

# *Take off*

*Web Bird  
Digital's*

GUIDE TO

GETTING

STARTED



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# Contents

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# 01 Welcome

# Welcome

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## Introduction

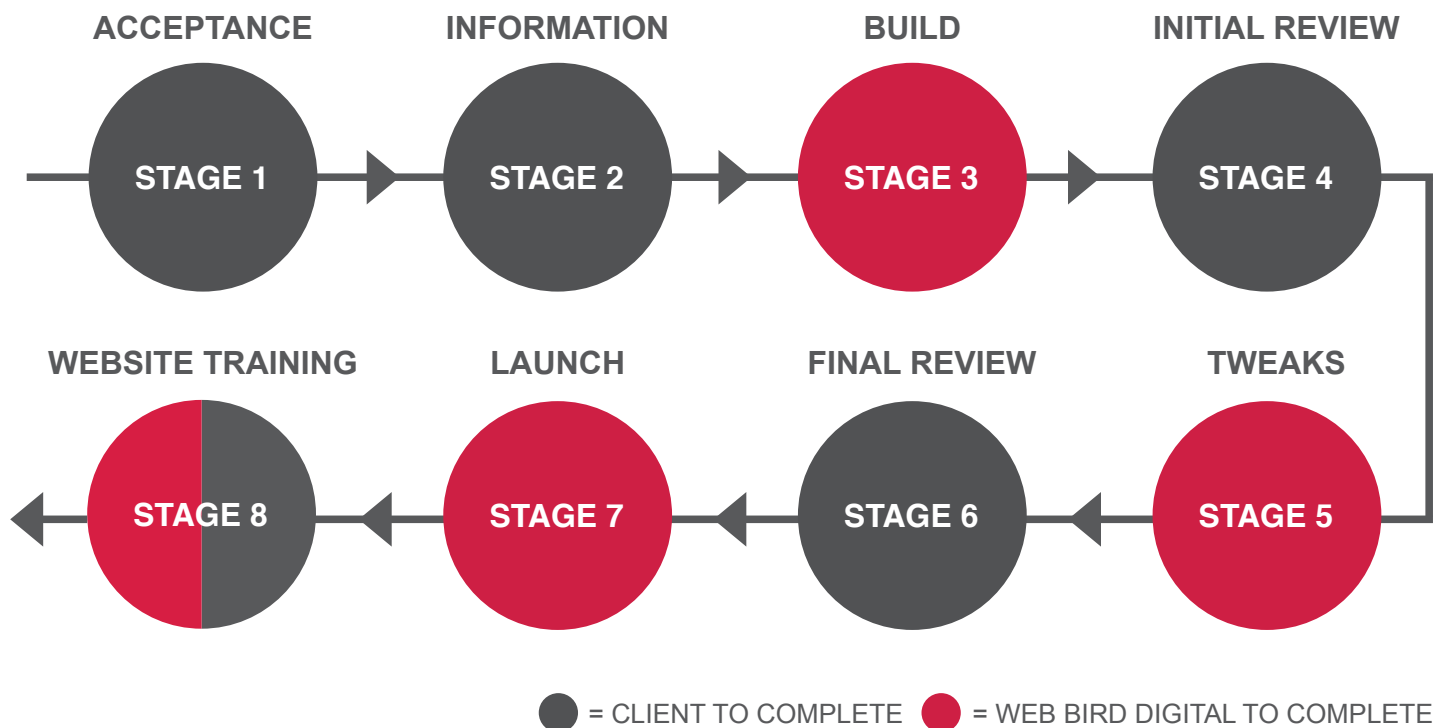
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Thanks for choosing Web Bird Digital for your new website build. We're excited to get started on the project and have put together some information and resources to kick things off. This booklet outlines the basic schedule for your project and includes some helpful resources for putting your website content together.

## Schedule

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To simplify things, we have split up the build process into a series of stages.



### Stage 1: Acceptance (Client)

This stage includes the proposal review and acceptance, as well as complete payment for the cost of the project.

### Stage 2: Information (Client)

This stage is for you to complete; it involves information collection about your business and gathering content for your website build.

To get started please fill out the online forms titled [Your Brand Strategy](http://web.bird.digital/website-project-resources/), and [Your Site Structure](http://web.bird.digital/website-project-resources/), available at <http://web.bird.digital/website-project-resources/>. These documents are vital in providing us with valuable information about your business, and assist us in developing the overall look and feel of your website design. Once you have reviewed and completed these forms, we will be in contact to arrange a quick meeting or call to review these with you.

