



A GUIDE TO LAUNCHING YOUR WEBSITE



Version 2

it'seeze websites
brilliant designs – better results

Getting your website launched: 4 Easy Steps

Relax - the hardest part is over! You have decided who will supply you with a professional, custom-designed website and we are confident that you won't regret choosing it'seeze!

So now for the most exciting part - getting your website live. Don't worry, it doesn't have to be time-consuming and complicated. With it'seeze websites, we make it as 'eeze' as possible to get your website online and ready for the world to see thanks to our straightforward and enjoyable 4 step process.

Let's get started...



PAGE 3: STEP 1
Planning



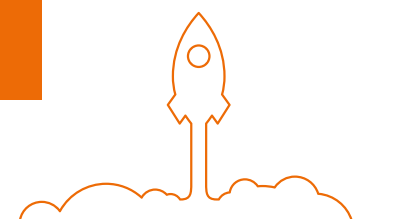
PAGE 5: STEP 2
Creating Content



PAGE 8: STEP 3
Design Brief



PAGE 11: STEP 4
Submitting Info





Creating a successful website will always require some planning, regardless of whether you are starting a new business venture or simply replacing your existing site.

What's the purpose of your website?

Ask yourself: 'What do I want my site to do?' - Maybe you want to showcase a large variety of products and make it easy for people to order from you, or perhaps you want to tell people about what you do and promote how your services could help their business to operate more effectively?

Whatever the purpose of your website, tell your it'seeze Consultant so they can work with you to achieve your objectives.



Who will visit your website?

There is no point in having a website if no one visits it. Therefore, it is paramount that you understand who your website is aimed at.

Think about who your target audience are and their likely persona such as gender, age, likes, dislikes, key characteristics and income.

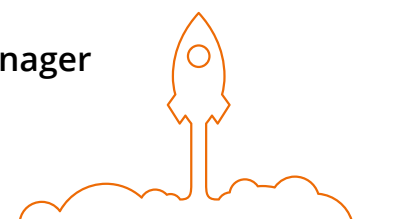
You should keep this persona in mind when you write your website content to ensure that you are directly targeting this type of person.



"Whatever the purpose of your website, tell your it'seeze Consultant so they can work with you to achieve your objectives."



**Amy - it'seeze
Marketing Manager**





Now you have an idea of who is likely to visit your site, the next part of the planning process is finding them . . . by helping them to find you! Don't worry - it's simpler than it sounds!

Which keywords should your website include?

A good starting point is to do some keyword research. What phrases are people likely to use in search engines like Google and Bing if they are looking for your products or services?

Having decided on your keywords, you will want to include these when you come to write the content, as including them will help to increase the chances of people finding you online.



What pages do you want on your site?

All it'seeze websites automatically include a Privacy Policy page as this is required by law, so there's no need to worry about this. Your website must also have a home page, but other than this it's completely up to you what additional pages are included.

For more ideas about what kind of pages are best suited to your business or organisation, take a look at the it'seeze Portfolio www.itseeze.co.uk/our-work/ where you will find examples of websites we have already created for those in a similar industry to yours.

Now you know what pages you want to appear on your website, you can start putting some meat on the bones and begin writing the copy for each of these pages.





What your website contains in terms of text, images, and videos will ultimately determine how easy your site is to find on search engines, how long people will remain on your website, and whether they'll return.

Tips for Writing Your Content:

1. Have a heading on every page

This should instantly tell the reader what the page is about. It should also contain some of your 'key words'. Keywords that appear in your headings have a significant impact on your search engine optimisation, known as SEO.

2. Speak directly to your audience

Use words they will relate to, and remember to talk to your audience, not at them. A visitor to your website is no different from someone visiting you in person. You should make them feel welcome and comfortable.

3. Avoid lengthy blocks of text.

People simply won't bother to read big chunks of text. However, search engines such as Google rank websites higher if they have a lot of relevant content, so you should aim to have a minimum of 300 words per page on your website. Where possible, use sub headings or bullet points to keep each paragraph concise.

