

How to Commission a Great Website

Including: Web Designer Jargon Buster

A FREE easy to follow guide that takes you through the essential steps to getting a website built by a professional website builder, helping you avoid delays through mis-interpretation and provide you with an on-line experience that matches your expectations.

WEBSITE

```
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<meta name="viewport"
content="width=device-width">
<title>Email Update</title>
<style data-block-style>
```

```
background-repeat: no-repeat;
background-position: top center;
margin: 0;
padding-top: 25px; /*--body-pad-
ding-top*/
padding-left: initialpx; /*--body-pad-
ding-left*/
padding-right: initialpx; /*--body-pad-
ding-right*/
padding-bottom: 25px; /*--body-pad-
ding-bottom*/
```

```
.main-content {
color: #000000; /*--main-color*/
background-color: #ffffff; /*--main-back-
ground-color*/
background-image: none;
/*--main-background-image*/
background-repeat: no-repeat;
}
```

```
.top-info-content p,
.top-info-content a {
color: #000000; /*--top-info-con-
tent-color*/
font-size: small;
```

```
font-weight: bold;
text-decoration: none;
display: inline-block;
border-radius: 5px;
```

Using border to emulate padding as Outlook on windows (almost all versions) doesn't support padding, try to use transparent but fallback to body color (e.g. again outlook doesn't like transparent) */

```
border-style: solid;
```

```
block-button-primary {
border-width: 14px 28px;
background-color: #ffffff; /*--block-but-
ton-primary-background-color*/
border-color: #ffffff; /*--block-button-
primary-background-color*/
color: #ffffff; /*--block-button-
primary-color*/
```

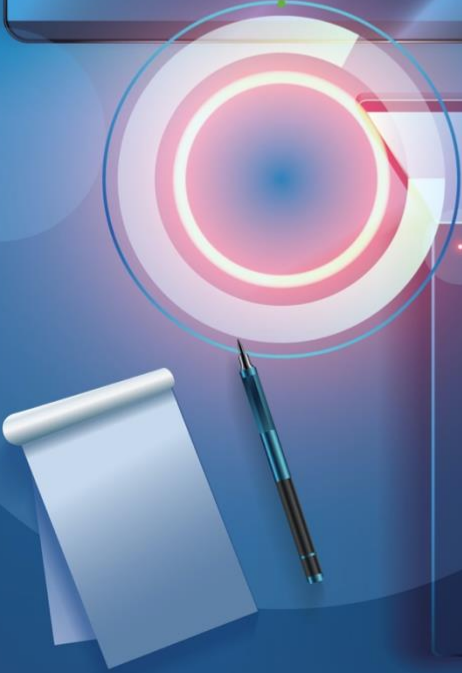
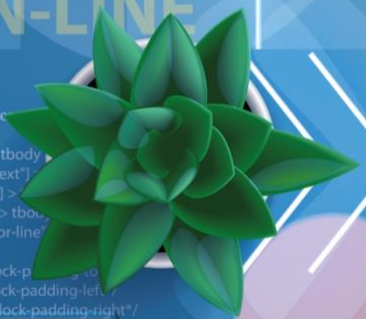


ON-LINE

```
[data-block-type] {
margin: 0;
background-repeat: no-re-
}
[data-block-type="text"] > tbody
[data-block-type="footer-text"]
[data-block-type="button"] > tbody
[data-block-type="social"] > tbody
[data-block-type="separator-line"]
td {
padding-top: 0px; /*--block-p-
padding-left: 0px; /*--block-padding-left*/
padding-right: 0px; /*--block-padding-right*/
padding-bottom: 0px; /*--block-padding-bot-
tom*/
}
```

```
[data-block-type="separator-line"] hr {
border: none;
border-top-width: 1px; /*--block-separa-
tor-line-width*/
border-top-style: groove; /*--block-separa-
tor-line-style*/
border-top-color: #CCC; /*--block-separa-
tor-line-color*/
```

```
block-button-primary,
block-button-secondary {
padding: 0;
```