# Welcome

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The next stage is providing us with the content for your website. Please take your time to make sure all content is accurate and that there are no spelling or grammatical mistakes before sending this to us. It's best to provide this content to us in one plain text word document. You can upload your content here. Of course, there may be some small tweaks of your copy required once it is on the site, but we do ask that you try to send us copy that is as close to the final stage as possible to avoid any project delays or extra costs associated with excessive changes.

To assist you in getting the most out of your content, please refer to [Your Site Structure on Page 8](#) and [Your Content Checklist on Page 12](#) of this document.

## Stage 3: Build (Web Bird Digital)

This is the primary build stage and will be completed by the Web Bird Digital team. We may be in touch during this stage to consult you on design and content insertion to ensure that these are completed to your satisfaction. Once the basic structure of the site has been built, we will forward a link to preview the website to allow you to review and provide feedback.

## Stage 4: Initial Review (Client)

This stage is your review of the in-development website. This is your primary opportunity to provide feedback and request changes to the website.

## Stage 5: Tweaks (Web Bird Digital)

This stage will be completed by the Web Bird Digital team and includes the completion of the changes and tweaks based on the feedback received in stage 4. One of our team members will be in touch during this stage to ensure that changes are completed to your satisfaction.

## Stage 6: Final Review (Client)

This stage is the final review and approval for launch. Please ensure that you have completed the [Domain & Hosting Info](#) form at <http://web.bird.digital/website-project-resources/> and check that all information provided is correct to avoid any delays to your launch. This form provides us with the information that we will need to launch your website. Please take your time to ensure that this information is accurate and complete.

Once you are happy with the website and the information form has been satisfactorily completed, we can schedule the website launch.

## Stage 7: Launch (Web Bird Digital)

One of our team members will be in contact with you prior to this stage to schedule in a day for launching your website. On the day of your launch, the process will take around 4 hours for our team to complete the migration from our development server to our hosting server or your preferred hosting server. Once complete, you will be notified of the completion of the launch, and you will be free to promote your new website to the world!

## Stage 8: Website Training (Client/Web Bird Digital)

Your website package includes free CMS (Content Management System) training for up to two people. This allows you to update and modify the websites content on your own after the website has launched. We hold regular training seminars at our offices in Miranda. More information on these seminars, including session dates, will be provided closer to project completion.

# Welcome

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## Basic timeline

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The timeline below gives you an indication of the approximate time of project delivery for our Business Template. In the best case scenario, we are able to deliver your website in three weeks. This timeline is dependent on the ability to provide content and information needed by the corresponding date. Any additional customisation or changes to the functionality of your template will alter the timeline\*.

● = CLIENT TO COMPLETE    ● = WEB BIRD DIGITAL TO COMPLETE

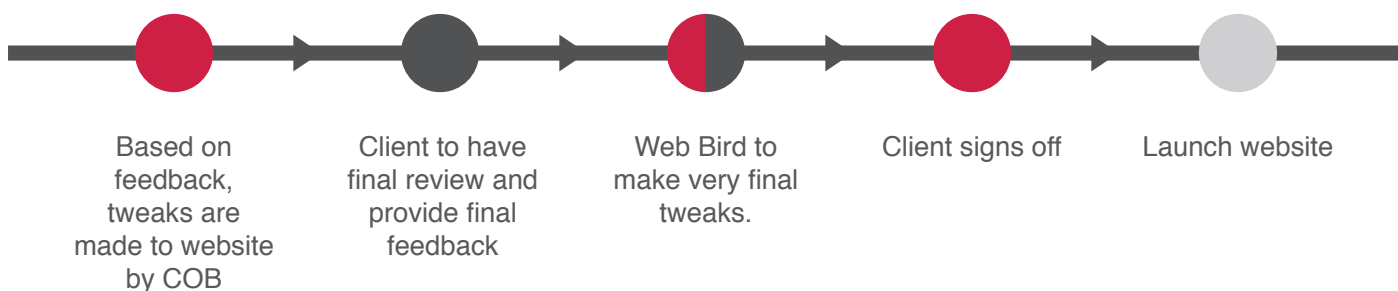
### WEEK 1



### WEEK 2



### WEEK 3



\* Timeline may not be representative of your project and is provided to assist in understanding the process. Your project timeline may differ. Please speak with your content manager to discuss the most achievable delivery time for your project.

