How we design & build websites
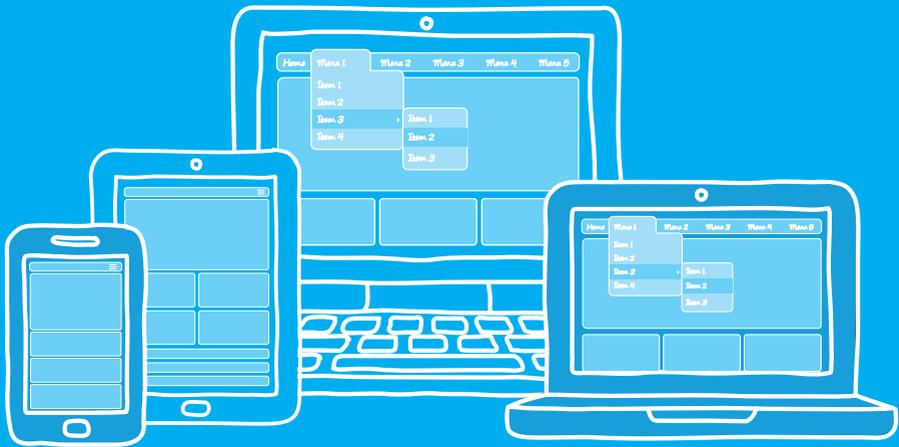
bob.
design & marketing

The website design and build process

Stage 1
Planning

Stage 2
The holding page

Stage 3
Initial design concept

Stage 4
Designing page templates

Stage 5
The test site

Stage 6
Launch
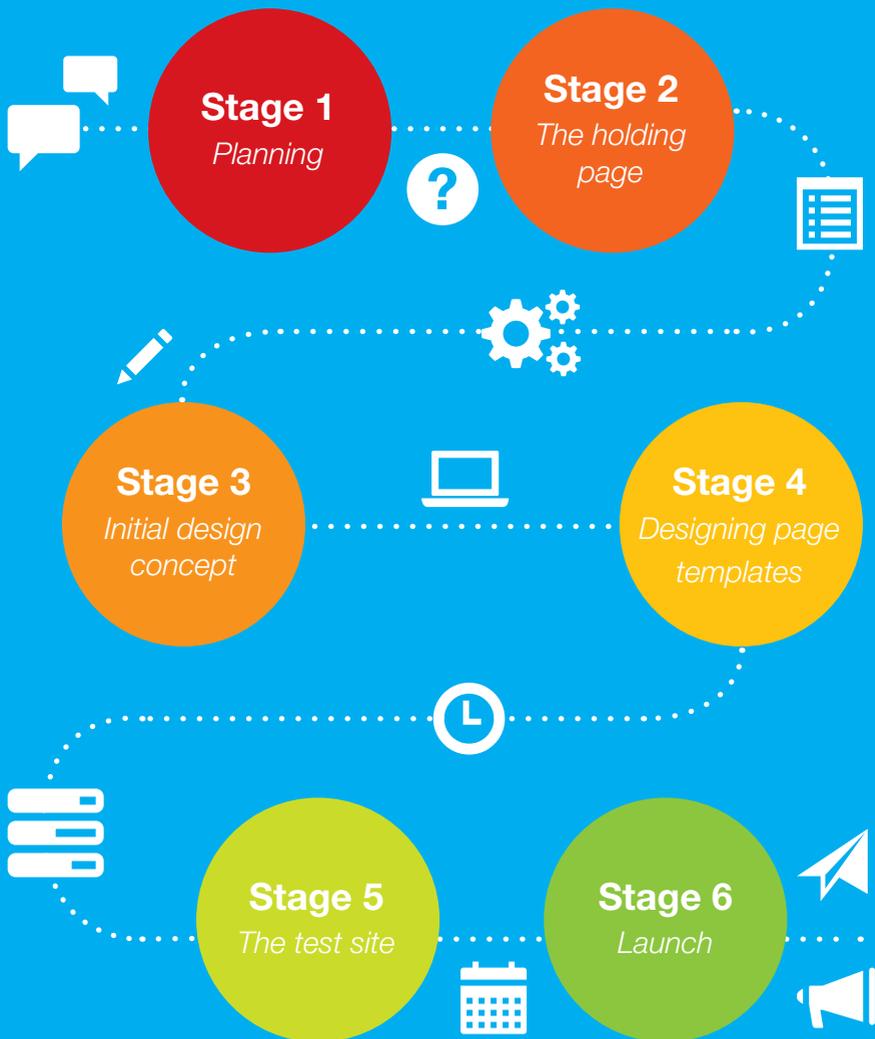
1. Planning

It's important to plan your website in detail. Our team will meet with you to discuss the following:

• Design preferences
• Target audience
• Website structure
• Content Management System
• Content/Copywriting
• Hosting & Email

We will create an initial cost proposal and if accepted, a working 'wireframe' of the website will be created. You will see the approximate layout of the various pages within the site and can browse through and begin to see how your visitors will experience the website.

2. The holding page

If the site is new, rather than to replace an existing site, its often desireable to have a holding page. This can notify potential customers of your intended launch date, provide advanced contact details and capture data from interested parties and prospective customers.

3. Initial design concept

Firstly, we will create a home page visual. This explores how best to visually represent your company in a user friendly way which successfully reflects your brand and its values. The home page design can be loaded and viewed in your internet browser and demonstrates the look and feel we would recommend for the whole site. Feedback on the design is sought and

any alterations can be addressed at this stage, avoiding costly changes once we've started the site build.

4. Designing page templates

We will then design the remaining pages. Visuals will be submitted for feedback/ approval. Text and images available at this stage can be factored straight into the design, if not we will use latin text and stock images in order to suggest an appropriate look and feel. Upon approval of the page designs, we will then create a series of templates to be used by the developers during the build.

5. The test site

We will then turn the visuals into a live test site, which can be viewed privately online. You can navigate around the site and check you are happy with it. Content is added at this stage and hosting and email will also be set up at this stage ready for launch. At this time we can also work with you to deliver any email or printed literature required to promote the launch.

6. Launch

Once the test site is approved, we will switch the site over to the main hosting, test the site thoroughly and make it live. Remember that the launch is only the beginning of your journey. Once you've caught your breath, you will need to think about how to drive traffic to your site and convert visitors into customers. Surely the perfect opportunity to sit down again with the bob team to discuss a strategy?

Responsive Website Design

"All of our websites are built using responsive web design, meaning that one size truly does fit all."

What is a responsive website?

A responsive website changes its appearance and layout based on the size of the screen the website is displayed on.

Responsive websites are designed to make the text on the page larger and easier to read on small screens. Sites can be configured to make buttons easier to press and can also be celverly formatted to hide or present different information. **All of our websites are built using responsive design as standard.**

Did you know that more than 85% of mobile phones sold are web enabled?

Customers are increasingly using their mobile devices to visit your website. They are more comfortable with technology and demand more website features. Many smartphones display the full website on their small screen. Users can pinch and zoom in and out to read portions of the web page. You have to resize the site to read different sections, and using small buttons intended for interaction with a mouse rather than a touchscreen can be deeply frustrating.

Did you also know that 25% of web users are mobile only?

Frustrating user interface issues can be easily remedied using responsive web design. In the past it was necessary to have a separate mobile version of the site, now it's easy to maintain one site that serves many needs.

Improved User-Experience
Websites are flexible, adapting the layout based upon the size of a users screen (mobile, tablet or desktop), and ensuring that your website always provides the user with the richest possible experience.

Cost Effective
Save both time and money as you only require one site, one version of the source code and one content management system to update.

Improved SEO
You will only need to market a single website. Furthermore, the URL structure remains the same on all devices, improving your search engine visibility & rankings.

Increased Conversions & Sales
Responsive design enhances the user experience. Potential customers can access your website with ease from any device, reducing frustration and making them less likely to switch to a competitor site, increasing sales and improving conversion rates.

Stay Ahead of the Competition
Less than 3% of websites are optimised for the mobile web. What a great opportunity for your business to gain an advantage over the competition.

