



## New Client Guide

Thanks for deciding to work with me to create your website. In order for me to get started on your site, I'll need you to provide a few things:

1. Your design theme decision
2. Website content
3. Picture ideas

### Choosing a Theme

I typically use [Divi Theme](#) for all my new websites since it is flexible, modern, and mobile responsive. [Click here](#) to view all available themes. You can then click on a theme to read more about it and see the different colors available. Some themes have a few preset colors but some can be customized to any color imaginable. Much of the theme can be customized but the overall design and layout cannot be changed much. If you're having trouble deciding on a design theme, it would probably make sense to use Divi Theme.

### Text Content

All the text content for your site should be sent to me in electronic format in a word processor file like Microsoft Word. The best way to organize content is typing it all in one file and dividing it in sections by website page (see website page examples below). If you need help in writing your content or editing, please contact me and I can recommend someone that you can pay for help with content writing. I do not include editing and content writing in my price but will do some basic editing to make the content fit within the structure and design of the site.

### Typical Pages

Here is a list of typical website pages to help you brainstorm your content:

#### Home Page:

This page basically links to other pages on your site with excerpts of the other pages. I will usually come up with the home page design and content on my own according to the content provided for other pages. If you have specific requests for the home page, please let me know.

#### About:

This page is usually a description of you and your business - why you do what you do, what makes you unique and why you are qualified. It's usually a good idea to include personal pictures of you, your team, and your location if applicable.

**Pictures:**

If you have a need to display pictures for any reason, I can make a dedicated pictures page to display photos in a gallery format. If you do not use a dedicated pictures page, your pictures will still be used throughout your site.

**Product/Service/Pricing:**

If you sell a product or service, you might have a page describing the product or service in detail and giving pricing information.

**References or Testimonials:**

If you have references or testimonials that are appropriate to display, it's smart to include them on your website either on their own separate page or scattered throughout the site.

**Frequently Asked Questions (FAQ)**

A list of frequently asked questions is a good way to make sure all of your visitors get their questions answered. If you don't include a FAQ page, you should ask yourself what questions your website visitors will need answered and make sure they are answered on your other pages.

**Contact**

This page will have your contact information (Phone, Email, Address if necessary). It will also have a contact form that people can fill out. You will be notified by email when someone fills out the form.

One way to evaluate if your site content is complete is asking the basic questions of WHO, WHY, WHAT, WHEN, WHERE, HOW? Does your site answer these questions?

Your site is not required to have all these pages. This is just a description to get you thinking about possibilities. You may wish to view websites in your own industry for ideas. After I get the content from you, I may change the number of pages that are used based on what I think is best. We will work together to make the final decisions.

**Images**

You can send me any of your own images that can be used on the site. I encourage the use of personal images when it is appropriate because it shows a more personal side of your business. Showing pictures of yourself, your employees, your product, your office is useful to help your website visitors engage more with your business and helps to convey trust.

I also provide you with stock photos to use on your website. Go to [istockphoto.com](https://www.istockphoto.com) and browse the professional stock photos there. You can search by entering a keyword search like "red balloon" or "woman at airport" for example.

You can copy the image IDs of the pictures you like and send them to me. The best format to send them is with the ID numbers separated by commas as this will allow me to search all of them at once. So it should look like the text below and you can send me as many as you want. I recommend choosing 10-20 images.

*91597257,144340004,156872951,stk121203rke,160786137,121963430*

An even better way to save your image selections is by creating a free account on istockphoto and then adding images to your lightbox by pressing the button next to images you like. You can then share your lightbox URL with me so I can easily access your image selections.

## **Email Files or Use DropBox**

You can email files to me as attachments, but if you have a lot of files to send, a better way is to use DropBox to upload your files. Just ask me and I'll send you a file request via DropBox so you can easily upload files without a DropBox account.

## **Logo**

If you have a logo, you will need to send me the file electronically so I can include it on your website. If you don't have a logo or even if you have one already, I would strongly recommend considering my logo design service. I have partnered with logo designers who create professional logos for a very affordable price. If you don't provide a logo or purchase a logo, I will create a basic text logo for you.

I believe a professional logo is one of the most important features of your website because it is on every page and visitors will often look at it first to determine the quality of your website and your business overall. Investing in a professional logo will improve the perception of your website and business for every visitor to your website. [Click here](#) for more info on my Professional Logo Service. If you've already purchased your website, you can still purchase the logo service separately.

If you have any questions, let me know.

Ryan Bowman  
Webeminence.com  
[Ryan@webeminence.com](mailto:Ryan@webeminence.com)  
847-594-8158