

# Dave's Basic Web Design

## Web Site Design Outline

The Internet (the Web) is the modern "Yellow Pages". New customers look on the web to see if you're "real" and find out more about you. The web lets you make a much larger presence than the Yellow pages but the idea is the same. Tell them about you and your business and your 'products' and how to contact you.

Web sites serve several different purposes. They can tell people where to find you. And when to find you at events. Businesses can use information on their web sites to reduce phone calls and provide details and product brochures. Many customers want to check out your web site these days before they will buy from you or hire you.

The page layout and graphic design depends on the intended audience. Business web sites are expected to look fairly organized and provide product info while musician's sites can be 'wilder' and more entertaining. One of the more important issues is choosing colors that provide adequate contrast. Blue, Red and Purple together may be artful but they cause eyestrain when you try to read the text.



Web site planning begins with an outline of the pages, a Table of Contents. This outline becomes the 'navigation' section that is normally included on every page on the site. A small site with less than 10 pages will frequently have all of the pages listed in the 'navigation' section. Larger site may have subsections listed under the major headings.

Here are two typical navigation lists:

Business Site Navigation	Musician's Site Navigation
<ul style="list-style-type: none"> <li>• Home</li> <li>• Products</li> <li>• Documents / Info / FAQ</li> <li>• Special Skills / Capabilities</li> <li>• Links</li> <li>• About Us (history)</li> <li>• Contact</li> </ul>	<ul style="list-style-type: none"> <li>• Home</li> <li>• Bio</li> <li>• Photo Gallery</li> <li>• Shows / Calendar</li> <li>• Music</li> <li>• Links</li> <li>• Contact</li> </ul>

The information for these pages has to be provided by you or your business. Redoing a web site that already has all the information available can take as little as 3 days. Building a new site when the information still has to be gathered can take weeks. The next two pages describe what goes on the pages on these two sample lists.

## **Business Navigation sections:**

### **Home page**

The Home page is the introduction to your web site. It tells a little about you and invites the viewers to look around. Some sites use a 'splash' page that has no purpose other than to be a 'door' to the site. I don't recommend that. People browsing the Internet are impatient people. Your home page should feature basic info and immediate navigation to all the major pages.

### **Products page**

If you have a small number of simple products, they can all be displayed on this page. If you have more products or your products require more info for each one, this page should be an index to separate product pages, maybe even separate product categories.

### **Documents / Info / FAQ**

This section provides extra information. It can be general information about materials or products or info about special uses and applications. FAQ stands for "Frequently Asked Questions". This is where you answer those questions so that people won't call you on the phone and ask them.

### **Special Skills / Capabilities**

This page is for you to tell how your business is better than other similar businesses. Tell them if you have special skills and / or equipment that others don't have.

### **Links**

This page is to link to web sites that are important to you in some way. Some people want to skip this page but it is important to have links that show you are part of the community. Examples are professional and social organizations that you belong to, possibly special material suppliers that enhance your products, or special customers that use your products in ways that make you look good.

### **About Us (history)**

Here you get to tell people about yourself and your company. Customers do want to know who they are dealing with. History shows stability and experience, education, and qualifications inspire confidence.

### **Contact**

Here you list all acceptable ways to contact your business. Phone and fax numbers, email addresses, and postal addresses. Customers like to be able to contact specific persons so the employees who are responsible for different departments should be listed if that is acceptable. If you have a store location where customers can come visit you, then a map and directions should be included.

## **Musicians Navigation sections:**

### **Home page**

The Home page is the introduction to your web site. It tells a little about you and invites the viewers to look around. Some sites use a 'splash' page that has no purpose other than to be a 'door' to the site. I don't recommend that. People browsing the Internet are impatient people. Your home page should feature some basic info and immediate navigation to all the major pages.

### **Bio**

Here you get to tell your fans about yourself. They do want to know about you and what you have done and where you have been. They would probably like all the dirt on you but that's generally not a good idea.

### **Photo Gallery**

This page is for pictures of you in performance and out in the world. This goes along with your Bio to tell your fans about you. If you feature others in your performances, they like to see their own pics too.

### **Shows / Calendar**

This tells people where and when to come see you. Include date, time, location, and cover charge if any. You can also include a phone number for the venue and a link to their web site.

### **Music**

This is where you put music clips for people to listen and tunes that they can download. Also include links to the sites where they can buy your music.

### **Links**

This page is to link to web sites that are important to you in some way. Some people want to skip this page but it is important to have links that show you are part of the community. Examples are professional and social organizations that you belong to and to other musicians that you perform with and to the clubs that you frequently perform at.

### **Contact**

Here you list all acceptable ways to contact you. Phone and fax numbers, email addresses, and postal addresses. Make sure you put a 'booking' contact here so people who want to hire you to play know who to contact.