



Website Project Guide



HESTER DESIGNS

Ready? **Lets Go.**

For a more seamless web-building experience, please review the following important information.



Quick Overview

Items needed to begin your website project:

- Logo as a vector file (.ai, .svg, or .eps preferred)
- One overview sentence about your website for search engines and web visitors.
- Branding Guide (if applicable)
- Marketing Materials (if applicable)
- Reference List of websites that you like. Include notes on what you like about these websites.
- Outline of Pages (*See Step 1*)
- List of functionality needs (*See Step 2*)



Step 1

Outline Pages

Make a thorough ordered list of the pages your website will need to have.



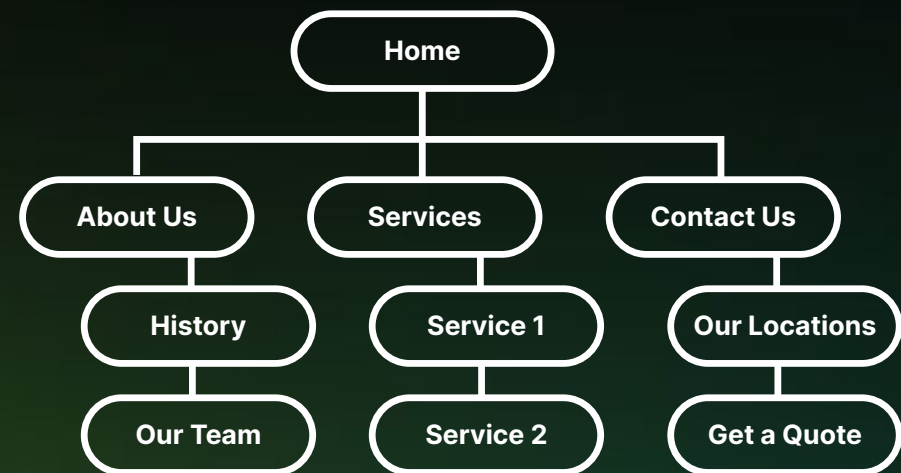
Supply a formal outline of your pages.

Better organization will streamline and simplify the process.

Indicate top-level pages by putting a bullet in front of its title, and use sub-bullets to designate child pages.

Example of a clear outline:

- Home
- About Us
 - History
 - Our Team
- Services
 - Service 1
 - Service 2
- Contact Us
 - Our Locations
 - Get a Quote
 - Form - include these fields: Name, email and phone number



Step 2

List Your Features

Make a list of features you would like to include on your website.

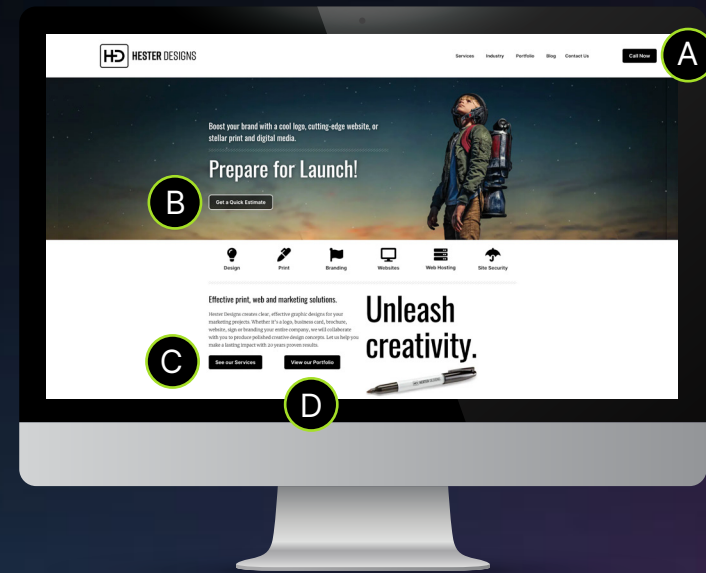


Features can enhance the visitors' experience on your site.

Interactive features such as Blogging, Chat, Statistics, or Sharing on Social Media sites all should be included in this list. This list will help us ensure that your website does what it should do. Not sure what you need? Ask us and we can help.

Features include:

- Blog Archives and Blog Posts
- e-Commerce capability
- Facebook and Instagram Integration
- Sign Up Forms
- Charts/Tables
- Gallery
- Sitewide Search



- (A) Call Us - link to phone number
- (B) Get an Estimate - Link to form
- (C) See our Services - Link to Services page
- (D) View our Portfolio - Link to Portfolio page

Step 3

Gather Your Content

Your outline is the recipe, your content is all the “ingredients” it calls for.



Use your outline to gather content for each page.

What do you want people to know about what you do?

Page content should be given in this order:

- Page Title
- Headline
- Subhead
- Overview Paragraph
- More In-Depth Information
- Photos - JPG file no larger than 3000 x 3000 pixels.
- Reference URLs (web addresses)
- Notes about the page, features requested, changes, links, etc.



TIP: If we need to grab any content or text from an existing website page, please provide the web address to that page and notes as to what should be moved over.

Text:

- Text should be given to us electronically, as an MS Word or Apple Pages document. You can also send text files or type the information right into the email.
- Please proof-read all content carefully and thoroughly before you send it to us.
 - *Additional charges may apply when multiple revisions are needed.*



TIP: Keep content clear and concise. Imagine your page being read to you by Alexa or Siri. Try not to use headlines that require breaks, punctuation or clever reading to achieve their goal.

