

Philip Black

WEBSITE DESIGN SERVICE FOR £150



ORGANISE A BASIC, LOW-COST BUT PROFESSIONAL WEBSITE

Creating your own website isn't as difficult as you might imagine. You could soon have it up and running and the process doesn't have to involve a huge amount of computer knowledge.

Building a website can involve using a template and tweaking on the Internet. I am based in Scotland but will work with you to create a good, functional website. My service is a design service only - it is not a marketing service or a website ranking service. Here's a summary of the services I offer:

What I will do:

- Help you adapt a template on the Internet using an account with an online web-design program.
- Hosting will be £25 per year. The first year will be included in your initial fee. Thereafter, payment will need to be made direct to the website hosting company.
Once the site is completed the username and password from the website host will be passed over to you and you can change your password so that you have unique access.
If you would like an online shop, I will help you set-up your merchant bank account on your new site.
NB: If you don't have an existing Paypal Premier account to take payments then you will need to organise one and register to your bank account. During the verification process Paypal will typically request that two transfers are processed (usually pennies) to verify the account.
- Provide ongoing email support up to 6 hours. Design a logo FREE of charge (if you do not have one already). You will be given a choice of three logos to choose from.
- Provide basic site tuition including image and content uploading. As part of the process, a few examples will be loaded in the online shop.
- The fee includes loading of up to 10 of pages. Additional pages can be easily loaded thereafter.

What I won't be able to do:

- Market your website. You will need to do this yourself. Upload all shop content.
- Update and maintain your website.

What you will need to do:

- Provide all legal contact details.
- Decide what content you would like to add to the site and provide the wording (preferably proof-read in advance). My website example should act as a useful prompt or you have a look at a site that's similar to the one you want to build, and, without stealing the ideas, do something similar.
- Think about useful links that you would like added.
- Prepare and provide all text, images and a logo (images need to be good quality).
- If you decide that you want an online shop, you will need to set up a merchant banking account so that you can take payments online this will be through Paypal.
- Make sure that the content is regularly updated.
- Once the initial site is set-up you can purchase a domain name from £15 per annum or remain with the original sub-domain.

My Tips:

- Remember that the website needs to be geared towards your target audience so think about this when writing your content. The home page in particular will need to "grab the attention" of your visitor.
- Think about what you want to achieve from the site.
- Keep content simple. Avoid using too much text, as this can be off-putting.
- Start small and have patience. As a budding online entrepreneur, you'll need lots of energy, enthusiasm, determination and passion; but you also need to be realistic. "Success on the web is rare".

Basic Marketing Suggestions:

- Tell family and friends
- Add the website to all marketing literature and advertising campaigns.
- Let every customer know about the site.
- Join chatrooms and discussion forums.
- Consider combining your website with social media options like Facebook, LinkedIn, a blog and Twitter.
- Make sure that the website is up-to-date.
- Consider Google Adwords (although this could be expensive and you may not have a budget).

If you have any questions or would like to book this service please e-mail: phil_black34@hotmail.com