# webmate®
JUMPSTART

Tips to help us build your site

A few pointers on how you can easily provide all the info we need to get you the perfect website. It's a rough guide only, feel free to improvise to suit your needs best! If you already have a website that needs updating, we just need a link and any changes you need together with ideas you have for improvements - include links to other sites (maybe competitors or similar sites you like). Otherwise, when starting from scratch, use the guide below and the example overleaf.
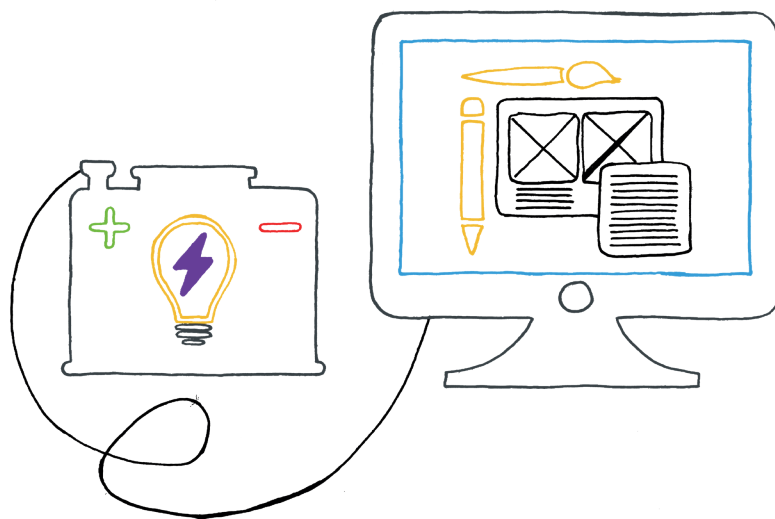
OVERVIEW

Tell us about your organisation, products & target market. A lot will naturally already be in your website content so we'll get the gist usually anyway. Let us know the aim of the new website too, as that might affect the design - as well as any other nice websites that you've seen which you think would work well - or competitor sites (good & bad)!
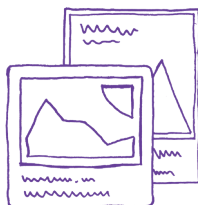
PICTURES

Pictures are really important on websites today - often forming moving backgrounds & full page images with headlines on them. Send as many good photos as you have - especially things like the outside of your shop, your products & team. We can use stock photos where necessary too, but real pictures can really personalise your site.

CONTENT

Separate your content into pages, for example Home Page > Products > About Us > Contact > Terms

Separate your Pages into sections, think about icons, pictures and the text that go into it. Include a list of key features/bullet points/USP's of your service/product if you can.

TIPS

Try to make headings "keyword heavy" - so use words and phrases that people might search for - this'll help search engines give you a better ranking

Avoid long sections of just text - instead break it down into smaller sections or put a "read more" icon to another page or section of another page - particularly useful on your home page

In the Overview or Brief, tell us about your product, service and target market (typical user/customer) so we can tailor the design, style and content to them for you.

If your logo is outdated or plain, consider getting a new one created (we can help with this)

Think about Mobile visitors - mobile viewers account for well over 50% of visitors and lots of text isn't very user-friendly on smaller devices - especially on your home page, keep it brief and to the point, but in total you'll need at least 300 words on each page so search engines can get a feeling for what each page is about

Provide as much info as possible, including example of your stationary and leaflets you may use - these can help us get a feel for your product/service
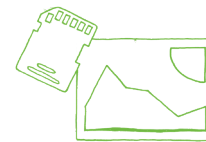
HOW TO SEND US YOUR BRIEF:

✔ *Email*   ✔ *Word Files*

✔ *PDF Files*   ✔ *Digital Images*

NO SNAIL MAIL AND POLAROIDS PLEASE!

Found in Sent

☆ **Customer**   13:02   S

Re: Jumpstart

To: info@macace.net

Hello WebMate-Team. Here is the brief for my new Jumpstart website:

Target market and USP:
Our typical customers are small to medium size farmers, farm managers and supply chain consultants based mainly in the South West of England, but we'd like to expand to the rest of the UK and beyond - potentially with a European presence. We're a small team of 6 people so can provide a very personal service - which is our main unique selling point.

Colours:
We've attached our logo, please use the light green as the main colour (for backgrounds etc.) and the yellows and dark green to give a natural, flowery look. Happy to be led on colours etc. though if you think something else might work well, our leaflets and exhibition stuff is all light green and yellows tho.

Homepage
- Splash-image (cloud-mountain.jpg) top of the page + headline: "*Our Company delivers since 1982*"
- Sub heading text: "*Every day we touch billions of lives. We want to help shape a better and healthier world for individuals and families, for our communities and for the planet.*"
- Main text section 1: "*Who are we? Company XYZ specialise in offering consultancy and reporting services to the agricultural section with the aim of educating and encouraging farmers and consumers to better be prepared for ecological and ethical practices. In both recycling, sourcing supplies and practices that help nurture the environment as well as be economical for your business. As an accredited FARMWA consultancy, we pride ourselves in our own green credentials and are BABB approved.*"
- Short overview company services: "*Offices, Storage, Web, Care*", + some generic icons.
- Add a button to the contact page "*GET IN TOUCH*"
Footer with contact details: "*Tel.: 012345678, Email Address: company@macace.net, Web: company.co.uk, TR7 3BR, Brighton, 67 Exeter Lane / 2018 Company all right reserved*" and links to the other pages. This footer should be the same on all pages

Service Page
- Headline: "We provide everything you need!"
- Text about company services: "*The world's population is growing, driving up consumption and putting pressure on precious natural resources. With more people moving towards urban areas in search of economic opportunities, there are fewer farmers to produce enough food for us all. Many live on low incomes, making farming a less desirable career option for the next generation. Those who remain in the industry face many challenges.*" + images (hall.jpg, office.jpg, storage.jpg, desk.jpg. computer.jpg.)
- Use the flyer attached "XYZ SERVICES" and duplicate content from that on these pages please.

About Us Page
- Headline: "*Meet the Team!*"
- Employee biographies:
Susanne - *As Chief Strategy Officer at Huge, Alex Lutz partners with client executives to develop and execute compelling digital business strategies that transform companies and drive revenue growth.*
Kathryn - *As Chief Creative Officer, Jason oversees and leads unified creative across a huge network of offices and accounts.*
Derek - *As Managing Director, Strategic Growth, Matt partners with agency leadership across the network to deliver on CMO demands for modern, unified brand experiences that grow businesses.*
- Headline:"The History of the Company"
- History of the company text: "*Our history begins in 1866, with the foundation of the Company. Susanne develops a breakthrough infant food in 1867, and in 1905 the company she founded merges with another company, to form what is now known as the New Company. During this period cities grow and railways and steamships bring down commodity costs, spurring international trade in consumer goods.*" + large image of old company building (old-company.jpg)

Contact Page
- Headline "*We would love to talk with you!*"
- Contact form with inputs: Name, Email Address, Message
- Google map with company address and location

Attached Files

cloud-mountain.jpg   hall.jpg   office.jpg   storage.jpg   Kathrin.jpg   derek.jpg   computer.jpg   old-company.jpg   kathrin.jpg