



# A GUIDE TO LAUNCHING YOUR WEBSITE



Version 1.1

**it'seeze**

Creative, Flexible **and** Affordable  
Website Design

## 4 Easy Steps to get your website launched

The hardest part is over!  
You have already made the decision about who is going to supply you with a professional, custom designed website and we are confident 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 want to make it as 'eeze' as possible to get your website out there for the world to see and even a have a bit of fun in the process.

So let's get cracking . . .



**PAGE 3: STEP 1**  
Planning



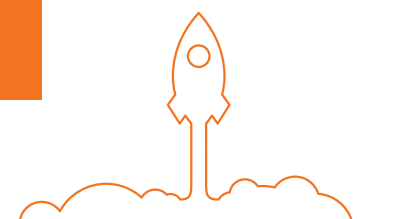
**PAGE 5: STEP 2**  
Creating Content



**PAGE 8: STEP 3**  
Design Brief



**PAGE 10: STEP 4**  
Submitting Info





Whether you're starting a business or wanting a website to replace your old one, to create a successful website still requires some planning.

### What's the purpose of your website?

Ask yourself . . . 'What do I want my site to do?' Maybe you want it to showcase a large variety of products and enable people to easily order from you, or perhaps you want to tell people about what you do and 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 this objective.**



### Who will visit your website?

There is no point in having a website if you don't plan on people visiting it. Therefore it is paramount that you understand who your website is aimed at.

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

**You should keep this persona in mind when you write your website content to ensure your content is targeted directly at this type of person.**



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



**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!

### What keywords should your website include?

A good starting point is to do some keyword research. What phrases are people likely to put in search engines like Google and Bing if they were looking for your type of website?

**Having decided on your keywords, you will want to include these when you come to write the content as including them will help 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 you don't need to worry about this. All websites also have to have a home page but you can choose what you want your other pages to be.

For more ideas about what pages are more suited to your type of business or organisation take a look at the it'seeze portfolio [www.itseeze.co.uk/our-work/](http://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, image and videos will ultimately determine how easy your website is to find on search engines and whether people will stay on your site and return again.

### 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'. Key words that appear in your headings have a significant impact on your search engine optimisation 'SEO'.

#### 2. Speak directly to your audience

Use words they will relate to and remember to talk to your audience and 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 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

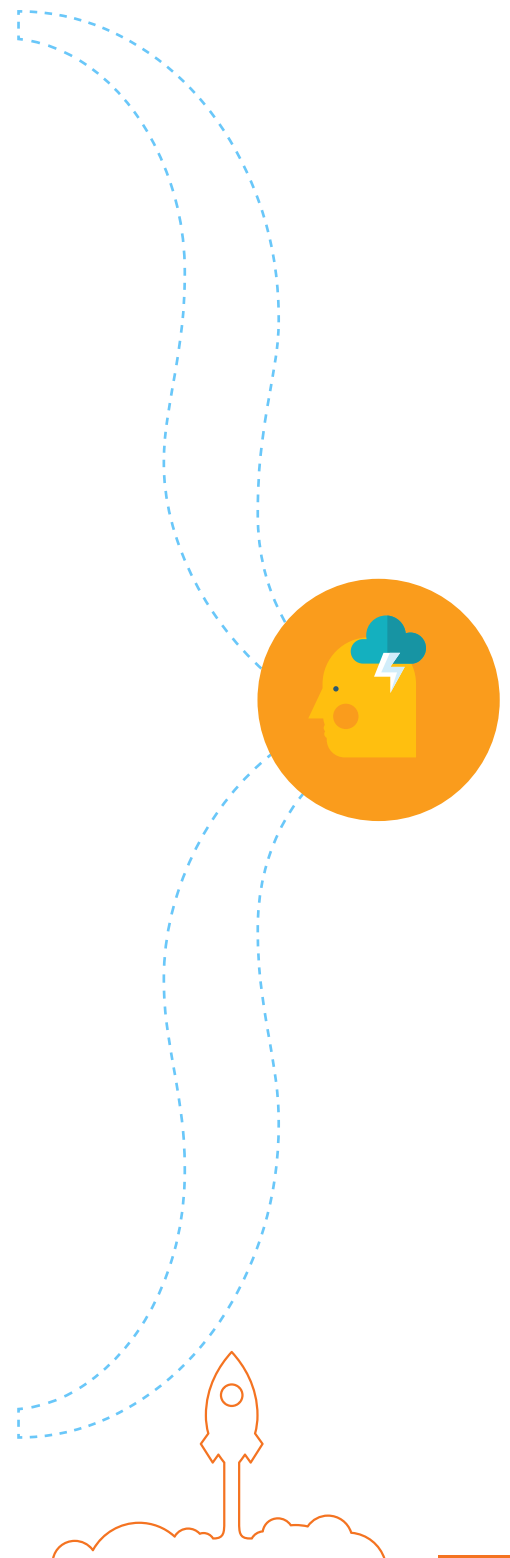
Ensure that on every page some of your key words appear in the main body of your text. This will help increase your rankings on search engines like Google.

