

# Graphic Design

## How to... Create an Outstanding Website



Do you need to be on the world wide web? More and more people are searching for company information and wanting to do business in this way. If they can't find you, they

are probably going to go elsewhere? A website needn't cost a fortune, nor require you to have advanced computing skills. If you're a small company, or even a 'one-man band', you should at the very least have your contact details and a description of your business on the Internet. Let [aamdesign.co.uk](http://aamdesign.co.uk) create an outstanding website for you.

### Why You Need a Professional Website

- Allows your business to be found by local, national and international customers.
- Helps customers to reach you by presenting your contact details.
- Increases your credibility by having a website that complements your company image.
- Avoids amateurish layout and typography mistakes, which could send out an inappropriate or negative message.
- Provides potential customers with the information they need in order to make a purchasing decision.

### Web Advert from £195

A simple one-page website with e-mail facilities can help you get your message across and improve your business image. We can easily build on this in the future when you're ready for a bigger site.

A web advert page typically contains your business logo, name, postal address, telephone number, fax number, email address, business description, some inspiring advertising copy or slogan and perhaps a couple of images/photos. It usually does not need updating, unless you move premises.

**Corporate literature & technical publications at less than agency prices**



### 3-page Website from £295

A three page website with e-mail which includes a home page, an additional content or information page and a contact page so people can get in touch quickly and easily.

### 5-page Website from £445

For those needing a little bit more we can create your unique five page website comprising a home page, up to three additional information or content pages and a contact page. An ideal solution if you've got a lot to say.

### Website Updates from £25

When your website is up and running, all information will be transferred over to you to enable you to change or update it as you require. Alternatively, I can incorporate changes to information or to the design.

**Let me scan, retouch and incorporate your existing photographs or digital images. Alternatively, I can take effective digital photographs suitable for inclusion in your website.**



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## Domain Name and Webhosting Fees **from £70**

As well as designing your website I can arrange to have your domain name (website name) registered and your site hosted by a well established, reasonably priced and user-friendly web hosting company.

In this case, you will have to pay web domain registering fees (currently **£10** per year) and webhosting fees (currently **£60** per year) directly to the webhosting company.

## Search Engine/Business Directory Entry **from £65**

In order that people can search for (and find) your website, I can arrange for submission to **10** search engines (including Google, Alta Vista and MSN) and **10** Business Directories (including Yellow Pages, Applegate and Businesslinx).

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## THE DESIGN PROCESS

### Step 1. FREE Design Brief/Consultation

A comprehensive discussion with you to determine your requirements and objectives.

### Step 2. FIRST DRAFT Design

A FIRST DRAFT concept design will be created from the design brief for you to inspect/discuss.

### Step 3. FINAL DRAFT Design

A FINAL DRAFT will then be produced to incorporate your comments.

### Step 4. FINISHED Document Delivery

Your website files and digital images will be delivered on CD.

I can arrange access from your computer to the website for updating and email.

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## Options...

### ■ Web Design Only

I supply a CD to you containing the html page(s) and any digital images. This leaves you free to arrange the hosting of your website.

### ■ Web Design and Hosting

I get your website up and running and arrange access to the website from your computer for site updates and email.

Simply phone or email me to arrange a **FREE** consultation, or if you have questions.

I am always happy to supply a written or email quotation (no obligation) for any requirements you may have.