Epsilis Website Design
Phone: 01462 674840
Web site: www.epsilis.co.uk
Email: enquiries@epsilis.co.uk

Web Design Checklist – The website overall

1.	**Main Keywords**
	List the most important keyword phrases (5 to 10 phrases) for the website
	Comments:

2.	**Structure of Website – navigation, main features**
	What pages/features do you want and how do they relate to each other. If you have 10 pages or less then it is likely that the structure will be flat with everything only 1 click away from the home page. More pages, then there will need to be some sort of structure that drills down eg:

Home Page	Summary / Key information / Pointers to where next
About Us	Staff / History / Values /Testimonials/Terms and Conditions
Services or Products	Service 1/ 2 / 3 …. Products 1 / …
Portfolio	Examples of your work
News/Events/Offers	Company or industry news or comment, special offers
Contact Us	Where are you / when open/ who to contact / how to contact

Best to keep navigation simple by limiting to a small number of items that expand into sub-items when you mouse over – this makes it easier for people to select what they want.

Comments:

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3.	**Common Web Page Template Features**		
	Most websites will have common design features that are generic to all (most) web pages. These usually mean:		
	Header	logo	
		slogan	
		statement of what you do	
		contact details	
	Footer	slogan	
		statement of what you do	
		contact details	
	Navigation	Top (with drop-downs)	
		Bottom (usually just Privacy/Terms)	
	Comments:		

4	**Home Page Features**
	A home page is often a different layout to other pages (it doesn't have to be). A home page will usually be a summary of what you do with teasers leading into your other pages. You may want to feature your main services or products, latest news, a testimonial, items from your blog etc.
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5.	**General Web Design Features**
	Brand - Is your brand already established as this may provide a good guide to web design? Do you have a logo and can you provide a high resolution or vector file of the logo? Or do you also want a quote for developing a Brand or a Logo?
	Comments:
	Fonts – Web fonts are far more limited than for print but options have got better lately as Google has supplied several hundred fonts on a server for web. Do you have font preferences?
	Comments:
	Images – Do you have good quality images you want to use? Optional extras: If not stock images are available from websites like http://www.123rf.com/ for a modest fee. Photo sessions can be arranged with a professional photographer. Original images can be commissioned for you.
	Comments:
	Page canvas - is commonly white with black/deep grey text. Background images/watermarks can be used but they should not interfere with the text – there should be a strong contrast between background and text.
	Comments:
	Smart Phones – most websites work on smart phones but the problem is the small screen. Responsive design means the website is designed to present itself differently and is optimised for a range of small screen sizes. So for example a 3 column site changes to a 2 column, then a one column as the screens get smaller, also the navigation is changed to work on small screens, the font sizes may change etc.
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6.	**Example Websites** – Its helpful to see examples of sites you like and sites you dislike – perhaps 3 of each – and indicate what it is you like or dislike in each case.
	Sites I like and why (please provide url = web address):
	URL:
	Why:
	URL:
	Why:
	URL:
	Why:
	Other comments:
	Sites I dislike and why (please provide url = web address):
	URL:
	Why:
	URL:
	Why:
	URL:
	Why:
	Other comments:

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8.	**Copy** – are you able to provide the majority of text copy? If not would you also like a quote for a copywriter to help you?
	Comments:
	What can you write copy about?
	To have any hope of standing out from the crowd your website will need to do more than just provide minimal content that is much the same as your competitors. Google favours comprehensive, useful and unique content. I have written a list of suggestions to help you think about the content of your website over and above the normal who we are and what we do. See http://www.epsilis.co.uk/10-things-write-content-website/
	Comments:
	How do I write effective copy?
	I have written a short guide – see http://www.epsilis.co.uk/how-to-write-appealing-copy/
	Comments:

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9.	**General Web Site Features**
	Updating – Do you want to update the main site content yourself regularly (regular updating helps get better search engine ranking). If you do we can provide a CMS (Content Management System (such as Wordpress) based site which makes it quite easy to do updates yourself and provide some training to get you going.
	Comments:
	Blog – Do you want a Blog added/included in your site? (A blog is a good way to provide additional content and regular updates, communicate with customers, encourage interaction etc in a less formal manner.)
	Comments:
	Contact Forms – These can be simple or complex depending on the data you wish to capture. They can just send an email or could be linked to a database and email newsletter generating system (such as Mailchimp).
	Comments:
	Social Media – Social media is a good way to promote and market your business and improve your search rankings. Social media links can be incorporated. If you do not have social media accounts set up we can provide a quote for doing this.
	Comments:
	Google Analytics - So we can add Google Analytics Code to your site can you supply your Google account details to us? If you don't have a Google Analytics account would you like one to be set-up for you?
	Comments:
	E-commerce – this is a whole separate issue requiring far more detailed consideration and is outside the scope of a standard website.
	Comments: