

Client Web Kit



Where do I begin?

So you've decided you need a web site, but you're not sure where to begin. This kit is designed to help you through the process of creating a web site. This task requires collaboration and organization, and we want to make it as easy for you as possible!

Work-flow

A typical work-flow on building a site goes something like this:

- › **Content planning**
- › **Delivery of assets to agency**
- › **Wire-framing of site**
- › **Site build**
- › **Site publish**

Content Planning is your first step, and a very important one. This kit will help you with this part of the process specifically. Once this part of the process is complete, most of your work is done! That is the point where we take over and design, then build your site.

The **Delivery of Assets** is the step where you give us photos, logos, graphics, copy and anything else that is pertinent to building your site. These assets should be exchanged as digital files, and can be placed in a Dropbox folder that we will create for you. (Please do not email assets.)

Wire-framing of the site is where we come in. We will build a bare-bones version of your site and publish it to a test server which you can access, but the public cannot. In this wire-framed site, you will be able to click around and navigate throughout the site. It will not contain color, will not have formatted text, or any graphics yet.

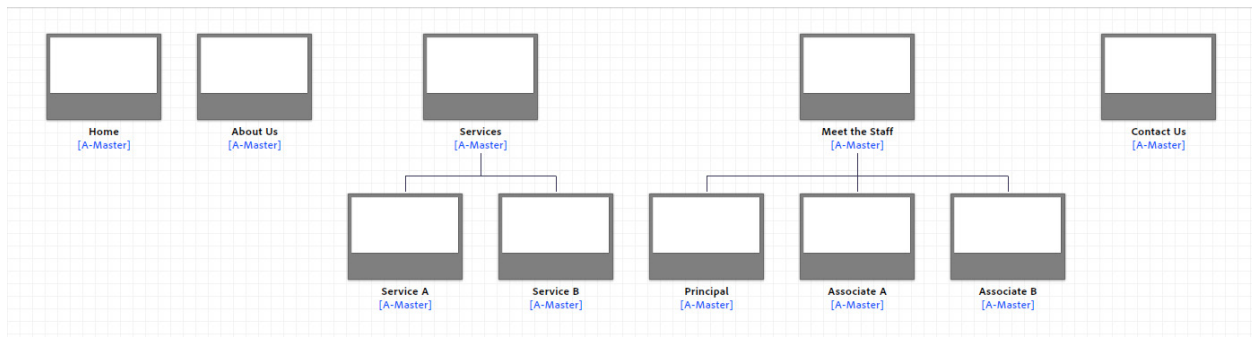
The **site build** begins once the wire-frame is approved by you. At this point we will flesh out the site and apply all the graphics and formatting to make it come alive. This stage will again be published to a test server that you can access to view and request revisions, but will not be accessible to the public.

Once all elements of the site are approved, we will **publish your site!**

Content Planning

Content planning is sometimes called **information architecture**, or **IA planning**, and is one of the most important steps in building a web site. An organized site structure is vital to the success of your site. Your audience will come to your site for information, so it's very important that this information is delivered in a simple, elegant and accessible manner.

A typical site structure may look like this:

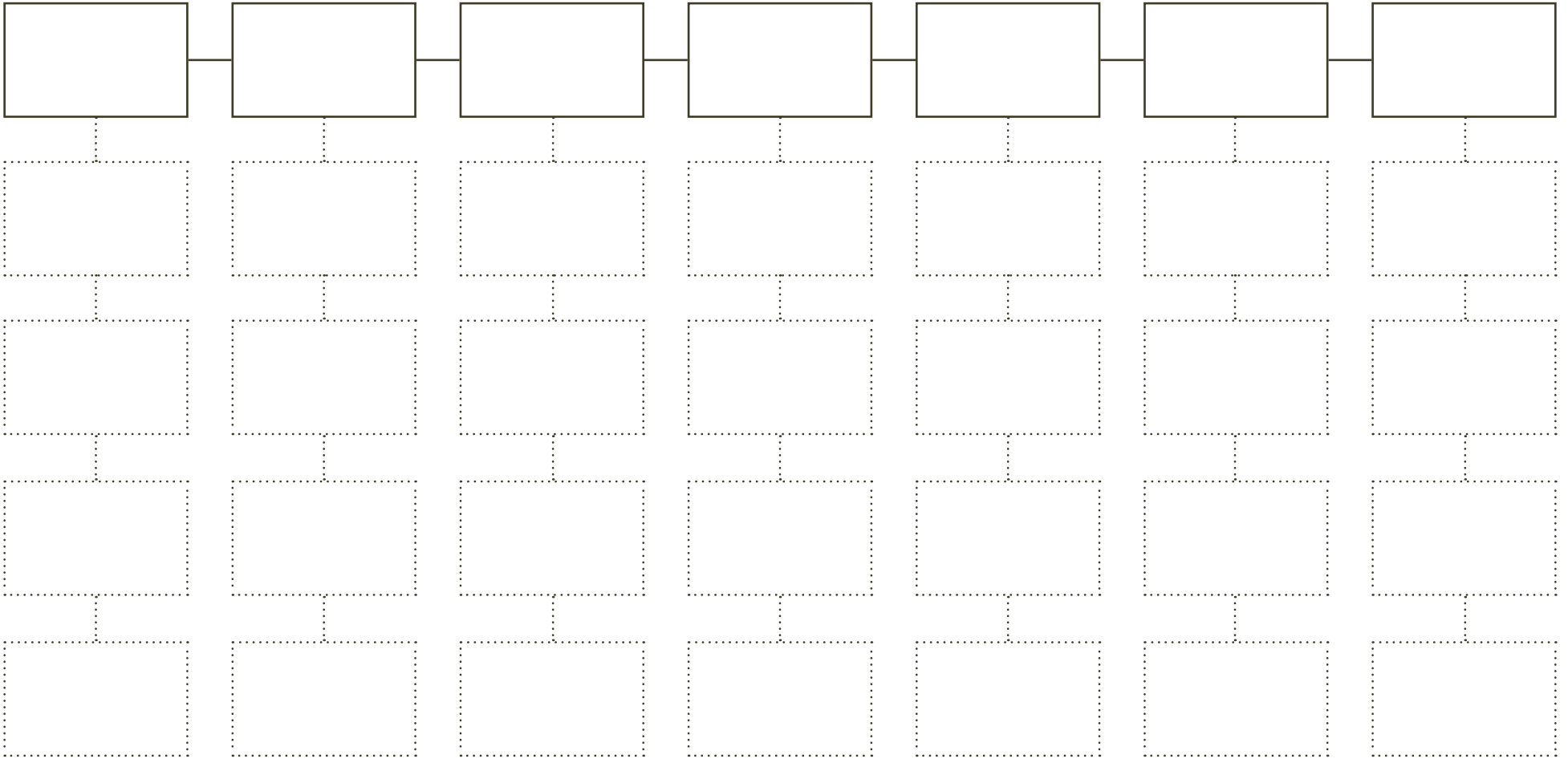


Card sorting is a popular method by which to develop your site structure. It is a user-centered design method to plan content and functionality. This is a quick, inexpensive, reliable and tactile way to go about planning your site. Card sorting can help you to organize the information that you want on your site, and the hierarchy that it should be organized in.

Simply get a stack of index cards and label them with the headings for each page of your site. You can create a top-level navigation, then create a secondary level of finer distinctions. You can rearrange the order of the cards as you work until you feel that you have covered all the content that you want to include.

(The next page in this packet is a blank site map for your use as well. You can print out as many copies of this blank map as you need.)

site name



Quality Content

It goes without saying that you want to place content on your web site that is relevant and useful to your audience. You will want to begin by asking yourself what your main objective is. **Who are you trying to reach and what message are you trying to send?** Generating quality content for your site can be a challenge. Here are some pointers to help start the process:

□ Home Page

Please give a brief overview of what your business does.

- a. What sector are you in?
- b. What region do you operate in (including actual town names/localities)?
- c. What is special and unique about your business?

□ About Us

Please give a short history of your business and an overview of your ethos and methods.

- a. When was your company founded?
- b. Who founded it?
- c. How has your business grown over time?
- d. What is your company ethos?
- e. Do you follow any special methods in your business practice?
- f. Are you a member of any professional groups or organizations?

□ Services

- a. What services are you offering?
- b. How do you go about offering your services?
- c. Please provide details as to what each service entails, technical specifications, and images.
- d. What is special and unique about your services? Why should people choose your services or products over other companies?
- e. What can your audience gain by choosing your business?
- f. If you want to go into any amount of detail about a service, you will need a page per service. If you would like all the services on one page, please provide details of what headings you will need.

□ Testimonials

- a. What do customers say about your business?
- b. Do you have any specific quotes from customers we can use on your website?

□ News

- a. What positive things have been happening in your company recently?
- b. Do you have any upcoming events, or have you recently had an event you want to let your website visitors know about?

□ Special Offers

- a. Do you have a special offer of the month/week that you want to draw attention to?
- b. Do you offer any other discounts, e.g. student discount, or discount if your website is mentioned?

□ Sidebars

These are the text or boxes that can appear at the side of the page. They are used to highlight important information as they stay the same on every page, for example special promotions, news & upcoming events or links to a blog or social networking profiles.

- a. What contact details do you want to provide to customers?
- b. What promotions are you running at the moment?
- c. Has anything exciting or new happened to your business recently?
- d. Do you have any links to your local community such as sports team sponsorship or charity events?
- e. Do you offer a money back guarantee to your customers?

When you are generating the content for your site, **it's imperative that you have legal rights to use all of the assets that you are providing us.** Be mindful of copyright laws and please do not pull any images, copy or video from other companies on the web or elsewhere. You can purchase stock photography from iStock Photo, Shutterstock, Getty Images or a multitude of other sources found online.

Our Services

Soular Creative now proudly offers site design in these formats:

- › desktop
- › tablet
- › mobile



Our base package is for a static site, also known as brochureware, which includes hotlinks, form submission and email. A dynamic site includes movement, or animation, and/or interactivity. Although we do not offer site maintenance, we can make edits to your site (that we've completed) down the road for a flat rate or hourly charges. We offer discounts for the addition of tablet or mobile site design to your desktop site project. You can also choose to do each format individually.

Get Started!

Contact us to kick off your project today!

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- Email** › the411@soularcreative.com
- Call** › 310.424.5527