Prepare for Launch.

Website Project Guide

HD HESTER DESIGNS

Getting Your Website Project Started

Quick Overview of Items Needed to Begin Your Website Project:

- Logo as vector file.
- One sentence description for search engines and web visitors.
- Branding Guide to reference.
- Marketing Materials to reference.
- List of websites you like. Include notes.
- Outline of Pages*
- List of functionality items; forms, newsletter sign-up, search, etc.

* If we are pulling content from an existing website, please provide a detailed Outline, with each item including a web link (URL).

Step One: Outline Your Pages

Supply a formal outline of the pages of your website with notes. Indicate actual pages by putting a bullet in front of its title, and tab over to indicate sub-pages. Better organization will streamline and simplify the process. *Outline submitted as an MS Word or Apple Pages Document.*

Example of a clear outline:

- Home
- Contact Us
    - Google Map
    - eMail link
- About Us
- Request an Estimate
    - need a Form on this page, with these fields; Name, eMail, and Phone Number
- Services
    - Web Design
        - Small Site Design
        - Large Site Design
    - eCommerce Site Design
    - Logo Design

Step Two: Map Your Audience/Customer Journey

Make a step-by-step list of the journey your would like your website user to experience, with the end result in mind.

Step Three: List Your Features

Make a list of features you would like to include on your website. These may be features that are not specific to a page, like Statistics, Blogging, or Sharing on Social Media sites, etc. This list will help us make sure your site does what it should do. Not sure what you need, ask us and we can help.

Step Four: Gather Your Content

This is by far the most time consuming area of building a website. If done well, your site will be loved by it's audience. Be organized so we can help you create a great web site. Use your outline to gather content for each page.

Tip: Keep your content clear and concise. Imagine it being read to you by Alexa or Siri. Try not to use overly clever headlines, breaks, or punctuation. *All content should be submitted as an MS Word or Apple Pages Document.*

Page Content should be given in this order:
1. The Page Title (If this is an existing page we need the URL / web address)
2. Headline
3. Subhead
4. Overview paragraph
5. More in-depth information
6. Photos - *JPG file no larger than 3000 x 3000 pixels*
7. Reference URLs (web addresses)
8. Notes about the page, changes, links etc.

Follow the Technical Specs Carefully Please:

Text
1. Should be given to us electronically, as an e-mail, MS Word or Apple Pages document. You can also send text files or type the information right into the e-mail.
2. You should proof-read all content before you send it to us. Again… Proof Read First!

Photos
1. Photos should be supplied as JPG files, no larger than 3000 x 3000 pixels.
2. Please pre-select the photos you want us to use, and only send us the selections. Choosing a photo from an entire CD, DVD, Drive or Gallery of photos could result in a project delay and additional fees.
3. Photo files should be named so they are easily recognized.
   Example: Photo_Red_Car_Illustration_for_Client.jpg
4. Include captions and descriptions for each to help search engines.

Links
1. Always include the URL (web address) to the page you want us to create a link to.
2. Double check the address to make sure it is a valid page.
3. Tell us if the link should open a new window, or not.

Documents
Documents downloadable on a website generally should be in PDF format. It is suggested to always save these as web optimized. If your PDF is larger than 2 megs, you should try to save another version of it at a more web friendly file size. Your website is not designed to be a document storage tool. Please use other tools for this such as DropBox or similar.

Revision Stage: Website Content Changes:

When submitting changes to your website please provide detailed instructions, including the URLs (web address) to each page involved with the changes. Marked up print outs of each page, with written notes can be helpful as well. Include notes to describe links, buttons etc. Always use your website as a design guide and follow the flow of the content already created to help you along.

Smaller text changes can be submitted as a clear note in an email and a marked up print out or screen capture.

Large text changes, like new paragraphs, or pages should be submitted as typed in unformatted text. These should be supplied electronically as an email or word document.

After Launch: Website Promotion or Blog Posts

When adding a new promotion or post to your site, please include detailed instructions and notes with web addresses. The same content rules apply as above.

Promotions also require the following information typed in as unformatted text;

Content:
Headline or Blog Post Title - 5 to 10 words
Subhead (if applicable) - no limit on word count
Excerpt - 16 to 20 words depending on site design
Main Body of text
Disclosures (if applicable)
Call to action (if applicable)

Images:
Main Image for top of post - should be a larger image close to 3000 x 3000 pixels
Featured image for thumbnail and social sharing

Publishing:
Launch date
Expiration date (if applicable)

After Launch: Stylesheet Page

Hester Designs will provide a reference page for you to use that should give you examples of fonts, colors, styles, and image size specs. These are specific to your site.

Please feel free to call or email us with questions: 405-235-5362 or jeff@hesterdesigns.com