

Custom Design Guide



SimpleUpdates offers custom graphic design services so you can have a site specifically designed to your specifications. A custom design is created in a collaborative and interactive process with our team. It starts with a discovery process, includes mock-up designs, and concludes with your approval and complete satisfaction.

The SimpleUpdates CMS can accept any design that is made for the web. Flash, rotating features, javascript and php code are all possible at any location in your site. Because of this flexibility, the sky is the limit on your design options. Working with SimpleUpdates designers means you will have the utmost in capability and options when looking at your design options.

To Do Tasks

We suggest that you download and read our Pre-sales Help Guide, which will give you an introduction of some of the site items you will need to decide and tips for signing up for your SimpleUpdates account. All of our guides are available at <http://help.SimpleUpdates.com>. In addition, we would like to have you fill out as much of the following questionnaire as possible to help us in the design discovery process. The clearer your image of what you want, the easier it will be for our team to produce it.

Site Questionnaire

1. List 5 or more websites that are similar to what you want, and explain what you like about each:

2. Who is your competition (or a comparable site)? What do you like or dislike?

3. In one sentence, what is the purpose or idea you are trying to communicate via your website?

4. What colors and type of images do you envision for your site?

5. Who is your target audience, and what features would they expect on your site?

6. Do you have any existing promotional materials for a reference? (We would like a copy.) Also explain if the website should correspond or divert from these previous design elements.

7. What images are planned for the site? Will you provide them or will you want us to locate them from stock sources? List what categories or aspects should be included in the imagery.

8. On a separate sheet, write down your sitemap, in outline form. Include the home page and main navigation pages and as many subpages as you can.
[] check when complete

9. What is your budget?

10. Who will be a part of the design approval process? If a committee, who will be the contact person for the project? and list their contact information.

11. Do you have a website width preference? (We suggest website widths of 960 pixels, but we can work with any criteria you would prefer.)

12. Do you have any navigation menu preferences? Explain.

13. Do you know of any special features that will be needed on the site, such as a media player, etc. If so, clarify your placement ideas.

14. Do you want a search function? and if so, on all or selective pages?

15. Do you have a desired time line for your site launch? Also let us know how critical your time line is, and we work together to assure the needed time line.

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