



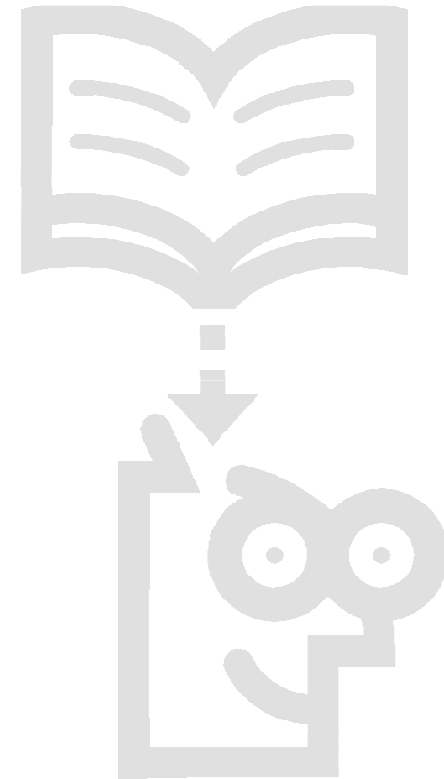
Commissioning a website

and making sure you get what you wanted

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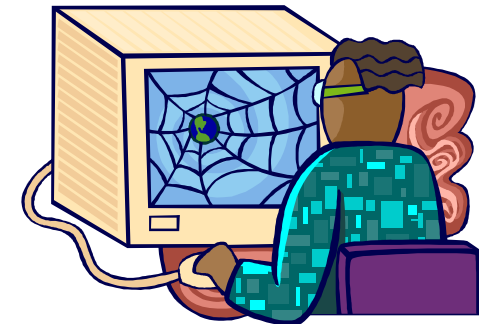
What I'll be covering

- ▶ Types of website
- ▶ Styles of website
- ▶ Choosing colours for your site
- ▶ Website features
- ▶ SEO (Search Engine Optimisation)
- ▶ Website Hosting
- ▶ Questions to ask your web-designer

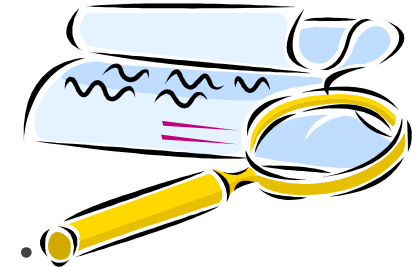


Types of website

- ▶ Not all websites are the same:
 - Some are just pages of linked 'hypertext'
 - Some are content management systems
 - Some sell you things (e-commerce)
 - Some offer online social communities



Styles of websites



Here's some common website styles :

- ▶ **standard** – banner/menu/content
- ▶ **portfolio** – dominated by images, some text
- ▶ **magazine** – article or story led
- ▶ **typographic** – text dominated design
- ▶ **showcase** – animated banner, not much text
- ▶ **feed** – constantly updated from user input

The 'standard' website



CREA
Cumbria Rural Enterprise Agency

Photography by Andrew Dunning www.at-imaging.co.uk

tel: Penrith 01768 891555 or Kendal 01539 726624

We help both new and existing businesses in the Eden and South Lakeland districts of Cumbria.
We also support farmers and rural businesses producing distinctive, Cumbrian products throughout the county.

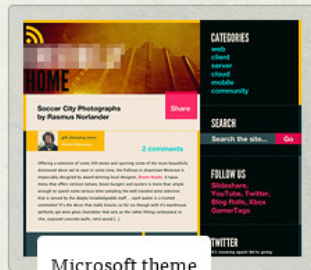
Home	<h2>About Us</h2> <h3>The Cumbria Rural Enterprise Agency</h3> <p>The Cumbria Rural Enterprise Agency Limited was incorporated on 1st December 1987, in Kendal, to assist people who wanted to become self-employed in Eden and South Lakeland. It then extended its services to assist any business needing advice or training, having a permanent staff of 3 people. It is one of three enterprise agencies within the county which service the Cumbrian business community, and comprise the Cumbrian local enterprise agency.</p> <p>With the development of the idea of the "one stop shop" a policy of providing assistance to businesses of all sizes was adopted by the Board which led to the establishment of Business Link Cumbria in 1994.</p> <p>CREA became established as a Partner in Business Link Cumbria which became recognised as the local delivery company for Eden and South Lakeland. During this time, Cumbria Farm Link began offering support to farmers throughout the county. CREA still continues to deliver Business Link services as well as a range of other regeneration programmes.</p> <p>Over the years it has increased it's portfolio of services and now operates from two sites, Kendal and Redhills Penrith. The current projects and services include Business Advice (Start Up, Existing Businesses), Cumbria Farm Link, Farm Tourism Initiative, Distinctly Cumbrian, and Rural Planning Facilitation Service, Cumbria Orgaincs, and Cumbria Business Environment Network.</p>
About us	
Business support	
Office Space	
Return To Work	
News	
Environmental Business Support	
Distinctly Cumbrian	
Forthcoming Events	
Tourism Support	
Farming	
Location	
Rural Planning	
Room Hire	
Situations Vacant	
Contact Us	
Staff	

