ZULAKIS CREATIVE

WEBSITE DESIGN PRIMER

EVERYTHING YOU NEED TO KNOW

CAN'T WAIT TO GET STARTED?

Scan the QR code to complete our questionnaire or email us at jzulakis@gmail.com

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CONSIDERING A NEW WEBSITE PROJECT?

In the ever-evolving digital landscape, crafting a website that captivates, informs, and engages visitors is both an art and a science. To embark on this creative journey, ZULAKIS CREATIVE helps you harmonize a symphony of essential elements. These elements, like the instruments in an orchestra, each play a unique role, yet together, they create a harmonious masterpiece. So, let's dive into the crescendo of a web design project, where user experience reigns supreme, and your content is king in our creative journey from inception to completion.


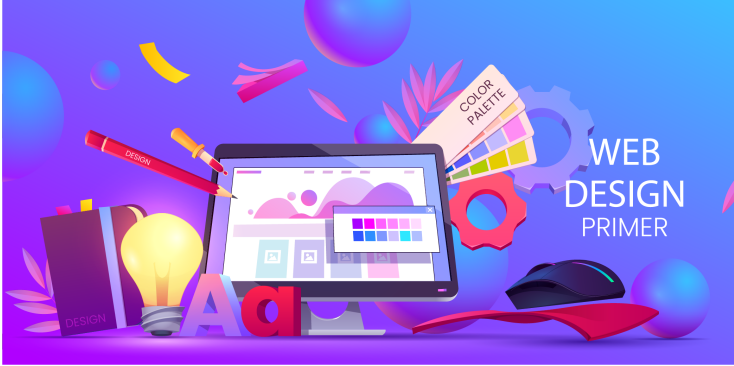## WE'LL INTRODUCE YOU TO THE FOLLOWING PROJECT ELEMENTS:

- **TERMINOLOGY**
- **CRITICAL WEBSITE ELEMENTS**
- **BRANDING**
- **PLANNING - ESSENTIAL QUESTIONS TO CONSIDER**
- **PLATFORM**

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TERMINOLOGY

- **Body Copy** - Body copy refers to the content and text used within a webpage.

- **Call To Action (CTA)** - A CTA is a web element, such as a button or link, that encourages users to take action.

- **Content Management System (CMS)** - The system used to manage a website.

- **Conversion Funnel** - A conversion funnel is the series of webpages and web experiences that lead web visitors to take a desired action on a website.

- **Data Privacy Statement** - When gathering data from site visitors, websites should incorporate a statement delineating the terms and security measures employed for data storage and editorial access.

- **Favicon** - Favicons (short for favorite icon) are small web icons that appear next to the title of your page or bookmark in a web browser. They are another way to extend your brand.

- **Footer** - As its name suggests, a footer appears at the bottom of a web page or post.

- **Hamburger Menu** - The small menu on mobile devices, usually on the upper right, composed of three stacked horizontal lines, resembling the bun, burger, bun layers of a hamburger.

- **Header -** A web page header is the main title or headline of a website or page. Headers should be attention-grabbing and descriptive to both hook a reader and enhance a page for search engine optimization (SEO).

- **Hero** - The hero section is typically the first web element visitors see when they land on a web page, also known as the "above the fold" section.

- **Hosting** - Web hosting is the action of storing a website's files and applications on a server to make it available to use on the internet.
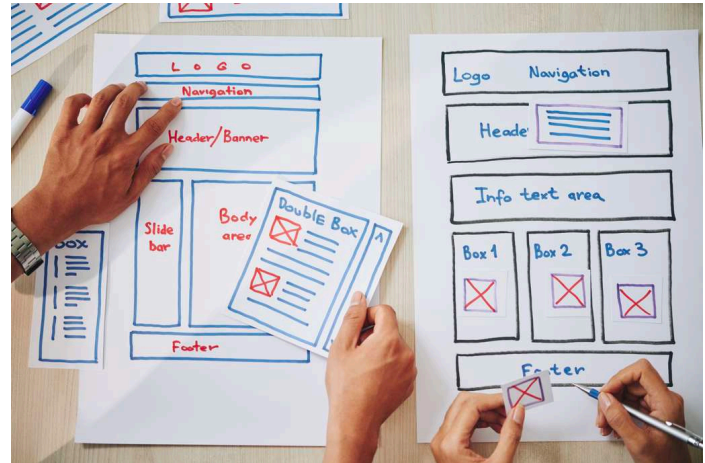
TERMINOLOGY CONTINUED

- **Navigation** - Navigation refers to the webpages or menus that allow users to navigate through a website and find what they are looking for. It's usually used synonymously with menu which you'll typically find at the header of a website or nestled behind a "hamburger" item.

