

BASE *EVOLUTION*

Guide on

WEB DESIGN



INDEX

Section:

1.	Introduction
2.	Client Input
3.	Website Design
.....	- <i>Unique Designs</i>
.....	- <i>Website Facts</i>
4.	Static
5.	Dynamic
.....	- <i>Most popular forms of dynamic sites</i>
.....	- <i>Most popular forms of dynamic coding</i>
6.	Browser calibration
.....	- <i>What is a browser?</i>
.....	- <i>What sort of bugs?</i>
7.	Choosing a server
8.	Use of graphics
9.	SEO
.....	- <i>What is a search engine?</i>
10.	Maintaining the website
11.	Redesigning a website

1. Introduction:

This guide is simply to explain each aspect of putting a website together and show how Base Evolution goes about planning, building and maintaining our websites. We hope you find this informative and hope to do business with you in the future.

2. Client Input:

The most important aspect of putting a site together is establishing the facts, this is why we like to get as much input when planning our projects from our clients as possible. No need to worry about the science side of things, this is basically a simple discussion to determine what you need from your website, its purpose, the audience your trying to reach and so on. Once we determine your requirements construction begins and step by step we feed on your thoughts and criticism to get the project tailor made and to your satisfaction.

3. Site Design:

Unique Designs:

When we get down to business and approach the design phase of construction we start with a blank canvas and create you something unique! We are firmly against the use of one size fits all mass produced site templates which a fair few web design businesses do to save time and money.

Website Facts:

A Web site is a collection of information about a particular topic or subject. Designing a website is defined as the arrangement and creation of Web pages that in turn make up a website. A Web page consists of information for which the Web site is developed. A website might be compared to a book, where each page of the book is a web page.

There are many aspects in this process, for non-commercial websites, the goals may vary depending on the desired exposure and response. For typical commercial Web sites, the basic aspects of design are:

- The content: The substance, and information on the site should be relevant to the site and should target the area of the public that the website is concerned with.
- The usability: The site should be user-friendly, with the interface and navigation simple and reliable.
- The appearance: The graphics and text should include a single style that flows throughout, to show consistency. The style should be professional, appealing and relevant.
- The visibility: The site must also be easy to find through most major search engines e.g. Google, Yahoo etc. (*See SEO for more*)

A Web site typically consists of text and images. Faster browsing speeds have led to shorter attention spans and more demanding online visitors which is why it is important to get the website to flow just right in order to keep there attention.

4. Static:

If your site is only going to be a small amount of pages or not require a lot of maintenance then this is a good, very affordable method of designing a site. Static websites are often dubbed "What you see is what you get" because the coding in them only really allows the visitor to navigate from page to page reading the content that is there. The only way of updating a static site is by manually editing the page itself offline then uploading it to the site's server (as opposed to the dynamic method which when programmed correctly the site could be maintained simply by logging in and typing in the content changes you want directly online and see the changes instantly).

5. Dynamic:

In computer terms dynamic means capable of action and/or change, this method of design often incorporates the use of strings, variables and databases which when combined give you a live site. A good example of a dynamic site would be a shopping cart, it is on the one hand designed to let the owner to add and edit the stock online instantaneously while on the other hand is also designed to let the visitor choose and add whatever items they want to a shopping basket, then go through the process of paying for it, whatever the visitor chooses the site reacts to it. Dynamic sites generally are more expensive as they entail a higher level of programming skill and require more technology to setup, however this is well worth the costs considering the possibilities it opens for your website.

Most popular forms of dynamic sites:

- Live content based site
- Shopping Cart
- Blog
- Forum
- Calendar
- Opinion Polls

Most popular forms of dynamic coding:

- PHP
- ASP
- ASP.NET
- Coldfusion

6. Browser Calibration:

When creating our websites we try to keep our coding as universally browser friendly as possible, so no matter how the visitor views the internet your website will show up as intended, this is achieved by testing the site constantly on various browsers to make sure no bugs creep in.

What is a browser?

A browser is the program you launch to surf the internet e.g. Internet Explorer, Mozilla Firefox, Netscape and so on.

What sort of bugs?

Well not the creepy kind but in fact errors which the browser interprets from the website code, each browser is developed to understand as many website coding languages as possible but not all see them the same way, so creating a table in 1 format could look fine in one browser but could come up completely different in another.

7. Choosing a server:

All websites need a server/host to reside on to exist and more importantly it needs to be a reliable server! When in the planning stages of the web design process we will establish with our clients what work load will likely be placed on the website, a website with a heavy amount of traffic hosted on a server that can't cope with that traffic will result in downtime.

Over time needs change and maybe now a more powerful server is needed as your site brings in more visitors, in either case this is easily achieved as we offer upgrades anytime.

8. Use of graphics:

We use graphics to create a look and feel for the website, to enhance the online experience of website visitors. Graphics range from flash media, the structure of the website, logo design and right down to the use of photos.

9. SEO:

SEO stands for SEARCH ENGINE OPTIMISATION, basically how the site is built effects how your site will stand out in the search rankings on various search engines e.g. if you type your trade in Google and click search you want your business to be listed as high up as possible! *For more information on how we accomplish our SEO goals please feel free to enquire about the SEO PDF brochure.*

What is a search engine?

Sites like Google, Ask and Yahoo are search engines, they are designed for the visitor to search information on the internet. These engines collect information from websites and rank them as they meet there own criteria, SEO work is to meet that criteria to the highest standards.

10. Maintaining the website:

Once our clients websites are operational they will need to be maintained, this service for static websites means we will manually update the pages content to your needs while we also can add additional items if needed. Those with dynamic sites may well have opted to have it setup so they could update they're own content, but other areas of the site might need maintaining such as the databases etc.

11. Redesigning a website:

Maybe you already have a website and you want something fresh to take its place? Doesn't matter if you are an existing client or not, we cover website redesigns for all.