4. Include key words throughout

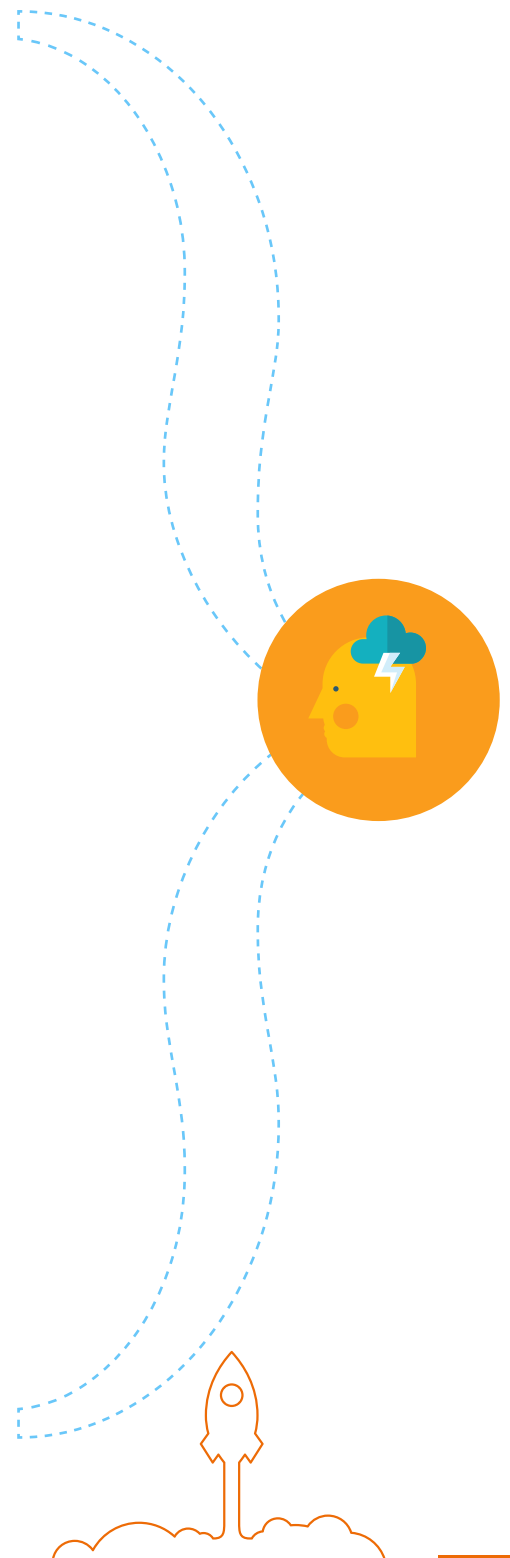
Ensure that on every page some of your keywords appear in the main body of your text. This will help to increase your rankings on search engines such as Google.

5. Have a 'call to action' on every page

Help people explore different pages on your website by including some text that prompts visitors to take action by going to another part of your site, such as 'get in touch today' with a link to the contact page.

6. Avoid self-promotion and focus on the benefits you can offer.

Visitors to your site don't want to be overwhelmed with jargon and self-promotion. They want to know how you can help them.





How to write copy for your home page

Your home page is the first page people will see so it is this page that will determine if they stay and explore your site or just click off as quickly as they arrived.

Here are 4 things you should write for your home page:

1. A headline that hooks your visitor:

The headline on a website is no different to the headline on a newspaper or the title of a book. It should be short and to the point and give your audience a sense of what your website is about.

Here are a few ideas for headlines:

- Promise Something: "Learn to ski in just 2 hours"
- Promote Yourself: "Stay at the South West's best B&B"
- Present a Challenge: "Try it to see if you too can look 10 years younger"
- Pose a Question: "Do you want to earn more?"

2. Clear but brief description of what you do:

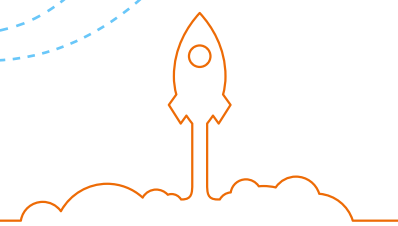
This should elaborate on your headline whilst summing up in no more than one or two sentences what you actually do without going into any real detail. This will help visitors decide if you're what they are looking for. If you make it hard for people to find out what you do, they will leave your site.

3. List the main benefits for your visitor:

Everything you list here should answer the question - why should your visitors use your service/products? What will they gain from it? This section should focus purely on the benefits for the visitor, and is not to be confused with an opportunity to simply promote yourself.

4. Most important call(s) to action:

Now choose the two most important call to actions to appear on your home page - such as 'contact us' or 'download a brochure'





We recommend you have a 'Contact Us' or 'About Us' page on your site.

How to write copy for your 'About Us' page

An 'About Us' page is quite personal to each individual business or organisation, and the level of detail on this page really depends on many factors, but here are some general tips about what to write and what to avoid:

Try to include relevant milestones, achievements and credentials that are not featured elsewhere on your website, but avoid unsubstantiated claims which are subject to opinion. Your 'About Us' page should not be an opportunity to directly promote your business, but rather to provide additional information about your company that visitors will not find elsewhere. Ensure you stick to the facts as these will have much more impact in demonstrating your credentials.

You could be forgiven for assuming that the 'About Us' page should be about 'what you do and how you came to do it', but actually this type of information is rarely of interest to other people. Instead, use this opportunity to tell people 'why you do what you do.' Talk about the problems your services/products solve and what needs your company fulfils.



Deciding on content for your 'Contact Us' page

When thinking about what to have on a website contact page the common things include

- Your office number
- Your mobile number
- Your postal address
- A map of your office's location
- Social media accounts, i.e. Facebook, Twitter
- A contact form

We don't recommend including your email address on your website as this can subject it to a lot of spam. An alternative is to include a contact form on your website so people can get in touch.