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# 02 Site Structure



# Site Structure

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## Your website structure

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The site structure forms the backbone of your website. The ultimate goal is to arrange your site so that it anticipates your users' needs and expectations. To accomplish this you must arrange and label information the way your target audience expects to see it.

As you map out the content of your site, consider the following organisational elements, which are common on many sites today. Once you have this planned out, please fill out the [Your Site Structure](http://web.bird.digital/website-project-resources/) form available at <http://web.bird.digital/website-project-resources/>

### About us

- Awards/Professional affiliations
- Company information (what we do and brief history)
- Our Team/Staff Profiles

### Careers - Job postings

### Contact us

- Contact details
- Maps of and directions to office locations

### FAQ's (frequently asked questions)

### Partners/ Resellers / Distributors / Brands We Stock

### Charities We Support

### Press Centre/Media

- Contact details for PR dep't
- Press releases

### Products

- Catalogue
- Description of individual product
- Large image of each product
- Shopping basket / online sales
- Video of product in use

### Services

- Description of individual Service
- Image depicting service
- Contact/Get a Quote form

### Testimonials or customer quotes

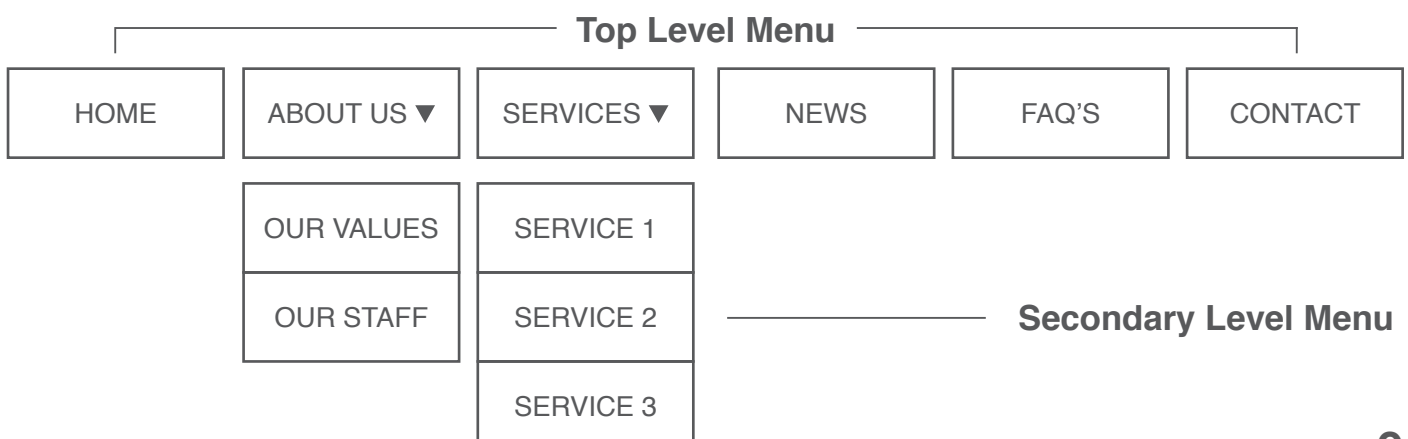
### Useful links (related links to external sites)

### Legally required / recommended Content

- Copyright statement
- Privacy policy
- Terms and conditions

## Example of a typical website structure

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# 03 Content Checklist

# Content Checklist

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## Tips for content suitability

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Remember, visitors to your site are potential customers, and they are not automatically in tune with your company. It is important that your content is written in a logical, easy to understand language so that the information is accessible to anyone who visits your site. We have included a checklist with some important points to consider when you are writing content for your website.

### Usefulness & Relevance

- Does the content meet user needs, goals, and interests?
- Does the content meet business goals?
- For how long will the content be useful? When should it expire? Has its usefulness already expired?
- Is the content timely and relevant?

### Clarity & Accuracy

- Is the content understandable to customers?
- Is the content organised logically & coherently?
- Is the content correct?
- Does the content contain factual errors, typos, or grammatical errors?
- Do images, video, and audio meet technical standards, are they clear?

### Influence & Engagement

- Does the content use the most appropriate techniques to influence or engage customers?
- Does the content execute those techniques effectively?
- Does the content use too many or too few techniques for the context?

### Completeness

- Does the content include all of the information customers need or might want about a topic?
- Does the content include too much or too little information about a topic for the context?

