



website design & creation

decisions

The first factor in web design costs is the number of pages needed, and the next is sourcing what goes on them. The more complex the site, the more time it takes to execute. All consultations are given free of charge, and only the work and additional purchased content are billed.

For you as the client, these are some helpful questions we can discuss:

- What is the purpose of the website—is it to generate enquiries, to sell a product, to raise awareness, to attract donations, to promote a brand?
- Who is your target market? What are they like?
- What are the must-haves for your site?

From the web designer's point of view, questions are:

- Is there a logo and/or a preferred colour and font? This goes toward your branding, and shapes the look and feel of the site.
- What should the site feel like to visitors—slick? warm? trendy? charming?
- Do you require images to be sourced, or banners, maps, artwork or text to be created? Beckon Creative provides creative writing and editing skills, in addition to graphic design. Images and fonts must be licenced for web use.
- Is there a deadline?
- Will there be ongoing support needed (for instance, regular news updates)? Often the client is able to manage this afterwards.

process

- The designer gathers the information, branding, and content needed.
- These are sorted into logical categories and a file-tree sequence, to give us our page headings and any sub-pages or cross-links needed.
- A style guide is generated. This ensures that the site looks consistent and professional.
- The client sets up a free Wix.com account and gives the designer login access to the Wix Editor to build the website.
- The client chooses and rents a domain name from Wix, or has their current domain name transferred to Wix.
- The first page is mocked up so that the client can see (and request adjustments to) the direction in which things are going.
- All pages are completed.
- Pages are user-tested to ensure that the design has covered a range of visitor expectations.
- The client chooses and rents a Wix Premium Plan for hosting the domain (this can include G-Suite email, if desired). This is linked to the built site.
- The site goes live.

support

- Ongoing support, such as adding extra content or updating pages, is charged ad hoc at the designer's going rate.

Be inviting.
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