Think about what contact details you want to collect from visitors with your form.

Now all you need to do is write the content for your other pages.





We don't want to create just any website, we want to create YOUR website - one that reflects your branding and positively showcases your business or organisation.

Choosing your images:

Images are a great way to break up blocks of text and engage visitors. Images can have a big impact on your audience in a way that text alone is unable to.

You should ensure that every image you choose is relevant to your website. Keep in mind that text is far more effective at increasing your chances of ranking higher on search engines like Google and Bing, so always use images that complement rather than replace your copy.

Real Photos: Real photos are a great way to showcase your premises, team, previous work, and/or products, and subsequently give your business more authenticity and credibility. People find it comforting when they get a 'real' insight into a company, and images are a great way to do this.

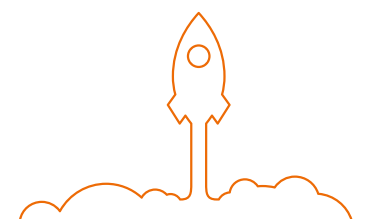
Stock Photography: Stock photography can help to make your business look professional, as quality images will reflect positively on your brand and stock images can often illustrate some of your copy that 'real' photos can't.

You should however be aware that it is against the law to use photography, illustrations, and other images covered by copyright law. Failure to comply with copyright laws can result in a hefty fine.

You can find out more about how to stay on the right side of the law here: <http://itseeze.co.uk/images-copyright-public-domain/>

As an it'seeze client you are entitled to choose up to 20 images (10 with a Lite site) from the Thinkstock image bank, which contains a vast range of images licensed for use on it'seeze websites. Please note that the images you choose can only be used on your it'seeze website and cannot be used for any other purposes, including print.

<http://www.thinkstockphotos.co.uk>





To help us get a feel for the design of your website, we require a little input from you to fully understand your preferences.

Do you have an existing website?

If you have an existing website, tell your it'seeze Consultant what the web address is (www.thisismywebaddress.co.uk) along with what you like and dislike about your current site and any features you want to keep.

Also give your it'seeze Consultant a copy of any other marketing materials that your website should tie in with or follow in terms of creative approach.



Tell us a little bit about your business:

It's important for our designers to know about your business and the products and services you provide. Give us an overview of your company, and it will help us to create a look and feel that works for your industry type.



What is the aim of the website?

Letting us know the aim of your website from the outset is always helpful. You may want a website to generate more enquiries for your business, to serve as an information centre for your clients, to sell your products online, or for something else entirely. Tell us and we'll make it happen.



What other websites do/don't you like?

It's always useful for our designers to know what other websites you like, and why, so we can get a feel for the type of site you are after to promote your business. Have a look online at other websites, including the sites of your competitors and any sites you have seen and liked in the past, perhaps a website already created by it'seeze: <http://itseeze.co.uk/our-work/>





To help us get a feel for the design of your website, we require a little input from you to fully understand your preferences.

Describe the style of site you are looking for:

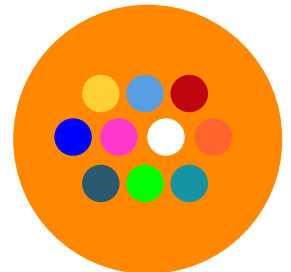
It's not always easy to describe what kind of website you want, which is why we recommend going through our portfolio to pick out a few examples of styles you like: <http://itseeze.co.uk/our-work/> This will help our designers to create a unique website that exceeds your expectations.

Choose your colours:

If you've decided on your colour scheme, or you already have some brand colours that you want to incorporate into your website, just let us know what the HEX codes are for the colours and we will use these throughout your design.

What is a Hex Code?

It is a way of identifying what precise shade a colour is to ensure that it is an exact match. If you are not sure what your HEX codes are, then just give a sample of your existing colours to your it'seeze Consultant who will be able to determine the code for you.





By now you should have everything ready to send on to your it'seeze Consultant so our professional designers can begin working on your site. To ensure you don't miss anything, we have prepared a helpful checklist.

What you need to send to your it'seeze Consultant:

You can supply all of the information listed below within our 'Briefing Form', which you can request from your it'seeze consultant.

- 1. A list of all the pages you want on your site.
- 2. Text for each of your pages.
- 3. Any images you are supplying yourself i.e. photographs.
- 4. The codes of any images you want to use from the Thinkstock image bank.
- 5. Hex Codes for the colours you want to be used.
- 6. The list of what you like and dislike about your current website.
- 7. The list of other websites that you like and reasons why.
- 8. Any promotional literature such as leaflets or business cards, as this can be useful in ensuring your design complements your other marketing materials.
- 9. Any other requests, such as links to YouTube videos to be included on your site.



Now just send all this to your it'seeze Consultant.