### Voice & Style

- Does the content consistently reflect the editorial or brand voice?
- Does its tone adjust appropriately to the context—for example, sales versus customer service?
- Does the content convey the appropriate editorial and brand qualities?
- Does the content seem to have a style? If so, does the content adhere to it consistently?
- Does the content read, look, or sound as though it's professionally crafted?

### Usability & Findability

- Is the content easy to scan or read?
- Is the content in a usable format, including headings, bulleted lists, tables, white space, or similar techniques, as appropriate to the content?
- Does the content follow search engine optimization (SEO) guidelines—such as using keywords—without sacrificing quality in other areas?
- Can customers find the content when searching using relevant keywords?

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# 04 Selecting Images

# Selecting Images

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## Selecting images from Bigstock

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Your package includes up to 4 free stock photos from the stock photography website Bigstock (<http://www.bigstockphoto.com>).

We ask that you please go through this site, and use relevant keywords to help find images that you would like for each of the pages on your website. We are able to assist you in this process, however we find it's best to first find and a couple of images that you like to give us an indication of the style of imagery you would like on your website.

### Selecting Bigstock Images

- Use the keyword tool at the top of the page to find relevant images.
- If you find an image you like, click on the photo and go to the page for that photo for a closer look
- If the photo is a keeper copy the image url – ie. <http://www.bigstockphoto.com/image-81549821/stock-vector-brain-openingconcept> or the stock photo ID, ie. Stock Photo ID: 81549821
- Send the url to us via email along with the page reference it is to go on ie: About Us

If you have a few images that you are pondering that's ok too. Simply put the image url's under the page reference and we can test a few for you (These will not be purchased first – they will be added to the site with the watermark on top for to confirm before we purchase). Your Content Manager is able to assist you with these choices.

#### PLEASE NOTE:

- We will purchase all images from Bigstock on your behalf
- If you require additional stock image (more than the 4 included), these will be charged at \$20 (+GST) and will be invoiced and required to be paid just before the launch of your website.

## Selecting images from other stock image websites

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You are welcome to choose images from other stock photo sites. You will need to purchase these yourself and send the images to us along with a reference for the page you require the image on.

## Using your own images

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If you are using your own images that's great also! We do have a couple of requirements though. They need to be good quality. No pixelated, small or shaky looking images taken on your iPhone – we want your website to look great. Bad imagery will make this hard!

## Google images and free stock image sites

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Be careful trying to find free images. We DO NOT advise using any images you have found on the internet through searches. Many images will be copyrighted and you can land in all sorts of trouble. There are a number of free

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## Selecting Images

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stock sites you can find image on however the choice is usually limited with these kind of site. Generally, photographers like you to pay for their artwork and creative licence which is only fair – it is their livelihood after all!

### A few handy tips about images

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- Make sure you're always using something relevant to what you're writing or selling. Unrelated photos just for the sake of having photos will confuse and annoy your visitors. And worse, they don't build trust with your customers.
- Focus on bright, in-focus images that relate directly to your headlines, or at least to your first paragraph. You want people to look at the photo, look at the headline or opening paragraph, look back at the photo, and say "Ah yes, that makes sense."
- Photos are also an immediate indication that you've updated your site. When people come back and see a big new photo, it signals that you're active and your site is somewhere they can expect to find fresh new content. This will help you stand out in a sea of competitors with bland, unchanging pages.
- If you are not using stock images and have your own images to upload make sure they are NOT small, pixelated, low-quality images for purely aesthetic reasons. They will make your site look cheap and possibly "spammy".
- The Internet is a visual place. And it's meant to be consumed with your eyes. Websites with nothing except tons of text will never be as immersive and engaging as sites that use images to help convey their message.

### Important note about mobile responsiveness

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Responsive design is the development approach we use to build your website enabling your it to fluidly adjust within the parameters of any device – involving a minimum of scrolling or zooming. In other words, responsive design creates great-looking sites which are dynamic and flexible enough to be visually responsive to any screen, from mobile widths right up to desktop format. Responsive design is a great investment for making sure you don't miss out on all the potential mobile customers who search for you on their mobile devices.