Compiled by Areca Design

Digital Communications Business of the Year 2019 – Midlands Business Awards

Best Use of Technology 2019 – Herefordshire and Worcestershire Chamber of Commerce Awards

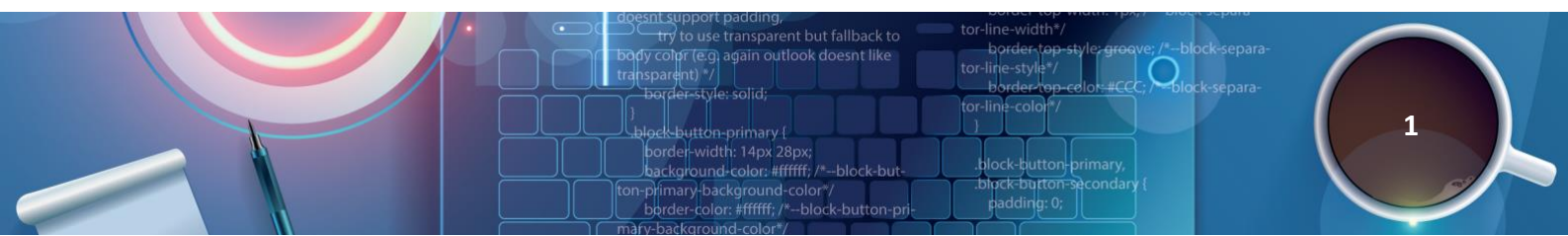
How to Commission a Great Website

Embarking on a new website design project for your business can be a daunting experience – especially if you are unfamiliar with web developer jargon, current best practice and the legal requirements of owning and running a website.

This guide takes you through some of the basics that you must get right to ensure a successful commission and provides you with an on-line presence that meets your expectations, runs smoothly and works within your budget.

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Find the right website designer for you

Your choice of website designer is an important consideration. It can range from a student working from his back-bedroom to a specialist web design company to a full-service design agency offering a wider view of your website's role in your overall business plan - from branding and marketing to design, development, security and maintenance to keep you up to date and protected. You might wish to choose someone local for convenience, or elsewhere in the UK to access a higher level of skills, or internationally via the internet but with less recourse as they aren't covered under English Law. What is important, is that who you appoint must understand clearly what the business needs to achieve in branding, design aesthetics and functionality so you get the required outcomes.

Who?

Sole trader

May be a talented website designer who has split from a larger agency and set up on his own, or a fresh from college designer just starting out.

Pros: can become a valued friend and dedicated to you if you pay them as a full-time equivalent. Might be less expensive to hire.

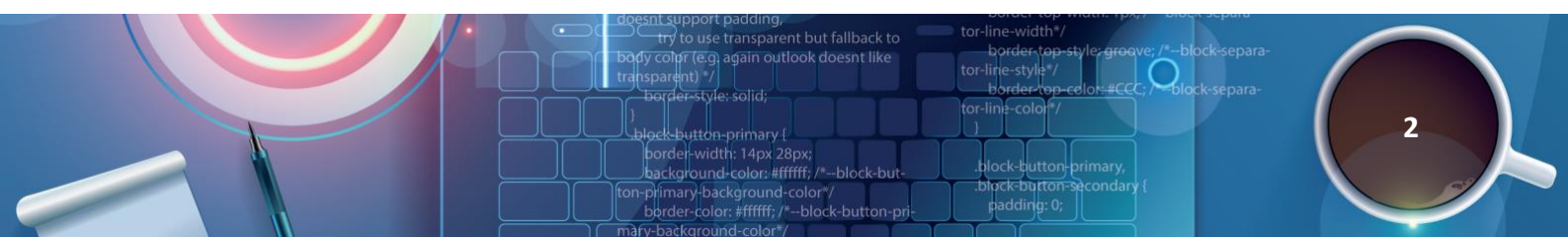
Cons: will take on more clients (unless you pay a lot) and so will spend less time working on your project. Doesn't have colleagues around to brainstorm ideas, or support clients if she/he becomes ill or has a holiday. May need to take a full-time job if unable to get enough clients or personal circumstances change, leaving you without any help nor support. Less able to keep up to date with changes to software and hardware technology especially scalability and regulations.

