



Starter Website Product Guide

Everything you need to get started
with your new website

This document aims to walk you through each module of the starter framework.

Each section will outline what's possible with suggestions and examples of how the framework has been used by others.

At the back, there are blanks on which you can doodle, as well as a questionnaire to help consolidate your ideas.

Landing Page

LOGO / TITLE TEXT

Services

Portfolio

About

Contact

Sales Pitch.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat.

Aliquam egestas, velit at condimentum placerat, sem sapien laoreet mauris, dictum porttitor lacus est nec enim. Vivamus feugiat elit lorem, eu porttitor ante ultrices id.

Learn more about our services.



Your website's landing page is the first thing your audience will see. You want it to be both eye-catching and informative. Giving your visitors an immediate idea of what you do or offer in a snapshot.

All landing pages include the same elements:

- A name or a logo.
- Navigation - also known as your menu
- Background Content, like a bright colour, photo or video.

Optional elements include:

- Call to Action Heading or Sales Pitch.
- Introduction Text / Sales Pitch 2.
- Secondary Navigation Arrows.

Have a think about:

What you want your background to be. A photo? A video?
A Graphic or Solid Colour?

Metadata

We will also create Page Title and Page Description text. This is vital content that includes important information about you and your offering. It is primarily used by search engines and will help your audience find you.

LOGO / TITLE TEXT

Services

Portfolio

About

Contact

Sales Pitch 1

Sales Pitch 2



Text Page #1

Services

Portfolio

About

Contact

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat. Aliquam egestas, velit at condimentum placerat, sem sapien laoreet mauris.

Our services include

Service 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat.

Service 2

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Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat.

Service 3

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See examples of our work.



LOGO

With two text pages, you get the the opportunity to go into detail about your work, list your services or expertise and help your audience understand what your website is all about, while keeping a separate space to talk about you or to add testimonials.

Your first text page should include important information you want your visitors to know up front. It could be a sales pitch, a list of services or even your mission statement.

Text pages can be formatted however you like:

- With simple Header & Paragraph text.
- Columns or rows of text – or both.
- With Icons.

Have a think about:

What content do you want on this page? Knowing how much (if any) text you want to show will help determine the best layout.

Don't need two text pages?

No problem. Let us know which modules you need or don't need and we can remove them.

Award-winning Services.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat. Aliquam egestas, velit at condimentum placerat, sem sapien laoreet mauris.

Our services include

Service 1

Irresistible photo and video that are impossible for your customers to ignore.

Informative product & service descriptions that work for you and for your google ranking.

Service 2

Intuitive websites that are fast to load and easy to navigate that your customers will love to visit.

Online campaigns, mailshots and social to drive new business.

Service 3

Elegant design, consistent with your brand's identity that print professionally and put you on the map.

Pull-up banners, brochures and fliers that show off your products and services.

Service 4

Sales channel expansion to make sure you reach as many customers as possible.

SEO (Search Engine Optimisation) making sure your business can be found by those in need.

Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat

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Portfolio

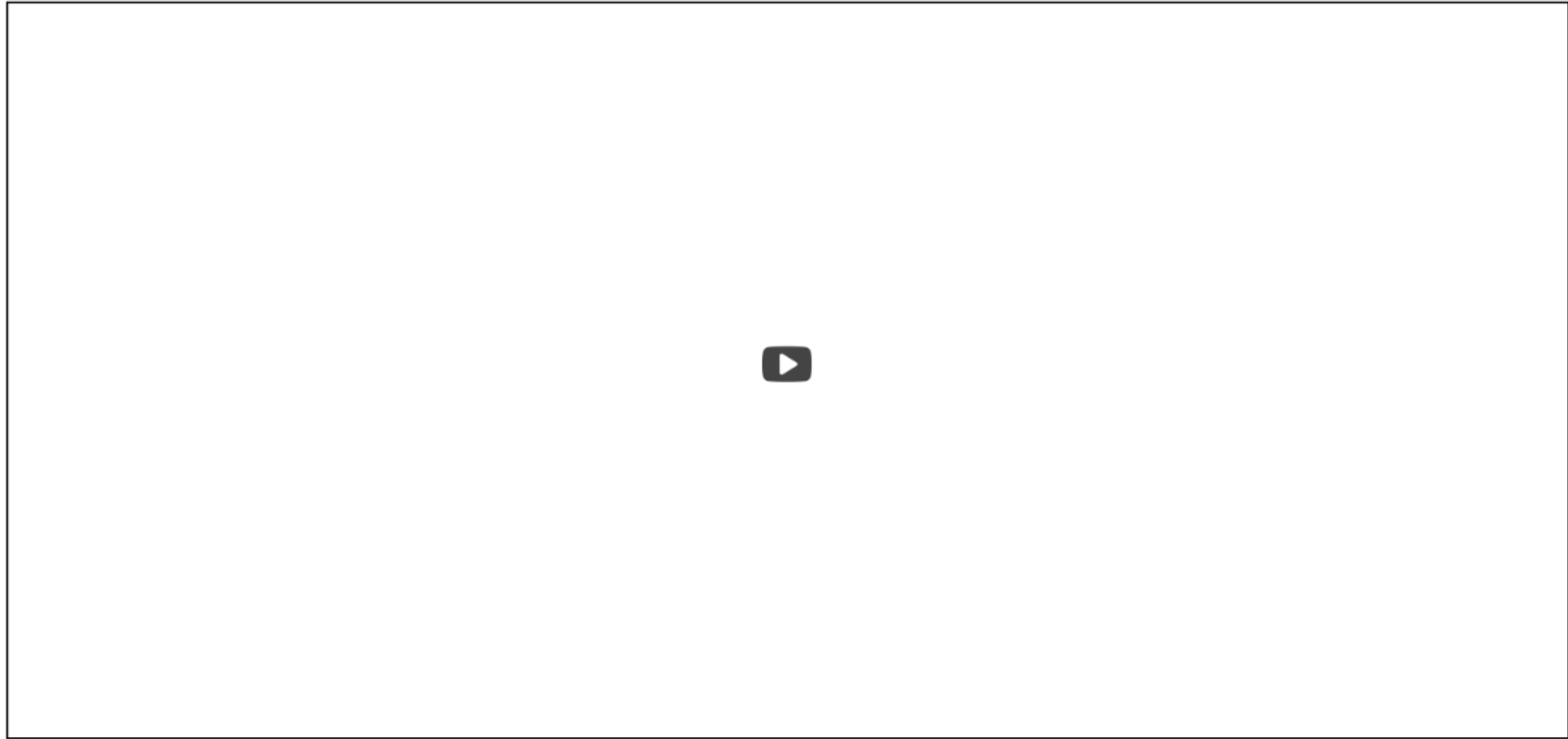


Services

Portfolio

About

Contact



This section is your opportunity to show off your hard work. A image or video gallery (or combination of the two) would fit perfectly here. You could also use this page to display case studies of your work or testimonials from past clients.

You can always expand this section at a later date.

Portfolio pages can be formatted however you like:

- With columns or grids of content.
- Links to read more on extra pages.
- A carousel of revolving content.
- With photos or a video.

Tooltip: What is a Carousel?

