



## Planning your web site

If you are considering a new web site, or want to improve your existing site, careful planning at the beginning of your project will ensure that your site delivers your message. Consider the following when planning your web site:

### Domain names and hosting

The first step. Choosing a domain name and checking it's availability at the [www.nominet.org.uk](http://www.nominet.org.uk) web site is an absolute must. Carefully consider your choice of domain name and check it is available. Or, we will be more than happy to check on your behalf at no charge.

Some domain/hosting companies offer hosting packages with a free .co.uk domain name, for 2 years – check the internet for all of the available options.

**IMPORTANT! – if a web designer purchases a domain name on your behalf make sure they always purchase the domain with your name, and address details and NOT theirs.**

### What do you want your web site to achieve?

Think about it - what do you want to get across to your visitors when they come to your site?

### Get a feel for look and feel

Do you have an idea of what you want your site to look like? Look at other web sites and make notes of what you do/don't like. It could be colour, ease of use, navigation, the way graphics are used, type of content, or perhaps the way items are arranged on the page.

### Content

In order for us to build a web site for you, we'll need content. That includes all images and graphics as well as text.

### Keywords

Try to think of words that you think people would use to look for your type of business in a search engine. Ask your friends what words they would use to find your business. Make a list of these keywords to give to us. When preparing the text for your site include these keywords as much as possible to improve the chance that customers will find your site.

### Basic Web site content

- Your company logo
- Information about you and your company: a brief history.
- Information about your product(s) or services: description, prices, pictures or photos

- Your credentials: experience in your field, accomplishments, experiences, projects
- How to contact you: phone, email, mailing address, physical location.
- Photos and/or drawings that enhance or illustrate the text
- Testimonials: a great way to inform future customers of your great reputation

### **Other content**

What makes you stand out? Do you offer services that are unique, different or better than your competition has to offer? If so, what are they and how will they benefit your visitor? Let your customers know what is special about your business by putting it on your web site.

If you are considering a web site for your business, please feel free to **contact Deb Designs on 01743 367244** for an informal chat and find out how we can help you!