Small Web Design Company

Might be located anywhere, do not be surprised if they are found in the town centre, business park or in a farm-building – a good internet connection, desk and chairs are all that they require.

Pros: If established over a number of years, they should be up-to-date with current web-design best practices, legal requirements, search engine optimisation, social media. They can cover sickness and staff holidays more easily but depends on the complexity of the website and their adherence to documentation and processes.

Cons: Typically, more expensive than a sole trader with office overheads etc. Technically good in the software that they specialise in but might not have good graphic design capabilities. Focused on getting the job done to move onto another project to keep earning money rather than developing a long-term relationship to help a business keep growing and to scale up with the requisite skills this requires (at the risk of closing down if the market slows and work dries up).



Full-Service Agency

Located in established offices and has been around for at least 5 years with a strong client list.

Pros: Established over a number of years, they will be up-to-date with current web design best practices, legal requirements, search engine optimisation, social media, security, scalability and can dovetail with your business objectives and marketing goals within set budgets. They will have different teams covering different disciplines and providing ongoing support as well as good client management in place to deliver a better experience aligned to your goals as well as providing fresh ideas and impetus gained from working across many types and size of clients and sectors.

Cons: Might be more expensive and will require a much clearer brief from the business on what it is you are trying to achieve overall, and so needs a little more of your time and insight into your strategy. Will want to provide a properly managed service with security and maintenance updates plus new features and so the monthly charge might be more.

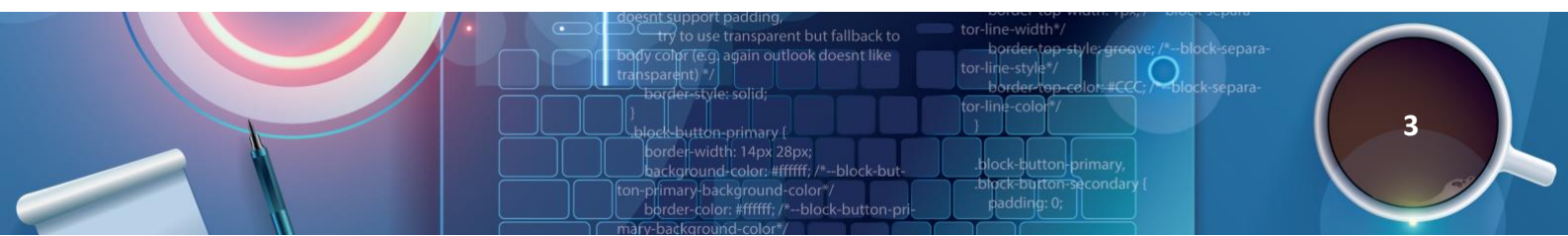
Where are they?

Local

Typically located within around 60 minutes' journey, therefore available for frequent face-to-face meetings, can get to know you and your business and maybe has other contacts nearby who can also support your business locally.

Not local

Initial meetings may be face-to-face and then can chat over video-conferencing and hold scheduled review meetings, may be able to offer superior features and systems not available from web designers close to you.



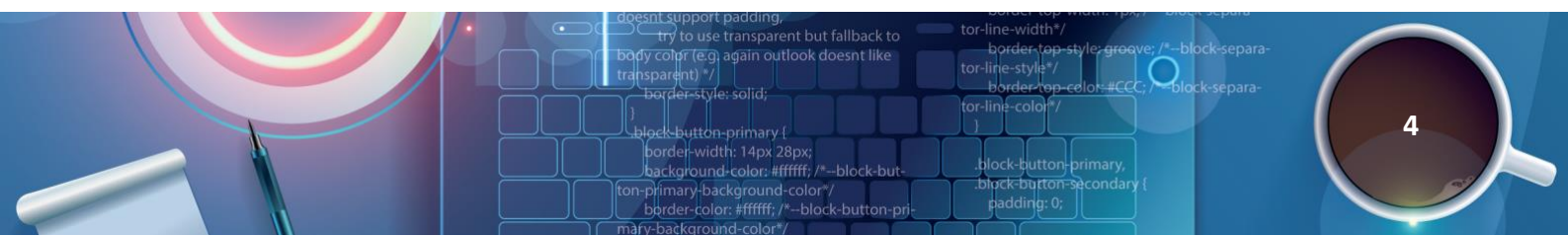
Experience and previous project examples

If the web designer's own website does not show examples of previous website commissions and have testimonials from other clients, you should ask the web designer to demonstrate their experience.

