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WEB SITE DESIGN PROJECT INFO SHEET for desktop and mobile site

Here is a list of things that will help the website process go smoother. I suggest reading through this entire pdf before setting up a plan on Wix.

I'll be creating this site using the **Wix platform**.

- > Visit www.wix.com to view their plans and pricing.
- > Set up an account, choose a subscription plan, and provide me with your Wix log-in info.

Here are a few initial suggestions & questions to help in the discussion of design and functionality of your site:

- **Look at what others in your industry/field have done**
- **What's your personality? Do you want a simple site? Bold and colorful? Classic? Modern?**
- **Who is your audience and how will they be using the site?**
- **How will people find your site? What are the search terms they will be using?**

What kind of **functionality*** will you need? Here are some examples:

- **Contact form**
 - > I will need the email address you'd like associated with this contact form
- **Calendar** (Calendars can be linked to your iCal/Yahoo/Google Calendars)
- **Shopping cart (what items will you be selling and do you have imagery?)**
- **Pop-Up**
- **Call-to-action button**
- **PayPal button connection**
 - > Please provide me with a link to your paypal account)
- **Social Media: Instagram, FaceBook, LinkedIn, Pinterest, Twitter**
 - > please provide me with any social links

**** Please note that many of the wix plug-ins offer a free and a premium pricing structure. Once you have decided on what apps you'll need I can go over costs. They are usually minimal.***

PREPARING THE COPY and SITE ORGANIZATION

SITE MENU

Thinking about the pages of your site early on will help you organize your site. Some sites have individual pages, and others are called deep-scroll where it seems like the site is one page. These scrolling sites still require a menu for each section.

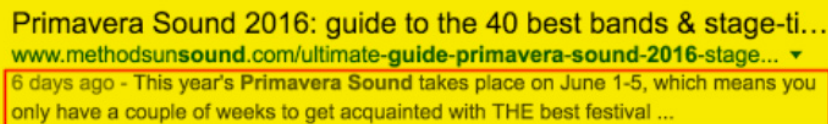
COPY

As you prepare the copy for each page or section of your site it is very important that you keep your audience—and how they will be searching for you—in mind. I will be plugging in the search terms you provide me into the back-end of your site, but **it is important that your copy contains at least two of these search terms/phrases**. The resource, www.wordstream.com can be very helpful in determining top search terms for your industry.

-If you are mentioning **other sites** please **provide me with their url's**

GOOGLE META DESCRIPTION

Please provide me with the meta copy for google. The meta description is the snippet of up to about 155 characters which summarizes a pages content.



Primavera Sound 2016: guide to the 40 best bands & stage-ti...
www.methodsunsound.com/ultimate-guide-primavera-sound-2016-stage... ▼
6 days ago - This year's Primavera Sound takes place on June 1-5, which means you only have a couple of weeks to get acquainted with THE best festival ...

IMAGERY

It's important to gather all the elements at the beginning of the project. If your site requires logos/imagery please provide it or let me know if you'd like me to procure the images. I will limit my searches to royalty-free (Shutterstock; Istock; Dreamstime; AdobeStock etc), free sites such as Unsplash, Pixabay, Pexels, and public domain images.

Please know that I am not responsible for any images you don't have permission to use, and I strongly advise against it. I will optimize any images with the speed of your site in mind.

VIDEOS

I can upload a video directly to your site or from youtube if you provide me with a link.

DESIGN PROCESS

1. I will ask that you decide upon a template from wix (<https://www.wix.com/website/templates>)
2. After approval of the design I will send you a link to the early site for your review at each stage.
3. I'll make the suggested edits until you have approved the site.

PUBLISHING YOUR SITE

- When I've finished preparing the site for both the **mobile** and **desk-top views** I will connect your site to your domain host. I will need your login information for them (examples: godaddy, bluehost etc.).
- I'll set myself up as a contributor to your site so that I can make adjustments to the site when needed.
- **I will also be setting up your site so that it can be found on Google and other search engines.** In order to do that **I will need access to your gmail account.**
 - > If you don't have a gmail account please set one up.
- I will also be setting you up with **Google Analytics** which will enable you to be notified via your gmail account whenever your site has a visitor. This code will be sent to your gmail account and I will get the code and paste it into your site's backend.

CHECK LIST:

Log in information for your:

- wix account
 - gmail account
 - domain host
-
- Email address you'd like connected to your contact form
-
- Links for:
 - Paypal
 - Videos
 - Social media
 - Other sites mentioned on your site
-
- Copy for site including:
 - Site Menu
 - SEO (search terms)
 - Google Meta Description
-
- Images for site or list of images needed

HELPFUL INFORMATION:

Web Hosting Advice 2023

<https://www.hostingadvice.com/how-to/best-domain-hosting/>