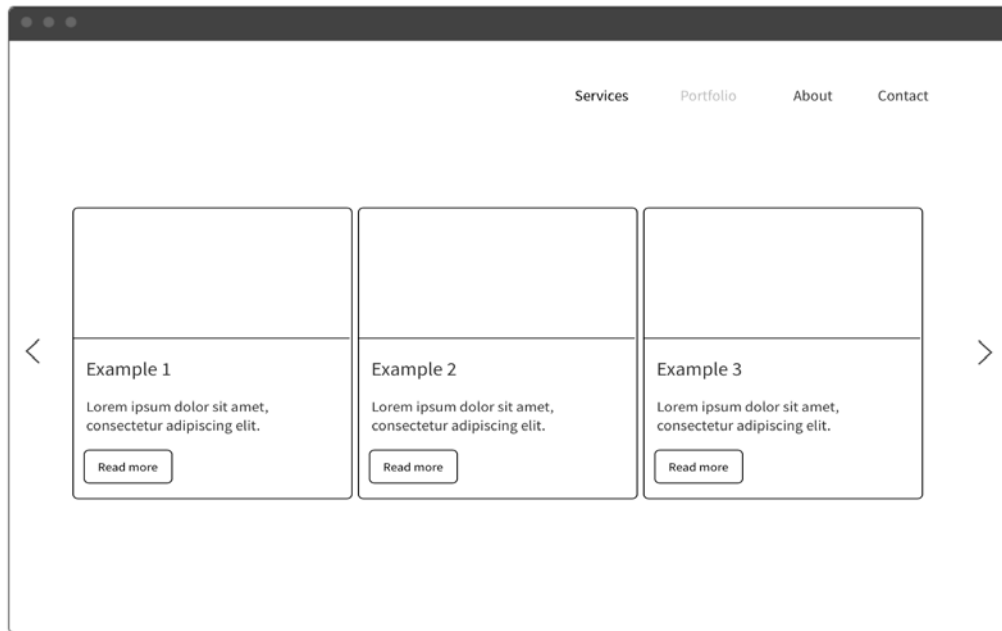
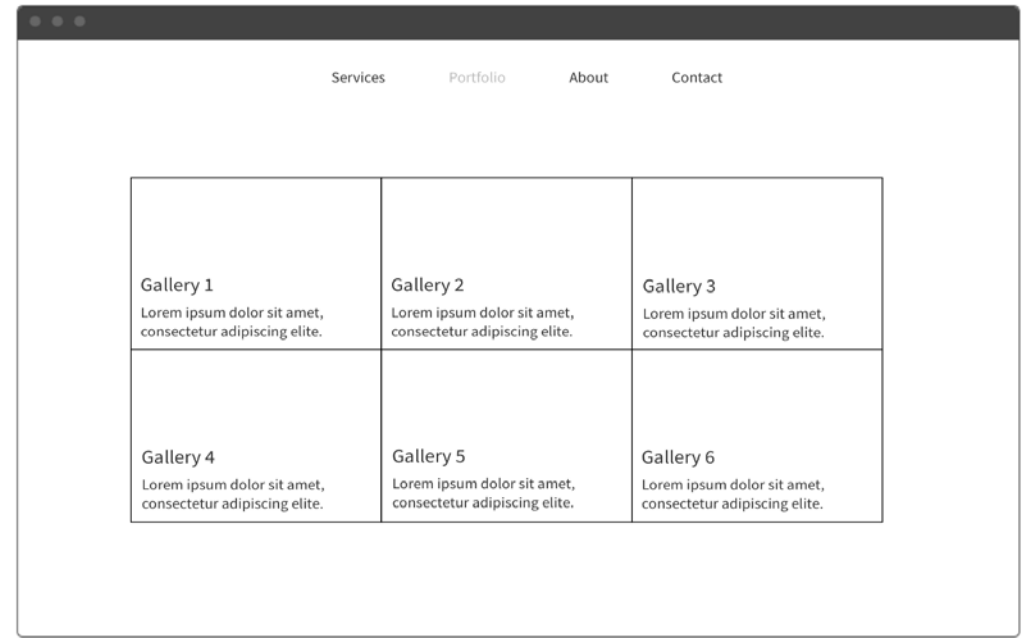
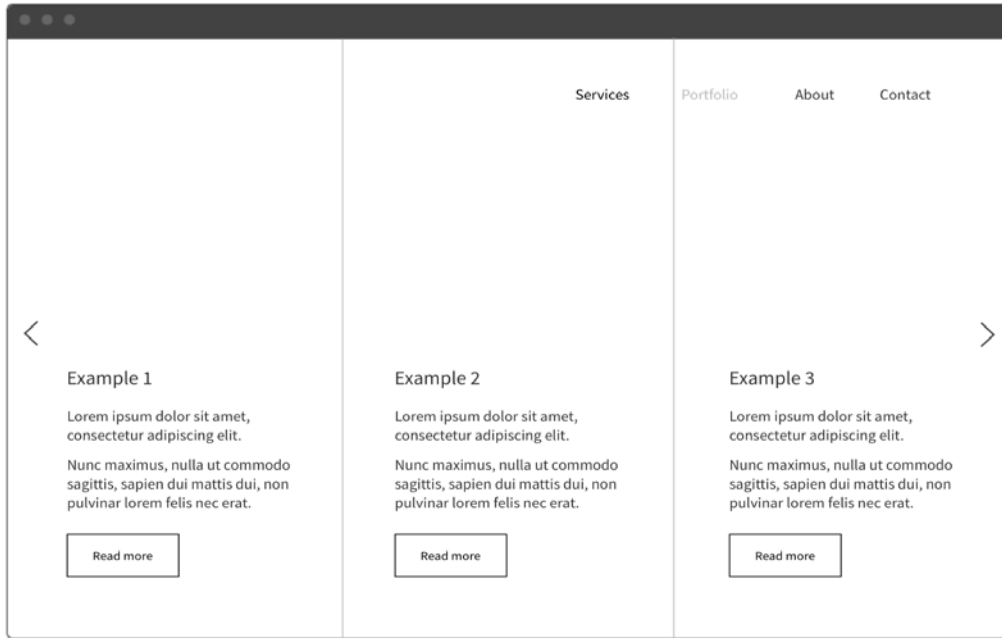
A Carousel is a revolving slideshow of content. It usually swipes left or right, up or down or fades from one slide to another to display your content. Carousels can look however you like and are great ways to show off content without overcrowding the page.

