



Maffra Web Design

Detailed Planning Guide

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.

Place any PDF documents you wish to include in your website inside the corresponding page folder.

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.

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, but some in portrait mode should also be included. Take several images of the same thing from different angles. 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. Do not take images from the internet as images are copyright protected and can be traced.

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.

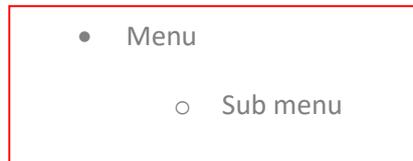
Place your images for each page inside the corresponding folder. Please note I may not use all of the images. If you wish to include a gallery create a "**Gallery**" folder and place your images inside.

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 600 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 for a small extra charge.

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.

If required provide your address for a Google location map to be included on your site.

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

Contact me to arrange a no obligation consultation. Consultations can be done face to face, by phone or using Skype.

Content

If you want your website to get traffic from Google or other search engines, you need to make sure that it contains content created around the right keywords. What this means is that you should be utilizing words that your potential audience is already typing into search engines while looking for similar content, products or services online.

Knowing your target audience is equally important, only you have to know them well enough to anticipate their questions, and answer them before the customers have a chance to ask themselves. When you do this, it helps show your readers that you understand their issues and that you're willing to take a step into their shoes. It's also a great way to make your pages more engaging, actionable, and targeted.

Make sure to do some research online to see what similar businesses to yours are including on their sites. This may help you to get some new facts which you could incorporate in your site as well.

For best results keep paragraphs short (2-4 sentences). Breaking content into smaller chunks assists users to understand and process it better. Your content should be engaging and informative. It should provide information that informs and gives people confidence in their decisions with your company.

Providing me with your content

You may upload all of your content to my Dropbox (a link will be provided), or provide it on 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. If you wish to provide your content differently to the above format that's ok too. In general costs may be affected by how clearly your web site description is set out. 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 and 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 modern web browsers and screen sizes.

*Images are optimised to improve the speed of your website

Step 3 Going Live

Once you are happy with your website I will activate it so it becomes live 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. 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.