready?

YES – move onto section 5. We will ask you to supply your web page titles and content in a digital format, i.e.: email/word/notepad/PDF (we can convert other formats)

NO – we can help you write web page content not just for your potential new customers to read but also for search engines to find and enhance your search engine listing – so called SEO copy writing is a very important part of your web page design

client comment box



Notes: Keywords

At this stage it is also worth considering your key words and phrases you think browsers will use to search for your website. Remember to include unique product/services words and if applicable geographical place names if you supply to a specific area

In order of importance...

Keyword/phrase 1.

Keyword/phrase 2.

Keyword/phrase 3.

Keyword/phrase 4.

Keyword/phrase 5.

Keyword/phrase 6.

Other



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● STEP 5

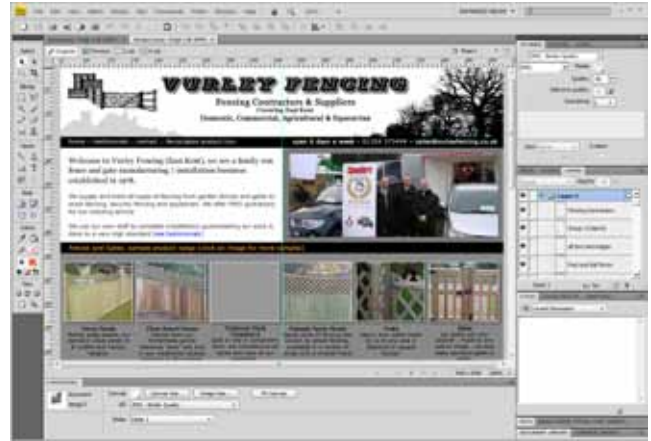
Website design:

Web page template, at this point we take over and create your first draft web page design

Using the information you supply (or we create for you), i.e.: text, logo, photos etc. we will create a static web page design for you to view on-line. The template is a model of a typical page (usually the home page) so you can see what your web pages will look like. The web page template will display

- Logo placement
- Photo placement (if applicable)
- Navigation position and page titles
- Background colours
- Font styles and colours
- Text link colours and actions
- Page layout
- General 'look and feel' for your design

client comment box



Notes: Page template

This template is a working model and can be edited quickly and easily to make sure you are happy with the design. We DO NOT progress the live web pages until you are satisfied with your design (you sign off this stage)

You can speed up this process (and save money) by completing the following check list.

Check your competitors websites, tell us who you think has the best website so we can make your design look better

Find websites you like the 'look and feel' of, we do not copy other designers work but by indicating a style, colour(s) fonts, layout etc. that you like it can make our job easier and quicker - saving you money

Client check list:

Search your competitors - list their web address(es)

Search websites you like - list their web address(es)

Note good points

Note bad points



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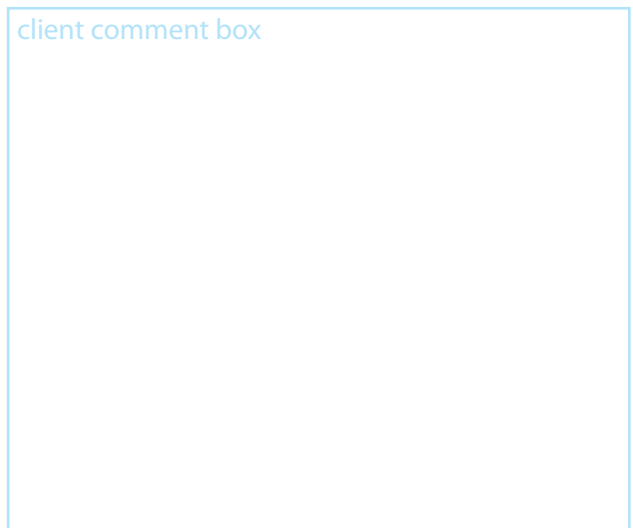
● STEP 6

Website design:

Web page creation

Having signed off the web page template (step 5) and supplied the web page content (or we supply this for you - step 4) we can now create your website pages.

Each static page will have its own unique URL (Uniform Resource Locator) name and SEO set-up in line with accepted SEO techniques. We also build into the page <head> content SEO, text link SEO, image tag to maximise SEO requirement for search engines like www.google.co.uk



Notes: Web page

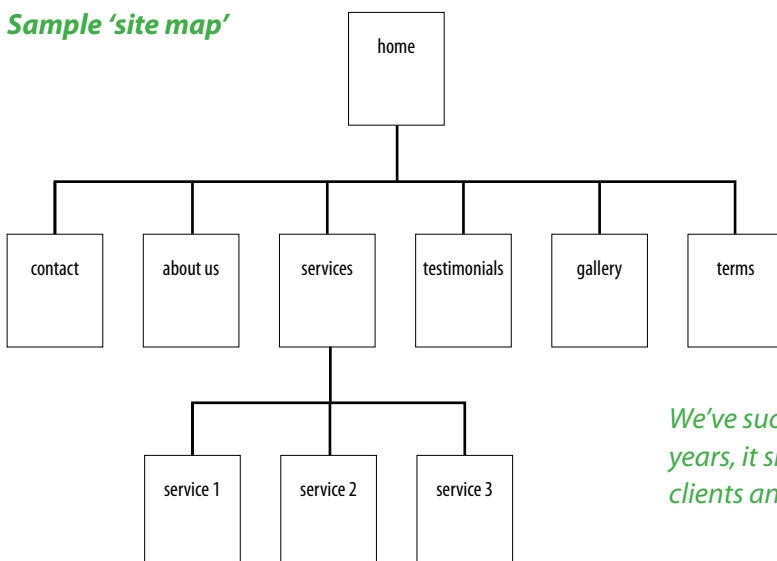
The more web pages the better - OK we would say that as we charge per page but search engines like google look for depth of keyword content

For example: if you are a plumber and have 3 key areas of business - 24 hour call out, boiler servicing, bathrooms...and you put all these services into one web page your keyword content becomes diluted as the 3 services are not common

However if you use 3 separate dedicated web pages using the unique keywords for each service google (and co) can cache the content and identify the page much more easily

This can also be enhance by in text hyperlinks, these text links if used correctly can force search engines to specific areas of your website as it follows keyword strings

Sample 'site map'



A 'site map' is used by both client and designer to establish what goes where

Once the site map page titles are agreed you can assemble/supply the text/images (or we can supply for you) identifying the correct page for the data supplied.