For instance:

- Are the websites designed for mobile-first viewing across a wide range of different device sizes and website browsers?
- Are they aware of current legal requirements for GDPR and have documentation on how to follow this for website visits, registrations, enquiries and sending email?
- Are the websites scalable and capable of handling a high volume of visitors without loss of service or extra costs?
- Can they demonstrate good on-line marketing features and integration to 3rd party services and social networks?
- Do they have database experience and can they design enquiry forms and develop custom processes?
- Do they provide dedicated servers to run the website with a reliable data backup service and provide free security and maintenance patches within a monthly service plan?

You can then choose a designer that you confidently believe will provide a new website that fits with your own aspirations of look, design and functionality and will provide the required business outcomes.



Website software

Each web designer will have a preferred platform that he/she is comfortable designing with. You may also have a preference so you need to be sure that you express this.

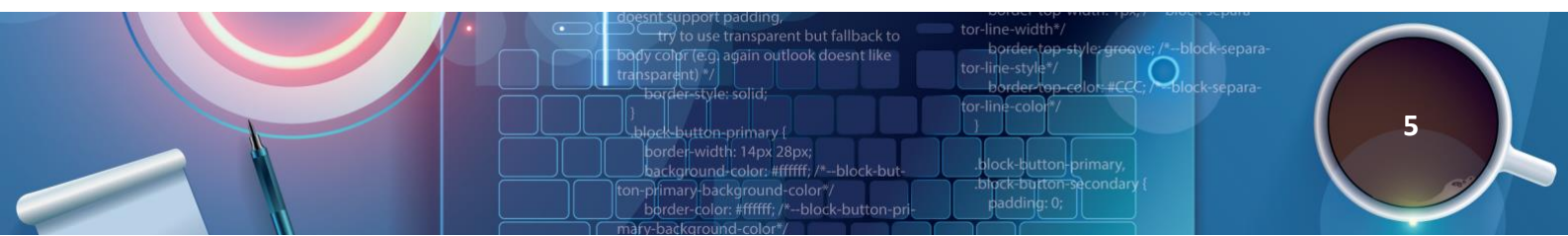
A few website software options:

FREE – WIX (or similar) ideal for a beginner to build their own website on – disliked by professional web designers as they tend to be very limited in how flexible designs and features can be. Extra levels of features may be chargeable with slow support due to the volume of clients.

Wordpress – one of the World's biggest open-source, self-content managed systems meaning you can add content of pages yourself (with a little training). Professional designers like to use Wordpress as it is free to install – if this platform is chosen make sure that security processes are robust as it is the most hacked system in the World. Also, it can be a problem if 'Plug-ins' are installed to add functionality. Plug-ins are developed and updated by third-parties with little regard for how it is used on your website – they are often changed with little or no notice and can break very easily when other plug-ins are in use, causing major technical difficulties and usability issues.

Magenta, Joomla, Drupal etc. – Can be very expensive to design and develop on these complex systems. Only used by specialist web-design agencies, extra features also available via plug-ins which can cause issues as described above and therefore requires extra end-to-end testing and security scanning. Can be bought out by larger companies who cease support on the current versions and force re-platforming (e.g. Adobe's purchase of Magento forcing everyone to move to a totally re-written system).

Bespoke e.g. REC+ – Developed by experienced UK-based digital marketing specialists who understand business requirements as well as handling technical developments, REC+ focuses on lead generation and ecommerce for online retailers. Fully content managed system that is easy for the website owner to add and change content with a great deal of design flexibility. A cost-effective, fully hosted and highly secure system which is regularly updated to ensure you are always on the latest version as part of your monthly support plan. Easier to enhance over time as budget allows in terms of switching on fully tested and available features and adding fresh content or business processes.