Example:

Services Page:

Headline: Graphic Design and Web Development Services
Subhead: Let's create something astounding.

Graphic Design Services

We offer comprehensive graphic design services for any project. We have the experience to lead you to reach your goals.

Button: Graphics & Design Services (Link to these services.)

Print Marketing Experts

Hester Designs has over 20 years experience with creating graphic design and creative visual concepts for anything that is printed.

Button: Print Services (Link to these services.)

Branding Design & Concepts

We partner with you to build your brand into something audiences will love. Our strategic approach will help you make your mark.

Button: Branding Design & Concepts (Link to these services.)

Photos & Videos:

Photos -

1. Photos should be supplied as JPG or PNG files, no larger than 3000 x 3000 pixels.
2. Please pre-select the photos you want us to use. Choosing a photo from an entire gallery/drive/CD or DVD etc. of photos could result in a project delay and additional fees.
 - A. *Smaller galleries of your selected photos are allowed and should be supplied in a well-named folder.*
3. Photo files should be named so they are easily recognized. Example:
Photo_Home_Page_Top.jpg
4. Include captions and descriptions for each to help search engines.

Videos & Other File Types -

1. Videos should be hosted by Vimeo or YouTube, then added to your site as an element or embed code, and not added directly to the media library.
2. HEIC Photos from Smart Phones will not work in the WordPress library.



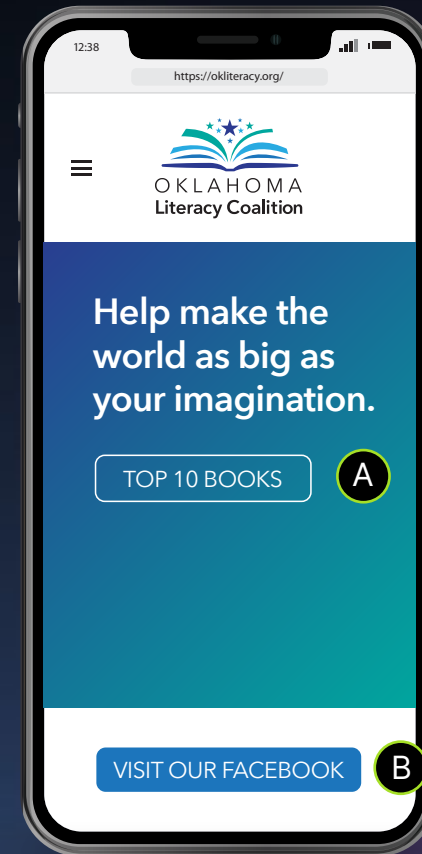
TIP: Use the tinypng.com website to compress images for better results.

Links Outside Your Site:

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 link.

From the example to the right:

- A** Link to Google Review of Top 10 Books
- B** Link to Facebook Page



Documents:

Downloadable documents from 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 mbs, you should try to save another version of it at a more web friendly file size.

Please Note: Your website is not designed to be a document storage tool. We recommend using other tools for this such as DropBox or similar.



Step 4

Revision Stage

How to submit changes to your website that are clear and concise.



Clear instructions help revisions go smoothly.

When submitting changes during your revision stage please provide the following;

1. Page Name.
2. Web address to the page.
3. Detailed instructions.
4. A marked up printout of each page with written notes can be helpful.

Smaller text changes can be submitted as a clear note of the revision in an email with the URL and a marked up printout or screen capture.

Larger text changes, i.e. new paragraphs or pages, should be submitted as typed unformatted text. These should be supplied electronically as an email, MS Word or Apple Pages Document.

Step 5

After Launch

Work hard to maintain your website and media library to keep file sizes down.



Maintaining an Efficient Site

Keep your visitors and search engines happy with a superfast site.

Work hard to maintain your site and media library to keep file sizes down. Ideally you want to keep your overall site between 200-500 megs in size. The maximum size would be under 1 gig. Sites larger than 500 megs can be slow and hard to backup. They can also require more bandwidth to operate. Deleting unused or old content such as photos and documents files from your media library will also help keep sizing down.

Check out this article for more information - HesterDesigns.com/big/



Your site should have strong security.

Wordpress sites do not come with free security. Every site should have a detailed security plan in place. Ensure that your users have secure passwords enforced and along with 2-factor authentication. Include regular backups, malware scans, and updates to your plugins and themes as part of your planning. These features are not included in the base WordPress installation and require a knowledgeable WordPress admin to execute.

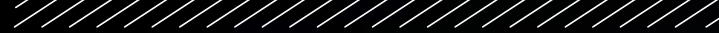


To simplify Wordpress security planning, Hester Designs has created a service called WebSafe™.

Features of our WebSafe™ Service:

- Installation, set up, and licensing of Security, Backup, and Monitoring plug-ins
- 24/7 Monitoring of up-time and availability
- Monthly update of WordPress core, themes, and plug-ins
- Monthly scan for Malware
- Monthly back-up of the entire website and database copied to multiple safe locations.
- Cost is \$55 per month, with a 12-month contract. 30 Days notice cancellation.
- Add free tech support and training for only \$7 more! (1 Hour monthly)

Learn more at hesterdesigns.com/websafe/



Have questions? **We have answers.**

Please give us a call if you need further assistance
with any information provided in this guide.

(405) 235-5363



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