- **Responsive Design** - Website design that adjusts automatically to the device used.

- **Search Engine Optimization (SEO)** - SEO is the process of optimizing a website to improve its visibility on search engines.

- **Usability** - The intuitive ease of the navigation and call to action for the user of a website

- **User Interface** - The designed way through which a user interacts with an application or a website. The more logical and understandable, the better.

- **User Journey** - A user journey is a path that web visitors take when using a website.

- **Web Accessibility** - Web accessibility is a set of guidelines and best practices that improve a website's UX for people with disabilities.

- **Website Backend** - A website's backend is the administration area of a website reserved for its developers and team members, who can enter to edit, manage and update webpages.

- **Website Frontend** - A website's frontend is the area that can be viewed by its external visitors.

- **Website Theme** - Reflects the brand of the person or organization. It's the color, fonts, and button styles and page structure.

- **Wireframe** - A wireframe is a low-fidelity mockup of a page or product. It tends to be used as the first step in web design before visual design and coding are added, in order to allow developers and clients to visualize user experience without the distraction of aesthetics.

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ESSENTIAL DESIGN ELEMENTS

At ZULAKIS CREATIVE, we're committed to building your website with all the essential elements, ensuring it becomes an outstanding online asset for your organization.

1. **User-Friendly Design** - Ensure a clean, intuitive layout with easy navigation. Use a consistent color scheme and typography.

2. **Mobile Responsiveness** - Make sure your site looks and functions well on various devices, from smartphones to desktops.

3. **Engaging Content** – High-quality, relevant content keeps visitors interested. Use visuals, videos, and compelling text.

4. **Fast Loading** - Optimize images and code to ensure quick loading times. Slow sites can turn visitors away.

5. **Clear Call to Action** - Have distinct buttons and prompts guiding users on what to do next, whether it's signing up, buying a product, or contacting you.

6. **Search Engine Optimization (SEO)** - Use keywords and meta tags to improve search engine ranking and make your site discoverable.

7. **Security** - Protect user data and your site from cyber threats with SSL certificates and regular updates.

8. **Accessibility** - Ensure your website is accessible to all, including those with disabilities, by following WCAG guidelines.

9. **Social Media Integration** - Connect your site to social platforms for sharing and engagement.

10. **Analytics** - Use tools like Google Analytics to track user behavior and make data-driven improvements.

11. **Regular Updates** - Keep your site fresh with new content and updates to stay relevant. Remember, an excellent website evolves and adapts to changing trends and user needs

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BRANDING

"YOUR BRAND IS WHAT PEOPLE SAY ABOUT YOU WHEN YOU'RE NOT IN THE ROOM" ~ JEFF BEZOS
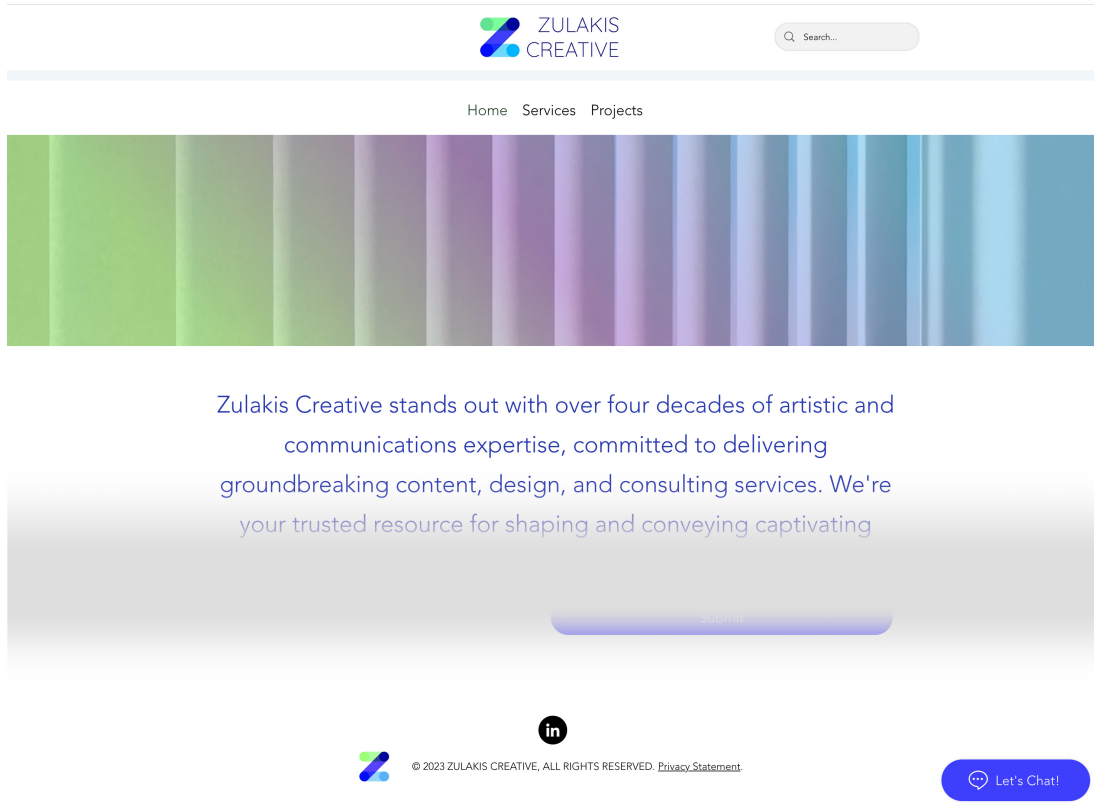
YOUR BRAND:

- **Creates** a unique and memorable identity for a product, service, organization, or individual.

- **Involves** the development of a distinct image, personality, and reputation that sets it apart from competitors.

- **Encompasses** everything from a logo and visual elements to the values, mission, and messaging associated with the entity.

- **Builds** a lasting impression in the minds of your audience.

BRANDING EXAMPLES:

MARK

MARK WITH LOGO

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# BRANDING CONTINUED

## WEBSITE BRANDING

VIDEO BRANDING

WHAT ARE YOUR BRANDING ASPIRATIONS?

- What is the feeling that you wish to inspire when a visitor sees your brand for the first time?

- What colors, shapes, or symbols that resonate with you and your business?

- Have you benchmarked your brand against those in a similar business?

- What are the branded assets you would like to have in addition to your website?

- Do you already have branding or do you need help getting started?

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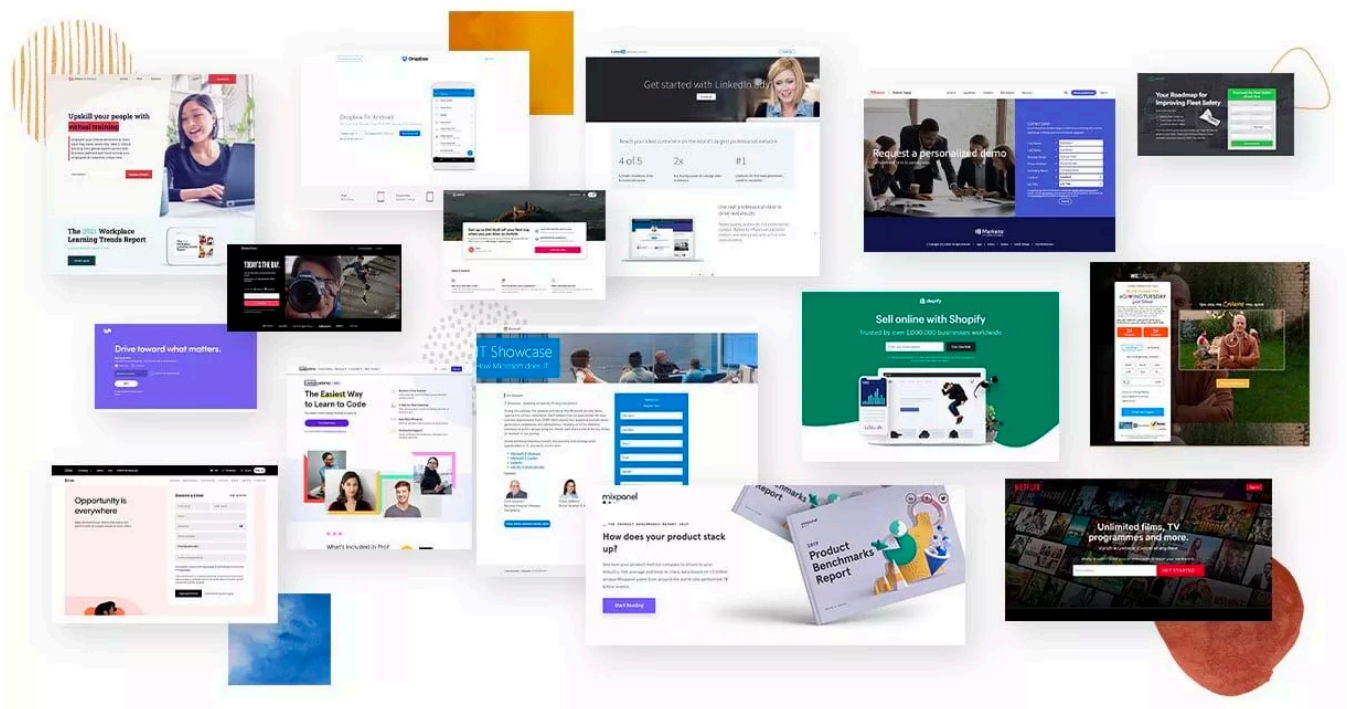
PLANNING - QUESTIONS TO CONSIDER