Different Sorts of Websites

Brochure Style Website

This type of website is used to give your business a presence on the internet that will allow you to showcase your history, your team and the services or products your business offers. You will normally have the ability to create latest news and blog articles, plus create additional service pages. You should have a standard contact form and pages with calls-to-action on them to try and generate leads. These sites may also have an in-built CRM to handle prospects.

ecommerce Website

If your business needs a website that can take online payments for selling products, services or courses, it will often be referred to as 'ecommerce', or an 'Online Shop'.

The site will give you the ability to manage all your content, products and services through a control panel, whilst allowing your customers to make purchases directly through your website. Ordering, shipping and payments will all be handled through your 'ecommerce' website. These sites may also have in-built email marketing and personalisation to increase sales and conversion rates plus expert answers on product pages plus customer reviews.

Custom Development Website

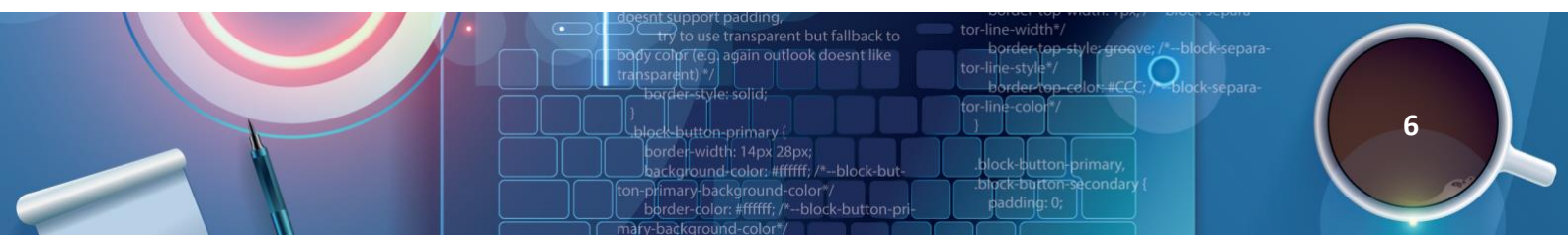
If your new website needs a specific purchasing, ordering, workflow or booking process that is intrinsic to your current day-to-day workings and will create efficiencies and increase revenue, then you would need a website with custom development to handle this part of your workflow.

Responsive Website

Responsive website is a term used for making your website fluidly re-size and re-shape it's layout to fit on a large array of desktop or mobile devices and screen sizes, to provide a good user experience. No matter which type of website your project requires, being 'responsive' is a must and will be standard for any respectable agency.

Content Management System (CMS)

Content management system (CMS) is a term used for websites that allow the administrator to create, edit and manage all the content through an easy to use browser-based control panel. A CMS website makes sure you do not have to go back to the agency every time you want to make a change or add content.



Get at least three quotes

You will need to look around in the market to identify the right agencies to work with on your website with the right experience and who can work within your budget. It is worthwhile taking time to do this and building up a shortlist who you can then meet with.

The variety of ideas, opinions and costs flagged up during initial meetings will allow you to make informed decisions that will benefit your business in the long run.

Use these meetings as brain storming sessions for your business ideas and concentrate not only on your current business plans but future plans and possible markets and opportunities your business could exploit in the future.

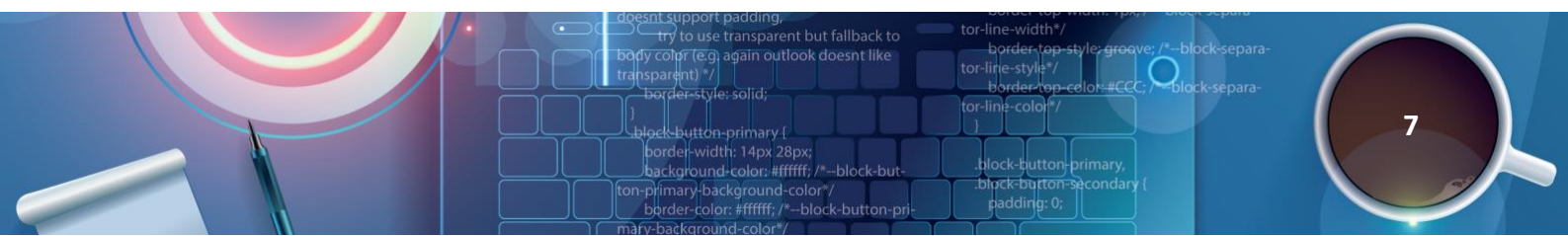
During these meetings, you will get a strong feel for the experience and know-how of the agency and whether they understand your requirements and give you a sense of confidence that they can design a professional website that meets your needs and that you can work together well.