#### 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 you 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.

### So here are 4 things you should write for your Home Page.

#### 1. A hooker headline:

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 taster of what your website is about.

- These are a few ideas you can use for a good headline:
- Promise Something: "Learn to Ski in just 2 hours"
- Promote Yourself "Stay at the South Wests 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:

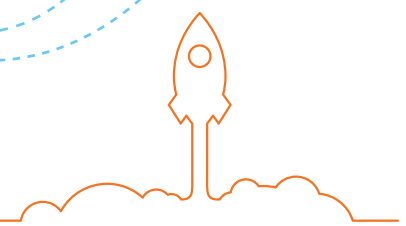
This should elaborate on your headline whilst summing up in no more than one or two sentences what you actually do without going into any real detail. This will help visitors decide if you're what they are looking for. If you make it hard for people to find out what you do, they will just leave your 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 not be confused with just promoting 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 /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 give additional information about your company that does not appear elsewhere on your website. 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 fulfills.



### 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 businesses location
- Social media addresses, i.e Facebook page, Twitter name.
- 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 details you want to capture within your contact form.

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





We don't just want to create a website, we want to create YOUR website - a website 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 just text alone is not able 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.

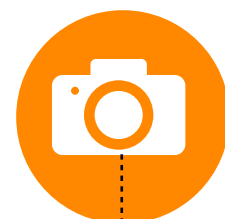
**Real Photos:** Real photos are a great way to showcase your premises, team, previous work and/or products and subsequently give your business more authenticity and credibility. People find it comforting when they get a 'real' insight into a company and images are a great way to do this.

**Stock Photography:** Stock photography can help make your business look professional as quality images 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 law 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 25 images (10 with a Lite Site) from the it'seeze image bank which contains a vast range of images licensed for use on it'seeze websites.



You can access the it'seeze image bank using the following details:

go to; [stock.spoton.net](http://stock.spoton.net)

username: guest

password: t8egaham

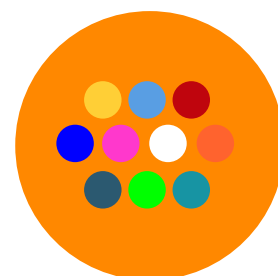




To help us get a feel for how we should design your website we just need a bit of information from you.

### Choosing your Colours:

If you already have some corporate colours and you want your website to incorporate these, or once you've decided on your colour scheme just let us know what the HEX code is for colour (s) below.



### What is a Hex Code?

It is a way of identifying what precise shade a colour is to ensure 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 precise code for you.

### Do you have an existing website?

If you have an existing website, tell your it'seeze consultant what the website address is ([www.thisismywebaddress.co.uk](http://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/follow in terms of the creative approach.

### 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 gain the type of 'feel' you are looking for to promote your business. Have a look online at other websites and view competitors of yours or just other sites you have seen and liked, perhaps a website already created by it'seeze <http://itseeze.co.uk/our-work/>





By now you should have everything ready to forward to your Consultant so the designers at it'seeze can begin working on your site. To ensure you don't miss anything we have prepared a checklist of everything you need to send to your it'seeze Consultant.

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

- 1. A list of the your 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 it'seeze 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 other promotional literature such as leaflets, business cards etc, as this can be useful in ensuring your design complements your other materials.
- 9. Any other requests such as inclusion of links to YouTube videos to be included in your site.



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

