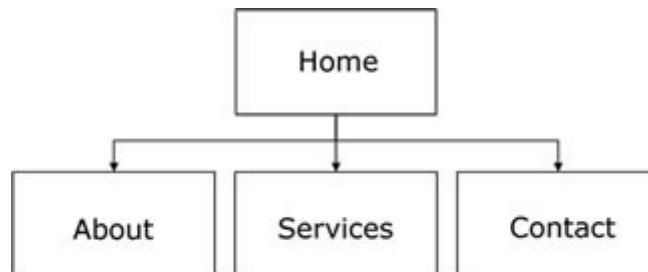


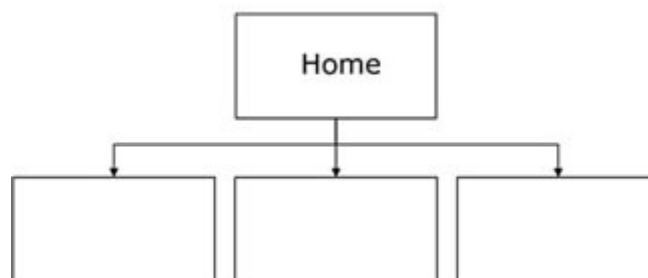
1/10 - Pages and Content

The first step in creating your website is planning out which pages you need and what content (text, images, video etc) you wish to display on each of these pages.

Below is an example of a simple website flowchart;



Using the template below as a starting point (or your own piece of paper), please draw your website flowchart;



To create your pages. You will need to prepare any text, images, videos etc you wish to display prior to your consultation.

2/10 - Web address

Choose a domain name

The next step in creating your new website is choosing a domain name.

If you are unsure of what to use, [click here for tips.](#)

3/10 - Hosting and Email accounts

Do you need Web Hosting?

Web Hosting is where your website resides in the real world. You may have already purchased this if you brought a domain name. If not, I provide fast, reliable hosting with unlimited bandwidth and storage for just a small annual charge.

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Do you require email accounts?

Have a think about how many you will need and who for.

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4/10 - Your target audience

Who do you want to visit your website?

The type and amount of visitors to your site will depend on the keywords used throughout your content. It's best to focus on a max of 2-3 keywords/phrases per page.

If you need help choosing keywords. The ultimate tool is the [Google Adwords: Keywords Tool](#). It's free to use and it gives you advertiser competition, search volume and many more vital statistics about the keywords your potential customers are using.

5/10 - Layout

In this section, please choose a basic layout structure for your website.

These are the 3 most popular navigation (menu) layouts used on the web;

Left Navigation	Example
Top Navigation	Example
Right Navigation	Example

6/10 - Logo

Any questions? Or help needed? Please email me at info@webdesignwolverhampton.co.uk

Website Planner - WebDesignWolverhampton.co.uk

Do you need a logo?

(If yes) Please give a brief description of the type of logo you require;

7/10 - Branding

Your website colour scheme is broken down into 3 sections;

- Main - the menu, borders, title text etc
- Content - the colour behind the main text and pictures.
- Background - the colour behind the main layout.

Click [here](#) to see demonstration site of how the colours will be displayed. We can use any colours, images, or patterns to find the look you desire.

8/10 - Header/Banner

The header appears at the top of each page.

It often contains the site title, slogan, phone numbers, email etc. I would usually combine this with your logo and create a background pattern to suit.

If you unsure where the banner will appear. Click [here](#) to see an example site, look at the top of the page for the text which states 'This is a banner..'

- What content would you like to appear in your banner? E.g logo, phone number, slogan

9/10 - Tools & Features

There may be some other functionality you require from your website. Below are some of the most popular requests;

- Content Management - add/edit Text & Images
- News Page/[Blog](#)
- Video
- Photo Gallery
- Social networking tools - Facebook, Twitter integration
- Add 3rd party content - Youtube videos, Google maps
- Additional forms
- Site Search Function

10/10 - Book appointment

Please email me at info@webdesignwolverhampton.co.uk, or click here to use my [contact form](#) or leave a message on 01902 830028. I will then contact you to arrange a consultation.

Costs:

Service	Frequency	Amount
Website Construction	One-off fee	From £200
Web Hosting	Annual (1 year)	£40
Domain Name	Biannual (2 years)	£20
Extra Design/Updates	Per hour (per minute billing for smaller updates)	£30