Content Management Systems

Control Panel

✉ Email

✳ Password

☑ Remember me

Log In
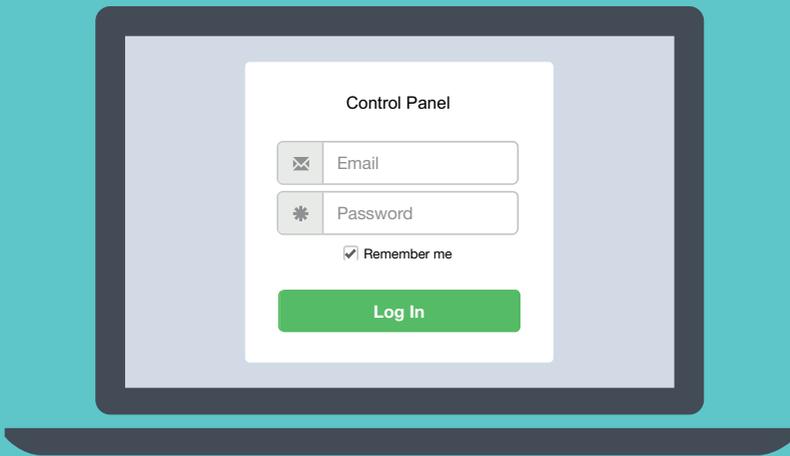
"A Content Management System (CMS) is the software that runs a website, allowing users to publish content easily and quickly."

All of the websites we build include a content management system (CMS). This allows you to make changes to the website directly without our involvement. There are many Content Management systems available and we will always recommend the CMS that is best suited to your requirements.

Create and add new pages

Create new articles and pages as well as edit existing ones allowing the website to easily change and grow.

Fast Loading Pages

Some CMS systems will resize and optimise images to improve the loading time and overall speed of your website.

Familiar Formatting

Often little or no technical knowledge is required. The CMS provides familiar WYSIWYG formatting controls including: **Bold**, *Italic*, Insert link, and add an image.

Upload Media Files

Upload and link to commonly used files such as JPEG, GIF, PNG, PDF, MS Office files (Word, Excel, Powerpoint), MP3, MP4 etc. As a guide, keep files smaller than 16Mb and images below 1Mb.

A familiar system

For ease of use, pages are often arranged similarly to the way files are arranged on your computer.

Embedding material

Embed media and other external elements (e.g. surveys, message boards, etc.) into the website.

Reduce Admin

Style and place pictures and text within your given page templates, saving you time. You can provide titles, description and keywords.

Social Sharing

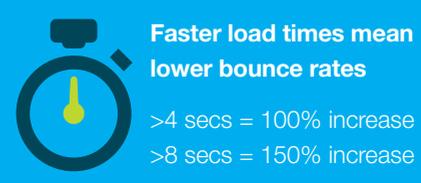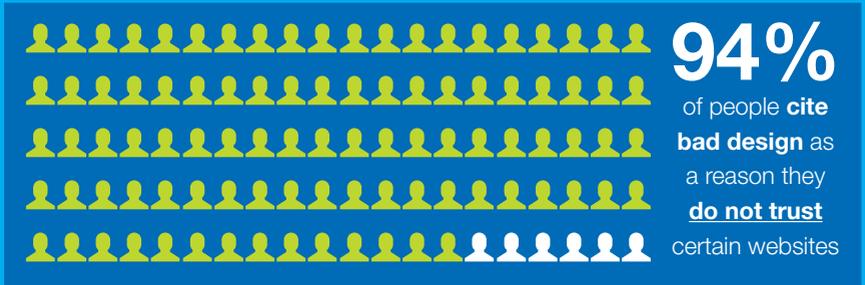Share content via popular social media channels such as Facebook, Twitter, Linkedin etc.

Some third party code and software we regularly work with for web based projects

Whilst our team can code and build whatever you need in house, from time to time it may be necessary and indeed advantageous to work with some of the many different 'off the shelf' solutions, here are just a few we regularly work with:

Did you know?

94% of people **cite bad design** as a reason they **do not trust** certain websites

70% of people look at **lists with bullet points**

40% of people **will abandon a web page** if it takes **more than three seconds** to load

More mobile users than desktop users **by the end of 2014**

69% of people shopped **via their tablet** in the last month

78% of business people use their mobile device to **check email**. Is your newsletter optimised for mobile devices ?

Faster load times mean lower bounce rates

>4 secs = 100% increase
>8 secs = 150% increase

48% of users said that if a site didn't work well on their phone, they felt like the company didn't want their custom.

57% of businesses have **acquired a new customer** through their blog.

How we design and build websites

More information
If in doubt about any part of the process or you have questions that are specific to what you are trying to achieve, please direct any questions you may have to either:

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or
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Alternatively we are available by telephone on 0117 973 9326

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