We've successfully used this method for over 10 years, it simplifies the collation process so both clients and designer sing from the same hymn sheet



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● STEP 7

Website design options:

Shopping cart and content managed websites

All the above sections apply, but in addition we will discuss your shop or Content Database Management requirements in detail identifying your present and future requirements. The web pages generated by your database will reflect the design signed off in step 5

client comment box



Notes: e-commerce

One of the big benefits of buying your own shop is the low running costs. On completion the only additional cost you will pay for are your web name renewal and yearly hosting fee.

Our Content Management Systems (CMS) control pages are easy to use and require very little training

Simple is good!

● STEP 8

Search Engine Optimisation

Off page SEO (back links)

Having completed the design and launched your website you can enhance your search engine ranking by promoting your web name and content on other websites such as...

- Trade directories
- Open directories
- Local directories
- Social media websites
- Google 'places' and
- Mobile (phone) web opportunities

We can advise you on this or actively promote your website for you as part of a separate SEO campaign agreement

client comment box



Notes: Off page SEO

Clients can enhance their own website position on search engines by creating and actively using social media websites and adding their web name/business info to national and local directories like the one sampled above: www.east-kent-web-directory.co.uk which is free of charge.

Your website will have **on-page** SEO built into the web pages as part of the design process using your keywords so make sure you research and define the most popular keyword strings including geographical terms such as 'Kent'.

Also see section 4.

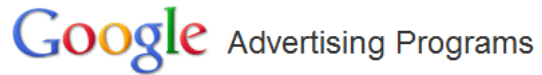


● STEP 9

Options: Website promotion

Pay-per-click advertising

The ONLY way to guarantee page 1 / site 1 is to use search engine Pay-Per-Click (PPC) advertising. Costs depend on your keyword selection and your requirements. PPC can be a very good and successful method of website promotion that does not require traditional SEO for 'natural' listing. PPC is instant, budgetable, non-contractual and editable but does come with a management/usage cost.



Attract new customers: [Google AdWords](#)



*Notes: P-P-C
We can manage and pre-agree your budget/ requirements*

Options: Web page enhancements

Photography

We strongly recommend that you use only the best imagery on your website. We can supply library images for just a few £s and/ or professional photography for your products, services, staff, offices, workshops etc.



*Notes: Photography
DO NOT wreck the design with poor quality imagery. DO NOT steal images from other websites including google images.*

All images belong to somebody (©)!

Flash imagery

We can supply flash moving imagery for your website but we do not recommend that it is used to form part of web content information – view only. Flash is NOT search engine friendly.

*Notes: Flash
Becoming increasingly popular again but be warned, it's not cheap, not easy to edit and search engines can't see it!*

Updating your web pages

Client who host with us will enjoy occasional minor updates FREE of charge. But to update your own web pages we recommend 2 methods.

*Notes: Updating you pages
By 'minor' we mean simple text changes taking no more than a few minutes*

1. For larger websites, create a database and manage using a Content Management System.

Method 1. excellent for: large website requiring search options, low skill users, archiving data, real time updates, on-line document management

2. For smaller websites, update your web pages using 3rd party software like Adobe Contribute (not supplied).

Method 2. excellent for: small websites, users with MS Word level editing skills, real time updates, low budget projects

We have several clients using both methods



Form completed

● Next step:

To commence your website design project call 01304 369440 / 07931 376255 or email nigel@oasthousemedia.co.uk

We will...

...Contact you to arrange a meeting (on or off site)

...During that meeting we will discuss the key points (as per this doc), SEO, delivery and answer any questions you have for us (allow 1-2hrs)

...Supply a written proposal that includes costs and your requirements

Our postal address is:

Farm Cottage
Cherry Lane
Great Mongeham
Kent CT14 0HG



Oast House Media Ltd

About us:

Oast House Media Ltd are a Kent based website design company. We've already have many local and national web clients enjoying a professional design and SEO service.



Director Nigel Stevenson has over 30 years media design experience and over 10 years web experience creating his first website in 1998. Since then Nigel has been involved with hundreds of web projects creating 1000s of web pages



Co-director Wendy Stevenson has been supplying web and print copy/editorial for national/ international and local titles for over 20 years and can call on a wealth of experience to supply the perfect web (or print) text content

About the company:

Oast House Media Ltd (est 2004) is registered with the Information Commissioners Office (ICO), CRB checked (N Stevenson) and affiliated to Trading Standards (Kent) 'Buy with Confidence' scheme which fully protects consumer rights and ensures a very high quality and audited code of conduct

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Registered Office: Farm Cottage, Cherry Lane, Great Mongeham CT14 0HG
Directors: N Stevenson, WA Stevenson
D&B D-U-N-S* Number 22-062-6746

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The information displayed in this document is an overview of services and cannot be used to form part of a contract. This document intends to overview the web design process and some comments are personal thoughts based on the authors own experience.

See terms and conditions: www.oasthousemedia.co.uk/terms.shtml

“Experience the Difference with Oast House Media”



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