Consider Grid's or columns of content too. There's no limit to how you can display your content, but simple and easy to use is often best.

Extra pages at no extra cost.

Your testimonials or case studies might need extra space. Or maybe you want separate galleries. Why not have a link to an extra page so that visitors can view / read more.

The framework includes three extra pages for this purpose free of charge. And if you want more, just talk to your designer.



Alternative Design Examples using the Starter Framework

Text Page #2

About Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat. Aliquam egestas, velit at condimentum placerat, sem sapien laoreet mauris.

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LOGO

Want your website to have a personal touch?
Here's an opportunity to talk more about you, your ambitions and history.

Otherwise, if your portfolio page is full of your work, then you can use this section to add testimonials or even a call to action.

Text pages can be formatted however you like:

- With simple Header & Paragraph text.
- Columns or rows of text - or both.
- With Icons.
- Why not add a profile photo or a small video introduction.

Don't overthink it.

Did you know more than half of your viewers will likely be visiting your website on a mobile? We always advocate your design and content simple and straightforward.

They say 80% of success is showing up. Getting yourself out there with a new website is the win.

Don't need two text pages?

No problem. Let us know which modules you need or don't need and we can remove them.

Contact Page

Contact Us

Name*

Organisation

Phone*

Email Address*

Message*

Send

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat.

Address Line 1
Address Line 2
Postcode

email@address.co.uk
+4477439485712



Your contact page should include all the tools that allow your visitors to reach out to you.

Consider including:

- A Call to Action. "Get In Touch!"
- A Contact Form.
- Manual contact information.*
- Social Media Links.
- A Google Maps integration.
- About You information and/or a profile photo.**

* Not everyone needs to use contact forms. Include your phone number or email address that people can share or contact direct.

** Didn't create an about page? Add a short paragraph here.

File Uploader

If your work requires visitors to send you files (i.e. you're a portrait artist who turns pictures into watercolours), we can add a file uploader so visitors can attach important information to their messages.

Google Maps Integration

Have a stall or shop front? Are you operating from a location that your customers can visit? Tell your designer and they can integrate Google Maps and a Geolocation tag for search engines.

Blanks

Got a specific Idea? Print out these pages
or use a tablet and have a doodle.











Pre-Launch Checklist

Use these pages as you wish to help consolidate any information you want to give to your designer.

Website Look & Layout:

Menu Items:

- Landing Page Page Name:
- Text Page #1 Page Name:
- Portfolio Page Page Name:
- Text Page #2 Page Name:
- Contact Page Page Name:

Colour Scheme:

- Primary Colour:
- Secondary Colour:
- Background Colour:

Fonts:

- Header Font:
- Paragraph Font:

Logo / Name:

- Logo (Ready to Supply?)
- Website Name

Landing Page Content:

Landing Page Artwork:

- Background Artwork ready to supply?
- Background Colour?

Landing Page Text:

Primary Text

Secondary Text

Text Page #1

Text:

Any additional information for your designer:

Extra Content:

Video or Photo

Text Page #2

Text:

Additional information for your designer:

Extra Content:

Video or Photo

Contact Page

Call to Action Text:

Email Address

Phone Number

Postal Address:

Contact Form Fields:

- | | | |
|---------------------------------------|--|--|
| <input type="checkbox"/> Name | <input type="checkbox"/> Email Address | <input type="checkbox"/> Website |
| <input type="checkbox"/> Title | <input type="checkbox"/> Phone Number | <input type="checkbox"/> Social Media Links |
| <input type="checkbox"/> Company Name | <input type="checkbox"/> Message | <input type="checkbox"/> Other? Let Us Know. |

Additional Text / Contact Information:

Social Media Handles:

Extra Content:

- | | | |
|--------------------------------|--|--|
| <input type="checkbox"/> Photo | <input type="checkbox"/> Google Maps Integration | <input type="checkbox"/> File Uploader |
|--------------------------------|--|--|