harper+cole minisites

Useful notes when planning a website

Thinking about your site:
Is what you do best explained in words or pictures? If you need both, what is the balance?

Audience:
Who is your site aimed at? Who do you want to reach?

Feel of the site:
What adjectives describe the feel you would like your site to have?
for example:
handmade, hi-tech, value-for-money, exclusive, cheerful, accessible, professional, modern, personal etc

Competitors:
Let us know who else is doing something similar to you or who you are in competition with, if applicable.

Other websites:
Are there any websites you think work particularly well, or badly? and why?

Title of the site:
By this we mean the name that people will see on your home page when they arrive. If you have a company you will probably want to use the company name. If not, you might want to use your own name or to invent a name for the business. You may want to add a short description and/or a subtitle/strapline so it's immediately clear what the site is about.
for example:
name: harper+cole
or: harper+cole minisites
strapline: small and beautiful websites
The title of your site should ideally be connected to your domain name.

Domain name:
Your domain name is the unique identifier used when people access your site and send you emails.
Do you already have a domain name (*eg* www.harperandcole.co.uk)? If so, who is it registered with? Do you already have a webspace? If you don't have one already, what would you like your domain name to be? If you tell us we can find out what is available and give you a cost for registration and hosting.

Logo:
If you have a logo already, it can be used if it works digitally. If not, we would recommend just using your site name. We will design this as part of the site.

Colour:
If you have particular views on the use of colour, please let us know.

Keywords:
Search engines will look at the text on your pages, so it's a good idea to make a list of all the words that you think people might look for.

Structure:

What are the main areas you need to cover in the site?
for example:
paintings/archive/events
textile designs/cushions and curtains/past work
artefacts/classes/workshops
assessment/briefing/training

Text:

People don't read very much on websites, so text should be kept to a minimum, 50–100 words per page, preferably broken up with subheadings. It's useful to make a list to make sure you have covered everything you need to include. Try to include as many of the keywords you listed in the text you write. If you have a lot of text which you want to make available it's sometimes best to make a pdf which can be downloaded rather than try to put it all into the site pages.

Images:

It's good to have some pictures on your site. Photographs need to be good quality, although they don't necessarily need to be very large file sizes. It's worth collecting possible images together to see what you have, and whether you may need to take more specially. If the pictures don't need to be specific it may be possible to find royalty-free pictures quite cheaply. Do you need a gallery to show a collection of pictures?

Other content:

Is there any other content that you think you might need, either now or in the future?

Updating:

How often do you think you will want to update your site, and which sections would you want to update?

The site plan:

Five pages will probably be plenty for your site, but you may decide that fewer, even just one, is enough. Below is a table with some suggestions of what you will need – fill in the rest yourself. The pages should have short, succinct names so it's quite clear to the viewer what's likely to be in them:

	Page 1	*Page 2*	*Page 3*	*Page 4*	*Page 5*
Name	Home				Contact
Text	Introduction to you, who you are and what you do				Contact details
Images	Logo? Photo?				
External links	contact info?				Link to CV? Link to map?

If you find that five pages simply isn't enough, then it's always possible to add more.

Other questions:

Do you want to link to Twitter/Facebook?

What we will do for you:

For our standard price we will:

Help you prepare your brief for the job
Help you find a suitable domain name
Help you work out the structure of the site
Advise you on your text and images
Design you a web identity/logo (which you can also use for cards or a letterhead)
Design the site and provide you with a layout to show where everything will go
Make changes if you think something isn't right
Build the site and insert text and images
Make a favicon
Upload your site to your webspace
Send you a bill

How much will it cost?
We try to keep the cost to a minimum.

Basic costs:
Design of identity, site structure and home page of the site: £300
Cost per page thereafter: £50 – £100 depending on complexity

Extras:
We can discuss and price additional features, such a slide show, for example, which would cost approximately £50

What do I need to do for harper+cole?

In order to keep costs low, it really helps if you take the time to read and and answer the questions we've asked in this document and bring any material you already have when you come to see us for the first time.

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