

## Philip Barrington - Web Design

# Information for Your Website

### Content is King

The web is home to a huge amount of information. To help put this together I have developed this questionnaire to help me get your site up and running as quickly as possible.

### You

That is the contact person

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Site

This is the web to be created

www. \_\_\_\_\_

host \_\_\_\_\_

### Organisation

This is who the website is for

Name \_\_\_\_\_

Street \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mail \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Ph \_\_\_\_\_

Mb \_\_\_\_\_

Fax \_\_\_\_\_

ABN \_\_\_\_\_

BSB \_\_\_\_\_

Acct \_\_\_\_\_

### Colours

What are the colours that your Organisation tends to use in publications etc.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Logos & Photos

Please email logos and photos to [pb@philipbarrington.net](mailto:pb@philipbarrington.net). If you think it is too much to email, then I will take them on a disk.

Please make sure that you have the right to use any images you submit. The easy way to be sure is to use your own Images.

### Pages

It is normal to start off with around 5 Pages.

<b>HOME</b>	YES
<b>PRODUCTS</b>	YES / NO
<b>SERVICES</b>	YES / NO
<b>NEWS</b>	YES / NO
<b>LINKS</b>	YES / NO
<b>TEAM</b>	YES / NO
<b>ABOUT US</b>	YES / NO
<b>CONTACT</b>	YES / NO
<b>RECENT PROJECTS</b>	YES / NO
<b>MEMBERS ONLY</b>	YES / NO

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### Home Page

Five simple/hard Questions

**WHO?** This is about who your organisation is.

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**WHEN?** Hours and Availability

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**WHY?** Why you do it.

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**WHAT?** This is about what you do and what you offer.

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**WHY?** Why choose You, Your USP.

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**KEYWORDS?** If people typed these words into Google it would be good to find your site.

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**WHERE?** Where can you be found?

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### Other Pages

If you could give me an idea of what you want on the next pages it will help. Maybe create a folder for each of the pages and pop images text and other info for each page in the folder, then zip the folder an email it to [pb@philipbarrington.net](mailto:pb@philipbarrington.net). Don't forget any special needs.

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### Page Layout

There is a choice of five. You can leave it up to me.



### Column Layout

Pick one or leave it up to me



### Menu

The Menu for Navigation can be in Page or Column Layout or Both.

### Aim

There are lots of reasons why people want a website. This can be as simple as because it is part of being in business, To attract business, To make sure people looking for me find me and not my competition, To allow my paying clients access to information without making it publicly available, and the list goes on.

### Front/Home Page

I believe that people who come to your home page want to know essentially five things.

- Who you Are
- What you Do
- When you do it
- Where you do it
- Why you do it

And you want to tell them

- Why they should choose you

After this, there is a pile of functional information that is most easily dispensed here. This will help reduce simple info request calls.

- Company/Trading name
- ABN
- Phone
- Fax
- Mobile /?
- Street Address
- Mailing Address
- BSB / Account No
- License Numbers for trade

People value being able to access this information easily, so we need to make sure this information is there. From this they will decide to move on or dig deeper into your site, or take it to the next level.

### Advertising

You write a newspaper ad for every one. Once a person makes it to your site, past the Home Page, there is a fair chance they are looking for your products/services.

Content therefore needs to be factual, clear and helpful, and a web savvy generation will pick that up quickly.

### Modules

There are a number of modules that you might see as part of your website:

- Announcements,
- Blog,
- Contact Form,
- Documents,
- FAQ,
- Gallery,
- IFrame
- LogIn,
- Register,
- Rolling Text,
- Vendor Banners,
- RSS Feeds

### No Rules

There are not a lot of rules, however there are a number of things that work and a number of things that don't.

Mostly keeping it simple and fairly easy to follow works, and being too clever does not.

You can email me text, or give it to me in a word document.

The idea of this is to help you think through the issues. You might like to fill it out and add bits as you need to, or we can fill it out together.

It is interesting how thinking about a website in an interesting kind of way makes you think about your business in a helpful kind of way.