

BUILDING YOUR SITE

It doesn't matter where you are or where I am! The beauty of the Net is the immediacy and range of e-mail. So let's put it to good use. Let's build your website. With a little planning, we can have your site up in next to no time. As a starting point, I need to understand your requirements. And this is where you need to communicate your ideas, so that I can make them work for you. Here's a list of things I need to get started (this is useful for those who already know about site construction – and those who don't):

1. **Domain name** desired (state website name extension - ie: 'co.uk' or '.com', or whatever). I will source this for you if you don't already have one - but please tell me.
2. **Target audience** (brief description).
3. **Page names** that will form the menu links –eg, 'Home', 'About' (you/your company), 'Services', 'Contact', etc.
4. **Overall feel.** Do you want it to be 'classy', 'fun', 'artistic', 'serious', 'business-like', 'dynamic', 'lively', 'gentle', etc?
5. Big headline **logo** at the top of the page? Something modest? Static? Moving?
6. Colour of the general **text**: big text or small text? Please tell me.
7. **Photographs**/logo – please email these. If the photo file sizes are too large to email please send them on a CD. Photos are very important to your site – but please make sure you own the copyright (see my terms & conditions on www.gethynjones.com). If you can't do either of my suggestions, just let me know and I will talk you through what we need to do.
8. **Audio and video** files (we'll need to discuss these separately).
9. **Text** that you've written for each page in Word – clearly marked and attributed to the relevant page. If you can't produce what's needed in Word, don't worry – we will discuss how to do it.
10. **Keywords** – you've no doubt heard of these. The search engines identify your site by them so, whilst they're not as important as they used to be, they still have some weight. Make sure you incorporate them into the text on your various pages.

There are only 10 items listed but it may take a little time to get these together. A web designer's dream would be to have all these on his/her desktop via the mail - ready to go and start the project. But we do appreciate that things don't always happen that smoothly – material can sometimes trickle through, although it's not encouraged!

What I really need to get going are items 1-6 and here's the good news! You can see the work I'm doing from your own PC. In my experience you'll love or loathe the first idea you see – it's rarely in-between. That's good though – because we can both see where to go from there. There's something concrete to comment on and build on until the finished product.

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