

## Going online

Before I even begin to development your website, I will need a design brief to establish exactly your requirements are.

A design brief is an understanding between a client and designer, rather than a formal document between two parties

I do a lot of research before I start a website and I do require as much input from you as possible. The more detailed the brief you give me, the better chance I have of fulfilling its requirements.

We can arrange a meeting, but if that is not possible, we can easily communicate by phone, Skype and email.

## What you need to do

I will ask you the following:

- What you expect to achieve from the website;
- To send any material you may have: logos; images; textual content;
- To send links to about three web sites that you like and why you like them;
- What budget you have in mind;
- A list of the page headings you require for navigation;
- Whether you wish to be able to update the site yourself.
- If you have an existing domain name or website, as you will need to organise for this to be pointed at our servers;
- Your choice of horizontal or vertical navigation
- For SEO purposes some keywords and titles for the different pages

All of these are to give me some idea of what you require.

a: 21 Hadyn Park Road London W12 9AQ

t: 020 8749 9229

m: 0792 142084

e: [annie@digitalplot.co.uk](mailto:annie@digitalplot.co.uk)

w: [www.digitalplot.co.uk](http://www.digitalplot.co.uk)

## **The process**

When we have a better idea of what we are trying to achieve. I will send you a written proposal in PDF format outlining what the site will consist of, an estimated price and a sitemap of the structure of the site.

Then I will provide two graphical layouts based on information provided about the websites you like. I will combine your logo, photos and colour scheme into the design work. On feedback from you we will make minor adjustments to the chosen design.

When we have agreed the design, I will start to build the site.

## **The site build**

Once I've built the web site home page and tested it in various browsers, I'll upload it to the Digitalplot web server space for you to take a look at.

We'll discuss any minor changes and then sign off the website template. I'll then ask you for the content for your web site (text and images).

## **Signing off the site**

When you're happy with the test website, I'll upload all the website files to the web space that the domain name sees and your web site will be finally online.

Throughout the process, I'll guide you and when the process has ended, I'll be there to offer advice and suggestions.

a: 21 Hadyn Park Road London W12 9AQ

t: 020 8749 9229

m: 0792 142084

e: [annie@digitalplot.co.uk](mailto:annie@digitalplot.co.uk)

w: [www.digitalplot.co.uk](http://www.digitalplot.co.uk)

## Optional extras

- **Additional design proposals:** Two design proposals are offered. Additional design proposals are available on request if you would like a selection of designs to choose from. Please ask for a quote.
- **Custom graphic design:** If you require custom graphics designing for your web pages then our graphic designers can create these images for you. Please contact us with your requirements.
- **Stock images:** If you don't have your own images we have access to a number of different stock image libraries. The images available that are either royalty free or rights managed. Royalty free images can vary in price
- **DHTML:** We can add effects to your web page with the use of DHTML. Such effects include collapsing and expanding menus, drop down menus and content that is revealed when an item is selected. Simply provide us with your requirements for a quote.
- **Other optional extras:** There are many other features that are available such as a booking/enquiry form, newsletter sign up, latest news, photo gallery or slide show, a blog or twitter.
- **Content management system:** We offer our own content management system to allow you to update your website yourself. This can be supplied in the format of a full content management system with inbuilt blog or editable panels on selected pages.

Please call me on 0208 749 9229/07921 142084 or email me at [annie@digitalplot.co.uk](mailto:annie@digitalplot.co.uk) if you have any queries or would like to set a date for your free consultation.

I look forward to working with you and helping your web site become everything you hope it to be.

a: 21 Hadyn Park Road London W12 9AQ

t: 020 8749 9229

m: 0792 142084

e: [annie@digitalplot.co.uk](mailto:annie@digitalplot.co.uk)

w: [www.digitalplot.co.uk](http://www.digitalplot.co.uk)