

Duncan Services

Website Design Guidelines

1. **Decide on a domain name** – Usually your company's name but can be something else if desired. Try to keep this as short as possible and relative to what your website is about. Think of a few different options to use because your first choice may not be available. When your list is ready submit it to us and we can get your domain name.
2. **Decide how many pages or sections your site needs to have** – Write an outline for the pages or sections your site will need to properly display all the information you need on the site. (Example: Home, About Us, Products, Services, Photo Gallery, Contact, etc.)
3. **Find a graphical design that fits your vision or go Custom to have a more appealing website** – Colors, pictures, menus, etc. Go here to search for pre-built website templates: <http://www.duncanservices.com/templates.php> or to get ideas for a design. (Buying templates is a much faster and the preferred way to get your site up and running as quickly as possible).

Custom built web design is more advanced than a pre-built template. By going Custom you get a more well laid out presentation of a website and can get any functionality you desire for the website to have. Custom built websites do not resemble a template because its purpose is to be more attractive and graphically detailed to potentially attract more clients for your business.

4. **Company Logo** – If you already have a logo please send it to us in a picture file format (ex. jpeg, gif, tiff, png). If you do not have a logo we can help in finding or designing a logo that's right for you.
5. **Website Content** – Use your outline to develop the text for your pages or sections and gather any pictures you want to use on the site. You can send the content via email or email attachment in a format like a word document, excel, or pdf.
6. **Keywords/Description** – Think of one sentence to describe your website and think of keywords people would use to search for and find your site.

With all of this information prepared, we can help you get your website up and running much faster. We can assist you with every step of the process to help you achieve your goals.