

# MAFFRA WEB DESIGN

## The Web Design Process

### Step 1 Preparing your content

Firstly, create a separate folder for each page of your website. Name each folder to correspond with the pages eg **Home**, **About Us**, etc. Next, create a separate Microsoft Word document with the content for each web page and place it into the corresponding folder.

Create a PDF folder for any PDF documents you wish to include in your website.

Decide on what information you would like displayed in the **Footer** which is located at the bottom of each page. There are several boxed spaces for separate information. This information will be displayed at the foot of each page.

You may also include an optional sidebar to display relevant content. This can be placed on the Home page, or on every page if desired.

### Images

Almost every website uses images to support written text. Try to budget for professional photography. You don't necessarily need a lot of photos, just good ones. Twelve professional images are far better than fifty amateur snapshots, and will make a huge difference to the overall appearance of your site. Most images should be taken in **landscape** mode, not portrait mode. If preferred, I can source high quality stock images for you for a small charge. Alternatively I can take your photographs for an extra fee.

To allow for problems in cropping images or issues with quality, I strongly advise you to **provide more images** than you actually need. That way, if one or two won't work, for one reason or another, I have alternatives.

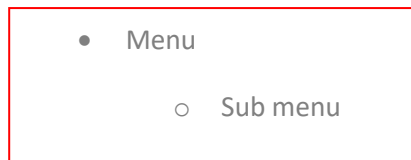
**All of your images should be high resolution JPEG files, preferably above 2 MB each.**

Place your images for each page inside the corresponding folder. Please note I may not use all of the images. If you wish to include a gallery create a "**Gallery**" folder and place your gallery images inside.

Another helpful tip is to include a sitemap showing a list of the web pages on your site. This will help me to better understand your website layout. This is only needed if you intend to have submenus in your site.

### Sitemap example:

- Home
- About Us
  - Company Profile
  - Our Background
- Programs Offered
  - Services
  - Seminars
  - On site Assessment
- Contact Us



If you would like a set of sliding / changing images at the top of the **Home** page create a “**Sliding Images**” folder and place your images inside (max 5 images for slider, but provide more in case of issues).

I will need to crop these images to around 2 000 x 500 pixels so select carefully to ensure that, when cropped, each image contains a focal subject.

See example.



Your brochures, photos, logos, or other hard copy can be scanned. A small extra charge may be incurred depending on the quantity scanned.

If you would like Youtube videos embedded into your website upload your videos onto your Youtube channel and just provide me with their url links.

Provide your location address for a Google location map.

***Email or phone support is always available if you need any assistance with preparing your content.***

### **Providing your content**

You may upload all of your content to my Dropbox (a link will be provided), or provide it on a disk or a USB Flash Drive.

*The most important thing to remember is that the more accurately you can describe what you want, the more likely I will be able to create a website which will help you achieve your objectives. In general **costs may be affected** by how well-developed your web site description is. That means knowing what the content and page layout of your site is, how many pages there are, what their names are, and so on. The more you understand what you want your website to look like and have the material for your website organized, the easier it is for me to convert your ideas into reality.*

Once I have received all of your content I will provide you with a quote.

Quotes are firm for thirty (30) days from date of quotation.

### **Step 2 Building your website**

This is where I use the information you have provided to create a functional website. I will provide you with a temporary URL so you can view your site as it is being developed. Check this website often to view the progress and promptly provide feedback of any additional changes or corrections that are required. I will optimise\* your images for the web using Adobe Photoshop, and your site will be constructed so it works across all major web browsers.

\*Images are optimised to improve the speed of your website

### **Step 3 Going Live**

Once you are happy with your website I will migrate the files so your website becomes visible on the World Wide Web. You will have 30 days of free maintenance where I will make any minor changes and adjustments if required.

To update your web site after the free maintenance period you can use a combination of methods:

- ✓ Do the updates yourself using the built in Content Management System (instructions will be provided)
- ✓ Get me to do the more complicated work.

**Please note:**

Creating your website will **NOT** give you the web address [www.YourBusinessName.com.au](http://www.YourBusinessName.com.au). If you want your own domain name I can arrange domain name registration and hosting of your site. Ongoing annual fees for hosting your website on a web server, and domain name registration, are additional to my costs.

I do not guarantee any results but will do my very best to help you achieve your objectives on the internet with the material and information you supply. If I make any typographical or system errors I will correct these at my cost when they are discovered. I accept no liability for any consequential loss due to a client editing their website, and strongly advise that website files are backed up prior to commencing any editing.