- What purpose/s will your site serve?

- What is the feeling that you wish to inspire when a user visits?ho is in your demographic?

- Who are your competitors?

- Have you benchmarked your competitors' sites? What did you like? What might you do better?

- What is the most important information that users should glean from visiting?

- Who do you wish will manage or learn to manage the site?

- Would you be willing to record a video to introduce your organization?

- What is your level of comfort in using social media?

- What is your timeline for completing the site?

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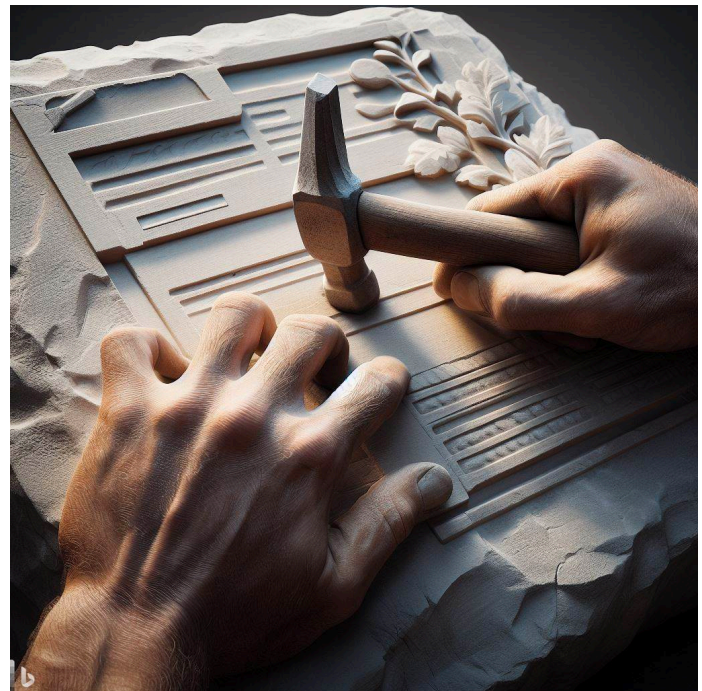
PREFERRED PLATFORM - WIX.COM

We're not official representatives of, or have been paid by wix.com, we are experienced in designing with it and recommend it for the following reasons:

- **AI Site Creation** - Automatically builds a starting site based on answers to several questions. A big time saver. AI also used for help with text copy for sprucing up your writing.

- **Intuitive and Flexible User Interface** - for easy updating with 2 (or more) administrators to manage

- **Amazing Site Templates** - Vast library of great looking templates with the latest web functionality

- **Responsive Design** - Looks great and functional on Computers and Mobile devices

- **Reasonable Hosting Cost** - Free to design. Once attached to domain, it currently costs $192 to $324 annually for the two lowest plans (domain hosting is free on Wix for the first year). https://www.wix.com/premium-purchase-plan/dynamo

- **Several Great Interactive Features** - forms, visitor chat, online payments, scheduling, blog, social media integration, etc.

We're always receptive to mastering new platforms, which allows us to remain adaptable. However, it's worth noting that our design process may take a bit longer as we integrate these new skills.

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EVERYTHING YOU NEED TO KNOW

Contact Us

https://dot.cards/jzulakis

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