

## LOW-TECH WEBSITE

Using this form you can make some initial decisions about your website and send them to your website designer either before or after your initial meeting.

## IT'S ALL IN THE NAME

Your business name

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Preferred URL (website address)

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## WEBSITE FEATURES

So what kinds of things do you want on your site?

- Store front website (show off your wares to your customers)
- Social networking (Twitter feeds, Facebook links, forum for your customers)
- Blog
- E-commerce
- Maps
- Interactive
- Additional ideas

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## COLOUR ME BEAUTIFUL

If you already have a logo then you may want to incorporate the colours from that into your website. Ask your logo designer for the correct colour codes if you don't have them already. Otherwise you can start off with the colour codes featured on [this page](#) Remember that background and text have to have a decent contrast to be readable. Don't worry if the exact shade you want isn't here, fine details can be sorted later.

Main colour \_\_\_\_\_

Supporting colour #1 \_\_\_\_\_

Supporting colour #2 \_\_\_\_\_

Supporting colour #3 \_\_\_\_\_

## COME FIND ME

Search Engine Optimisation (SEO) is a business all in itself but you can at least get your business off to a good start with Google and friends by choosing appropriate key words.

_____	_____	_____
_____	_____	_____
_____	_____	_____

### DRAW A PRETTY PICTURE

Do you have any thoughts on how the layout of your website should be? If so draw an outline in the box below (doesn't have to be Van Gogh) remembering key elements such as header/logo, navigation, key sections and so on. This isn't about finer details but consideration of the structure and presentation of your website; how visitors interact with and navigate the website, what you want to catch their eye first, how the pages work together.