The 'portfolio' website

Elliot Jay Stocks

[Blog](#) [Portfolio](#) [Speaking](#) [Publication](#) [About](#) [Contact](#)

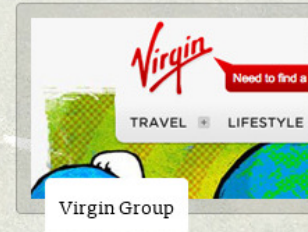
Oh, hello there! My name is **Elliot Jay Stocks**.
I'm a **designer**, an **illustrator**, a **speaker**, and an **author**.



Microsoft theme



The Money Pig illustrations



Virgin Group



Sexy Web Design

The 'magazine' website

The screenshot shows the Kiplinger website homepage with a dark blue header and a light beige main content area. The header includes the Kiplinger logo, navigation tabs for HOME, MAGAZINE, NEWSLETTERS, STORE, and ABOUT US, and a Customer Service link. Below the header is a navigation bar with links for Tools/Calculators, Email Sign-up, and Bookmark Kiplinger.

The main content area features a large banner for Genworth Financial with the text "Share a story about a caregiver you know." and a "CLICK HERE" button. To the right is a "SUBSCRIBER LOGIN" section with links for The Kiplinger Letter, Tax Letter, Retirement Report, Biofuels Market Alert, Agriculture Letter, and Change Your Address. Below the banner is the Kiplinger logo with the tagline "Timely, Trusted Personal Finance Advice & Business Forecasts" and a "Powered By Google" search bar. To the right is a GEICO advertisement with the text "You could save. GEICO".

The navigation bar below the search bar includes links for TOOLS, BASICS, INVESTING, TAXES, INSURANCE, FAMILY FINANCE, LIVING, RETIREMENT, and YOUR BUSINESS. The main content area is divided into several sections:

- MEMORY MATRIX**: A section with a green background and the text "New! Games for Your Brain" and a list of games: Word Bubbles, Memory Matrix, and Speed Match.
- Exchange-Traded Funds**: A section with a list of articles: "Making ETFs Work for You", "Buying and Selling ETFs", and "Quiz: Test Your Knowledge".
- Jump-Start Your Retirement**: A section with a photo of train tracks and the text "Plan off the rails? Don't worry -- we can get you back on track."
- Investors, See the**: A section with a photo of a man looking surprised and the text "PLUS: How Biases Affect Your Portfolio".
- TODAY'S TOP FEATURES**: A section with a list of articles: "Lower Sticker Prices for 2011 Car Models", "QUIZ: Can You Score a Deal on a Car?", and "In Search of Real Dealer Cost".
- TODAY'S VIDEO**: A section with a video player titled "How to Beat the Status-Quo Bias" and a message "WE'RE SORRY! You need to update your Flash Player." with a "Get ADOBE FLASH PLAYER" button.

The 'typography' website



The 'showcase' website



RESTAURANT BAR EVENTS PRESS INTERNATIONAL CONTACT US



Saf Pure Sundays Come for the Best Vegan Roast in Town!

After 1 year of waiting and loads of requests we have finally now opened on Sunday afternoons for the Capital's 1st fully-vegan Roast! Enjoy a variety of deliciously healthy dishes from our botanical kitchen

Saf Recipe Box for iPhone Get Saf recipes to go!


Download the free Saf Recipe Box and discover delicious vegan recipes created by our world-renowned chefs, nutritional information and more!



The 'feed' website

A new Twitter experience is coming! [Learn more about it..](#) #NewTwitter

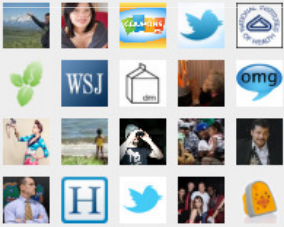
Have an account? [Sign in](#)

twitter 

The best way to discover what's new in your world.


[Games](#) [Charice](#) [Mid Autumn Festival](#) [Mooncake Festival](#) [Safadeza Oculca](#) [Jasmine Villegas](#) [Chuck Bass](#) [Secu](#)


See who's here




Friends and industry peers you know. Celebrities you watch. Businesses you frequent. Find them all on Twitter.

Top Tweets [View all >](#)

 **IAmSteveHarvey** It's one thing to focus on accomplishing your dreams, but don't forget there is joy in the process.Be grateful for your journey.
2 hours ago

 **JohnnyJuliano** If I hear 1 more rapper tryna jack wiz's swag.. Flight this, flight that, pilot etc.. smokin, drinkin.. is it hard 2 get your own style?
2 hours ago

 **SkyNewsBreak** Man in Hartlepool has been jailed for nine weeks and banned from ever keeping a pet after admitting he microwaved a hamster.
2 hours ago


New to Twitter?

Easy, free, and instant updates. Get access to the information that interests you most.

[Sign Up >](#)

A #NewTwitter

[Catch a glimpse](#) of the new Twitter.com.



Website colours

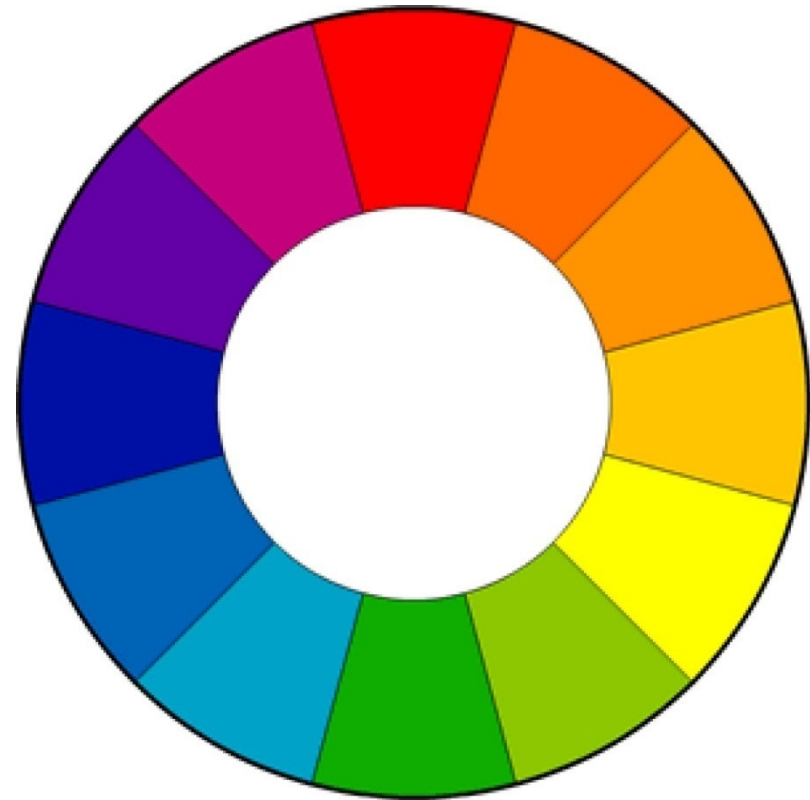


Colours are important on a website

- Colours can promote your business
- Colours can affect each other
- Colours can affect the visitor's mood
- Colours are ethno-centric
- **Colours can ruin your website!**

