

Prepar
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a
Business
Web
Site



Slaughter & Slaughter, Inc.

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For portfolio samples of print design:

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For ideas and samples of web site design:

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These pages prepared as a set of preliminary questions and considerations to be evaluated before we would begin design work on a business web site for a client.

Re search

1. Have you been on the Internet viewing sites and do you understand the medium — it's advantages as well as it's limitations?
2. Have you investigated Search Engines, how listings appear, and how various keywords are used?
3. Have you researched for possible Reciprocal Links, and how they can be of mutual benefit to both companies?
4. How are you planning to promote your site?
5. Who is your market? How much information do you have about them? Are they on the Internet? How do they use it?
6. Have you viewed your competition?



Plan ning



1. How is what you have to offer something unique among your competitors and their web sites?
2. What is the one main point you want to communicate to potential customers regarding how you can help them? What is the purpose of your web site? What do you hope to accomplish?
3. What are the 1, 2, or 3 points you want to make about your company, your product, &/or your service?
4. How are you going to structure your document to make clear, simple and effective link paths? Understand what questions customers will ask - how they will view your site — and in what order.
5. Have you determined the information to be delivered? Is it organized into clear groupings and relationships?
6. Have you thought of what you are creating as if you were an outsider - someone who is totally unfamiliar with your business? Have you tried to understand your company as a potential customer?
7. Are you letting your links overwhelm your site?
8. Have you determined the information to be gathered from online users? How are you going to ask for this information? What graphics will you use?
9. Have you considered the amount of information on a page and the graphic content vs. the downloading time?
10. Have you planned for additions/changes/growth of your site?
 - a. No site is ever complete.
 - b. Viewer feedback can effect changes and updates in very positive ways.
 - c. Keep your content and the overall look of your site fresh!
11. Have you developed a strategy for administration and maintenance?
 2. How will this site fit into your overall sales/marketing/promotional efforts? How much crossover will there be? And can the electronic files be used in both? How will the designs of each be effected by the other?



Content Development

1. The overall graphic look of a web page, just as in a magazine ad, is the first thing people see.
 - a. Second is photos and illustrations.
 - b. Next is copy done in a way to stand out from the body text such as headlines and photo captions.
 - c. Last is the body text.
2. People do business with people, not companies with companies.
 - a. Understand the audience you want to attract.
 - b. Know the perception your potential clients have of your business now, and the direction you wish to go.
 - c. How are you going to convey these things graphically?
 - d. In other words — what overall image, and what specific images — are going to work together to create the look you want your site to have?
3. Be careful with the Internet "bells and whistles". It's great to use them, they are fun, and create an interesting site. Use them to enhance what you have to say but don't let them obscure your message.
4. Ideally you want to create images that will be interesting, original wherever possible, and will convey what you want to communicate. You need images that will work with your copy.
5. Plan your site with a clear goal in mind. What information do you need to convey?
6. Is it to be benefits or features oriented? How will it engage the viewer? Will it make them want to come back often to see what new products or services you have to offer them?
7. Develop a style guide. Be consistent with type size, link identification, indented lists, etc.
8. BE AS ORGANIZED AND EASY TO UNDERSTAND AS POSSIBLE! And be brief! Provide the information in a way that the viewer can get a glimpse of what you are saying quickly. Then if they want to know more, they can go deeper into your site.