



Choosing and briefing a web designer

Things to ask your designer before engaging them:

1. Can I update the site myself?
2. Will the site be standards compliant? (to ensure different browsers can access the site)
3. Will it be built using html or flash? (we recommend html every time to ensure search engines can find key words in your site)
4. Can you provide contacts of references from other customers? (do follow these up and make sure past customers have been satisfied and have a look at what they have produced)
5. Who will 'host' the website and what will it cost?
6. How can we ensure that search engines (eg google) will find it?

Do write a brief for your designer so you can be clear about what you want.

The more information you can provide and compile yourself, the better to save time and money. Here are some things to mention in your brief and to get together before the designer starts work:

1. **Wireframes:** a basic layout of each web page – could be hand-drawn on paper or done on computer
2. **Images:** photos of your work, logos, images which can be used in the design of the pages. Image resolution at 72 dots per inch
3. **Text:** create a separate file for each page and save them as 'plain text'
4. **Look and feel of your site:** your ideas could be given to them in written text with references to other sites, colours, or a mood board.
5. **Links to other sites:** list of links sorted by page
6. **Menu structure:** names of headings for each page. Don't give more than 7 items in any menu or list.
7. **Site map:** diagram of how pages link to each other
8. **Updating:** how do you want information updated? By you or someone else?
9. **Future development:** how will/may you want to expand the site in the future?

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