

## Three easy steps to your business branding project

Thank you for considering **1st Web Designer**

Name

Address

Postcode

Home phone

Works phone

Mobile

Email

Contact **Antony Perkin** of **1st Web Designer**

Monday to Saturday 9 am to 6 pm

Telephone 01274 415468

Mobile 07783 078037

[Email:antony@1stwebdesigner.co.uk](mailto:antony@1stwebdesigner.co.uk)

25 Walker Avenue

Off Necropolis Road and Cemetery Road

Bradford

BD7 2PT

**Pay the £100 deposit** and any extra charges these are non returnable

Email/deliver business name or other ideas like colours for logo

Email/deliver pictures for web site

Email/deliver Text for web site

### **Step one - Graphic Design**

We will work together to produce a logo that you are happy with, each draft will be emailed to you for your amendments until approval this will be carried forward to your other designs in desktop publishing and web design.

### **Step two - Desktop Publishing**

Your logo will be added to proofs of your stationary letterheads, Invoices and Quotes these can be supplied in Desktop Publishing format, Microsoft Word document, Open Office format, Adobe PDF or many others formats. High quality proofs can be supplied for use by your Printing company.

Your logo and other stationary will be burnt to CD-RW for your safe keeping.

## Step three - Web Design

Number of pages required

Domain name required

Quality of web site standard from scratch/ mid market professional designed template

Hosting on server locations in Manchester or Gloucester (**included**)  
London or Columbus, Ohio (extra cost)

Surf ten websites in your trade base and choose up to five that you like.

List them here.

1)http://

2)http://

3)http://

4)http://

5)http://

List what you like about web site 1

List what you like about website 2

List what you like about web site 3

List what you like about web site 4

List what you like about web site 5

Chose a colour scheme that appeals to you from web site 1 2 3 4 5 or your own

Chose layouts that appeal to you from web sites 1 2 3 4 5

Chose any extra features

- 1) Flash photograph galleries included in cost **yes/no**
- 2) Flash charged at cost £20 to £40 per item cash in advance no refunds **yes/no**
- 3) Hot spots included in cost **yes/no**
- 4) Animated gif included in cost **yes/no**
- 5) Picture enlargement on hover included in cost **yes/no**

**Chose page names** Home or Welcome, Product or Service pages, About us, Contact us, Privacy Statement / Policy other?

### **Draft\_one (half day to two days work)**

At this stage Antony of 1st Web Designer will register your domain if available, commission any flash design(s) if required and design your web site from your information. Navigation bars giving a rough site layout will be available for reorganisation. There will be a temporary project page at the front of your web site so you can see the progress. Your home page in JPG format will be emailed to you for your alterations and approval.

### **Draft\_two (up to half days work)**

Changes will be made to your draft\_one. Page navigation amended if required, links, email addresses, hot spots etc. will be added to your web site. This will be uploaded to your web server and you should be able to view your web site for a second time. You will be emailed and phoned to say your web site is available to view for your changes and approval.

### **Draft\_three (up to half days work)**

Changes will be made to your draft\_two. Any flash item(s) will be added at this stage. Your website will be tested in four browsers and two screen sizes any layout changes will be made. This will be uploaded to your web server and you should be able to view your web site for the third time. You will be emailed and phoned to say your web site is available for minor changes and approval.

### **Draft\_four (up to half days work)**

Minor changes to draft\_three. Your web site will have the search term meta tags (for search engines) researched and added. This will be uploaded to your web server and you should be able to view your web site for a third time. You will be emailed and phoned to say your web site is available for minor changes and approval.

### **Live\_one (up to half days work)**

The temporary project page will be removed. All drafts will be removed from the server, all pictures, graphics, etc. will be freshly installed on the server. A copy of your web site will be burnt to CD-RW. Your web site will be submitted to search engines, indexes and directories. You will be emailed and phoned to say your web site is available for minor changes and testing by Tom Green another web designer with Search Engine Optimisation qualifications.

### **Live\_two (up to one hours work)**

Minor changes to live\_one. A copy of your web site will be burnt to CD-RW and handed to you for safe keeping. You will be invoiced for total amount and the balance will be due for payment.

### **That's it**

#### **After sales service (Yes you get that too)**

You can make minor changes to your web site for two years, any major page over haul or additional pages will be charged at £40 for the first extra page on the 4 pages site and then £35 for main pages and £15 per (sub) sibling page.

Five pages and above sites extras are £35 per main page and £15 per (sub) sibling page.