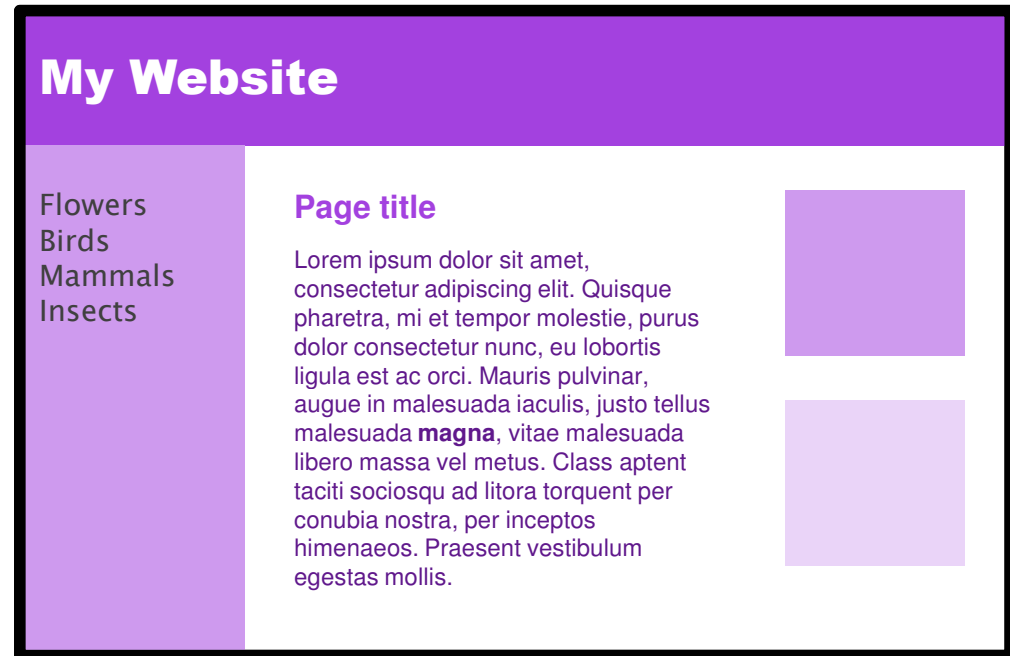
The colour wheel

- ▶ The theory of colour is based on the concept of colours being arranged in a circle – the wheel.



Monochromatic colours

- ▶ All colours on your site are a variation of the same colour, just brighter or darker.
- ▶ Soothing and looks professional
- ▶ Difficult to emphasise elements of your site



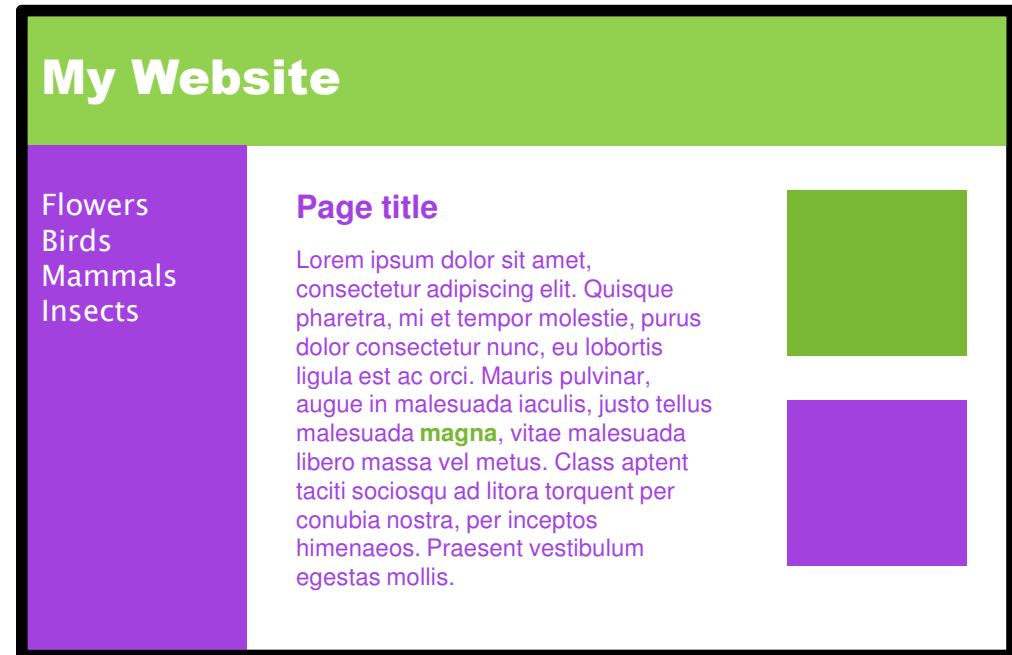
Analagous colours

- ▶ Colours are near each other on the colour wheel.
- ▶ Has more impact than monochromatic colour schemes
- ▶ Important to pick a dominant colour and stick to it!