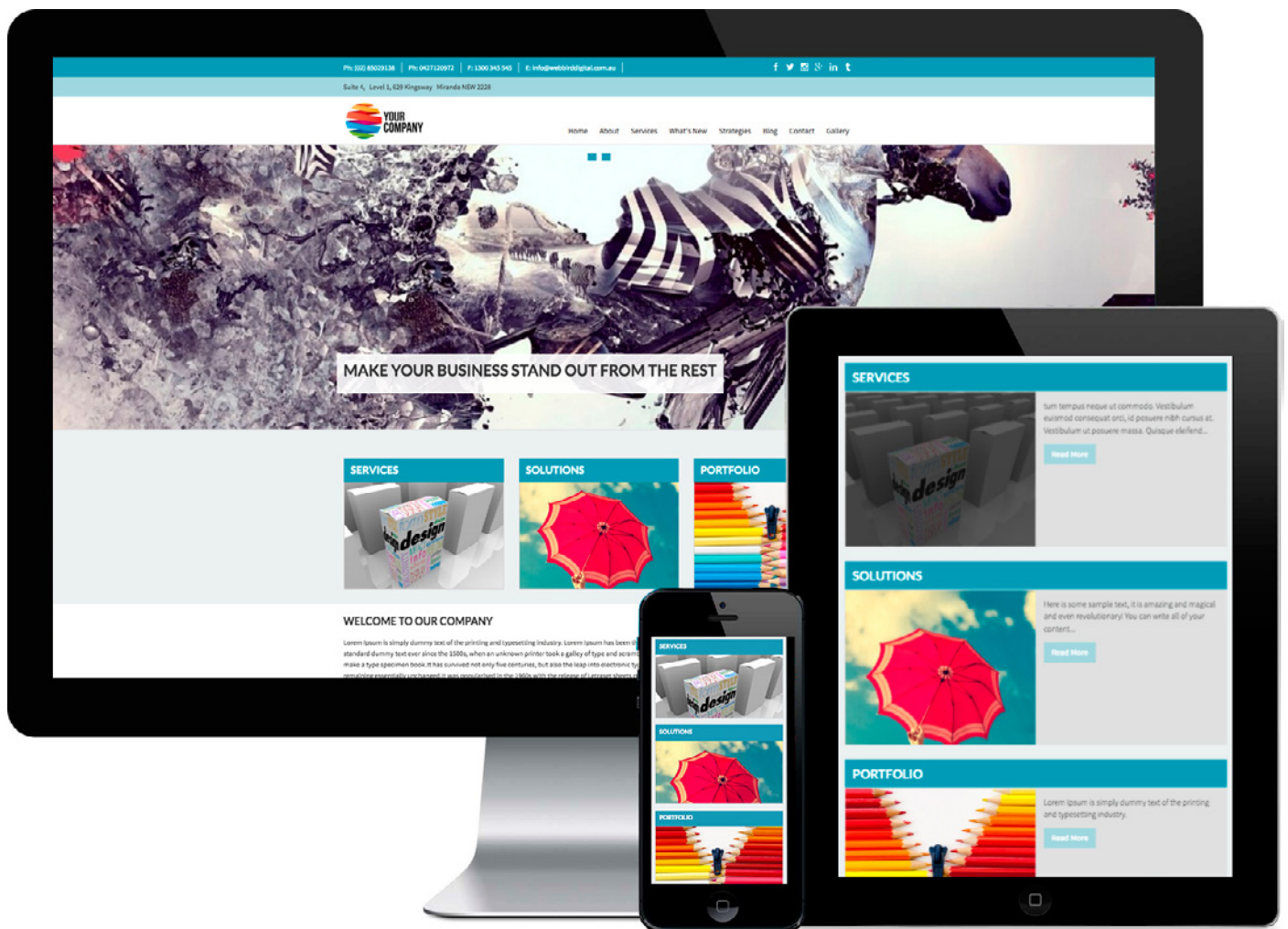
To make that possible, we need a flexible approach to images. This means that background images without text on them work much better than those with words as the size of your screen will depend of how much of the image will be visible. Also, some image styles will work better than others in various places on the site.

Don't worry - your images will be cropped by us in a responsive way to match the theme and we will provide feedback and support throughout the project.

# Selecting Images

## Example of mobile responsive images

To further demonstrate what we mean by mobile responsive images, below you can see three different types of devices. On each device, the image crops slightly differently, depending on the size and orientation of the device. We will assist you in cropping each image so that it will be optimised for any device, but just a reminder that a flexible approach is needed to selecting images. If in doubt, please discuss any queries or concerns that you have with your content manager who would be more than happy to advise if your selected image will be suitable.





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