

## Realised Design is a professional graphic design business specialising in website design.

We offer a comprehensive service including planning, design, production and hosting.

Visually stunning and tailored to your specific needs, we design and build high quality, professional web sites which enable our clients to establish and develop their online presence.

With clear content and intuitive, easy to use navigation our unique designs are user friendly too.

Hand coded, our sites are fully accessible and comply with w3c specifications and recommendations.

No matter what size your project, or your budget, we'll be pleased to arrange an obligation-free quote.

This document is designed to provide prospective clients with a simple guide to what's involved in getting a website produced by Realised Design.

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## Web Standards

### W3C Valid XHTML and CSS

W3C (The World Wide Web Consortium) is the main international standards organization for the Web.

Web Standards are web site specifications designed to ensure that sites deliver the greatest benefits to the greatest number of web users while ensuring the long-term viability of a site.

All our sites are built to conform to W3C Standards.

### The Web Accessibility Initiative (WAI)

Web accessibility is about making your website accessible to all Internet users (both disabled and non-disabled).

Designing and building with these standards in mind delivers sites that are accessible to more people and a broader range of Internet devices (eg. screen readers).

We always take into account The WAI when designing and building sites.

You can read more about web standards at [www.w3c.org](http://www.w3c.org)

### Browser Compatibility

With Windows, Mac OSX and Linux machines all accessing your website through a range of operating systems and even more web browsers, how are you going to know that your web site is going to look the same across all these computer setups?

Between them; Firefox, Internet Explorer (6&7) and Safari make up around 96% of online viewers\*. We make sure that our websites are fully accurate across these browsers.

## Search Engine Optimisation (SEO)

Having a fantastic web site is essential for any business, but a great web site is useless if no-one sees it!

SEO is the process of improving the volume and quality of traffic to a web site from search engines.

We aim to attain a high ranking for your website's thereby increasing visitor traffic.

## Our Design Process

### Initial Briefing

A discussion with the prospective client is undertaken to outline project requirements, target market, time frames and expectations.

### Quote Submission

We produce an itemised quote, sitemap and wireframe based on the initial briefing.

For more complex projects we will also write a scope document outlining in detail how we perceive the planned functionality will work.

We will then supply this documentation to the client and, if satisfied, at this point we will ask the client to pay the initial deposit up front.

### Branding and Content

Before proceeding with the design stage we ask the client to supply us with any existing branding elements they wish to be used in the website: corporate style manuals, logo, colour information, photography, copy etc.

## Server Setup and Email

At this point we set up the server to house the new website and if required a 'coming soon' page is set up. Email services are now available.

## Design and Production

Static layouts will be put on our design stage. The client will be provided with a username and password so only they and anyone they choose will be able to view site designs online.

The purpose of these layouts is to indicate how the completed site will look. Any feedback from the client is then actioned.

When we have received client approval in writing via email or post we build the website and install it onto the server.

It is fully tested to ensure it meets our standards and the finished site is presented to the client for final approval.

## Completion and Training

Client indicates final approval and the website goes live.

If the site has a CMS training and instructions are provided.

An invoice is raised for the outstanding balance.

## Content Management

Requiring no technical knowledge our Content Management System (CMS) gives *you* the ability to edit your website whenever you like.

We work with an highly robust CMS that includes all the editing facilities you'd expect, plus a host of other features that will match the requirements of even the most demanding website.

## Google Analytics

We implement Google Analytics to all our sites allowing you to access detailed statistics about your website such as where visitors came from (referrers), which pages they looked at, how long they stayed and their geographical position.

**With excellent value website design packages and competitive prices on custom build sites, we can provide a service to meet your needs and suit your budget.**



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