Complimentary colours

- ▶ Colours are opposite on the colour wheel.
- ▶ High impact due to the contrast in colours
- ▶ Hard to get the colours to look 'right' with each other.
- ▶ Technically, you're restricted to two main colours.



Triadic colours

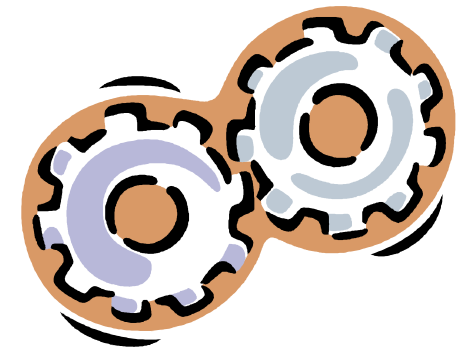
- ▶ Colours are evenly spaced around the colour wheel.
- ▶ High contrast with a balanced look.
- ▶ Important to choose one dominant colour.



Website features

Different websites might have different features:

- ▶ Content management (CMS)
- ▶ E-commerce
- ▶ Photo galleries / portfolios
- ▶ Contact & booking forms
- ▶ Availability charts
- ▶ Interactive maps
- ▶ Newsletter subscriptions
- ▶ Animations & videos
- ▶ Web-blogs (a.k.a. Blogs)
- ▶ Social network sites
- ▶ Micro-blogs (e.g. Twitter)
- ▶ RSS feeds
- ▶ Games

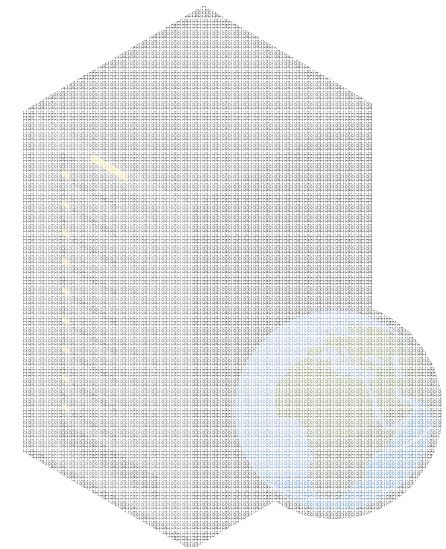


SEO – Search Engine Optimisation

- ▶ **What is SEO?**
 - It's about getting your company to the top of the search results when someone looks for you
- ▶ **Why is it so expensive?**
 - Because some companies are willing to spend stupid amounts of money on it.
- ▶ **Is it worth the money?**
 - That depends upon your company but most of the time, it's not worth the money some companies charge for it.

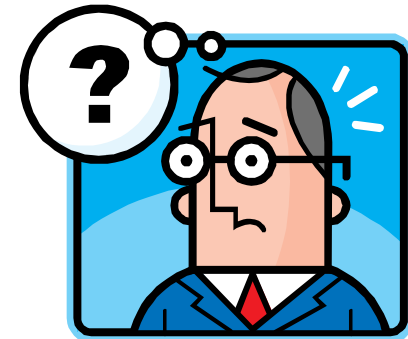
Hosting your site

- ▶ What is hosting and why do you need it?
- ▶ The main types of hosting
 - Shared hosting
 - Virtual Private Servers
 - Dedicated Managed Servers
 - Dedicated Root Servers



Things to ask your web designer

- ▶ Do you have any qualifications / experience?
- ▶ Can I see any previous work?
- ▶ Do you have any testimonials?
- ▶ Do you have a design/sign-off process?
- ▶ Can I move my site to another designer later?
- ▶ How much will it cost, when do I pay & how long will it take?
- ▶ What are the ongoing costs (beware licensing!)
- ▶ Technical : Will my site work in all / most browsers?
- ▶ Technical : Will my site be standards compliant (html/xhtml/css)?



Legal requirements



▶ Accessibility

- <http://bit.ly/dda-info> (webcredible.co.uk)
- <http://bit.ly/rnib-law> (RNIB on the law)

▶ Display of company information

- For limited companies, the same information as your printed stationary

▶ Copyright (use of resources)

- Only use images, videos and other resources that you have the legal right to use on your site. Special conditions exist!

Where to go from here

- ▶ How to find a web-designer
- ▶ Questions & Answers

