

## Thinking of a new Web Site?

# “Kiss” GUIDE to PRACTICAL PROCEDURES

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Effective web sites aren't created without careful thought and preparation. Most people will visit your site for **information** so **your main priority is to provide interesting content**. Aim to produce a unique, informative, entertaining but commercially effective site. Our advice is simple – *“be different”* from your competitors. You'll need to collect and supply certain content. This will vary from client to client but here are some ideas to get you started!

### Initial Research:

- Put yourself in the shoes of your target audience and ask yourself "What type of information will my customers be looking for?"
- Think about what your site is trying to achieve (say increased sales or a resource for members of an organisation).
- Consider your market sector and essential content for the intended audience.
- **Nobody knows your business better than you**, so consider how to project your business image and ambiance in a positive and professional way.
- Spend some time ‘surfing’ the web to **research** and size up your competition. Bookmark sites that have styles or interesting/relevant information you like.
- Come up with **ideas** for a number of interesting themed pages...include information about the business, your people, products and how to order/contact you. (For inspiration...view some recent sites created by Kiss Web Designs).

### About your business:

- Information on your company/organisation (a brief history, philosophy).
- Explain your business **Unique Selling Point (USP)** and say how your offer is unique, different or better than your competition and list the customer benefits.
- Your company/organisation **logo, business stationary and relevant artwork** (for scanning). Alternatively provide your design ideas for us to create your logo.
- Descriptive information and **prices** for your product or services with images.
- Gather together existing flyers, **brochures** or other print media including product/service adverts and news releases.
- Information **about you** (with current photograph) plus experience in your field, accomplishments, experiences etc. (especially relevant to visitors when you are a service provider to **establish trust**).
- Typical customer queries... a list of **questions** frequently asked with answers.

### **Design and Content:**

- Initial ideas for outline design, concept strategy, layout and intuitive navigation structure (perhaps based on another web site you like).
- Number and Titles of pages (some clients have firm views which we respect and others prefer to leave things to us). Each main theme should be focussed on a separate page.
- Colour preferences for your pages, any background, headings and body text.
- Create list of images and graphics needed.
- Text content for all pages - split into themed sections and carefully edited.
- Any Web Forms - to provide electronic order or feedback information.

### **Optimisation for Search Engines:**

- 10-15 Key words (in phrases of 2-3 words) relating to your business ranked in order of importance (used for search engine rankings).
- A description (aprox 10-15 words) of your business activity and USP (used for search engine rankings).

### **Your commitment:**

- Proof all copy before submission and if possible deliver content and images in digital form by Email or CD which improves quality and avoids errors.
- Be prepared to invest time and commitment whilst your site is in build progress.
- Keep your site fresh with regular information and updates in the future. Regular site 'refreshes' tend to be rewarded with higher search rankings.

### **What practical steps will Kiss Web Designs take to build my site?**

- Initial Discussions - meeting or phone/email liaison, quote and tailored agreement. Price will depend on complexity and size. Help to research and arrange acquisition of a suitable domain name. To be 'Google friendly' this should include 'what you do' in the wording.
- Design concepts - common look, feel and ambience - preparation of menu bars/navigation and links, graphics, floating layers (for precise placement of elements), forms, colour schemes and agreed text copy.
- Construct Site - upload ongoing progress to test area on Kiss site with detailed coding and working links. Unlike some competitors we place great importance on feedback after posting evolving page prototypes. We'll liaise closely on any perceived or required changes.
- Test and Upload - after thorough testing on different browsers **agree sign-off** then upload to your live Site. We then add Google Analytics code to all pages (a free service) which adds comprehensive visitor tracking for you to access at any time.
- Hand-Holding for one month plus help, advice and training as required.
- Maintenance and future revisions/updates as agreed (chargeable at an agreed fair value hourly rate and recorded on time sheets).



### Other Services:

- Google Ads research, set-up, **Management** and monitoring.
- **Printed and Electronic brochures, letter heads and business cards** - we can help integrate your existing designs into a common marketing approach.
- **Brochures, Flyers, Business cards and Stationary** - we have expertise in creating these based on your new web site graphics. We can also provide a complete PDF of your site.
- **Collages of A4 images for exhibitions** – we can prepare for printing as photograph which clients find very cost effective and work well to hand out.
- **Coaching** on a 1 to 1 basis for students, businessmen and job seekers in Finance, Business and Web Marketing subjects.

### Our Kiss Objectives:

- We think of new contracts as the start of a longstanding and trusting relationship.
- We'll try hard to please and **seek to 'add value'** with our wide business experience.
- Our aim is to provide comprehensive web marketing to help improve your Sales and Profit.

Why not contact us for a chat on your requirements?

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*Because - "keeping it simple...succeeds!"*