Developing a brief

From the initial meetings you should be able to write down an initial brief that you can send over to one or more of the designers you have met.

This brief should outline:

- Your business aspirations – short-term and longer.
- An outline of what you intend to offer.
- Who are your three biggest competitors? What are their website domains?
- Your ideal target audience. Who are they? What do they want from you? Why would they buy from you instead of your competitors?
- What do you expect from your website e.g. to attract a large quantity of good leads, sell high volumes of products, gain quality appointments, take course bookings?
- A good explanation of any specific business process flows the website needs to handle.
- Whether you require a CRM system (Customer Relationship Management) to handle enquiries and prospects?
- How much content needs to be on the site and who will design / add it?
- Your brand requirements including logo, typeface and colour styles you prefer.



What happens after my website is complete?

Once you are happy with the look, feel, content and functionality of your new website, you will be asked to sign it off and accept the stage invoice. The website will then be available to view in a browser by keying in the domain name associated to your website.

It will also be submitted for indexing by the various search engines – most importantly Google. Do not expect your website to appear on Page 1 of Google search straight away – search engines analyse your website and take time to trust it – applying a complex ranking algorithm which determines whether it is shown on page 1, 2, 3 etc for particular keyword searches. Your chosen website designer should be aware of what search engine optimisation (SEO) is required to help with this and have ensured the content is set up correctly to be relevant and that data quality is good.

Search engines like Google tend to look over or ‘crawl’ a website every couple of weeks, however it can still take months to start working up into their index. There are methods to encourage the search engines to take notice of your website more quickly which can be applied to give you a quicker start.

Promoting your website

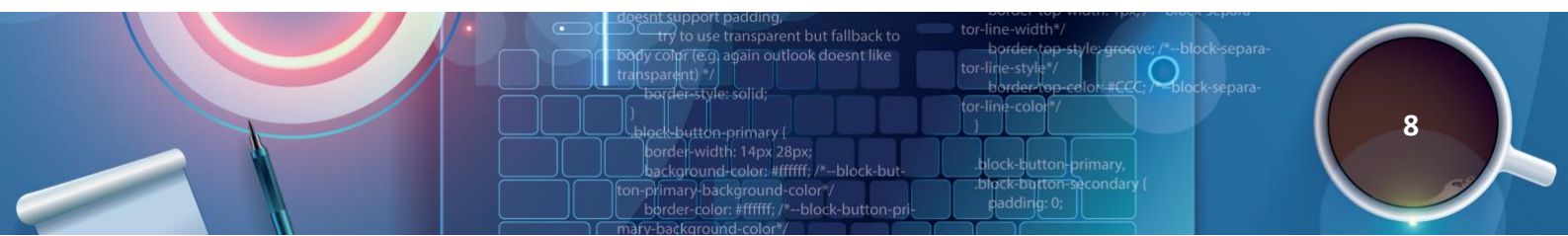
Your new website may be the best-looking website you have ever seen, but if the website designer has not correctly set up the SEO, content and code, or actioned an agreed plan for marketing your site – including social media, email marketing and paid advertising with reporting to show progress – you may be the only one seeing the site!

Most people believe that being at the top of page 1 on Google for a certain keyword is the most important thing. However, it is normally longer search phrases that return the best results. Google has also given over most of page 1 to paid advertising, so you need to consider paying to advertise plus creating a well thought through longer term content strategy and social media presence (if social media is where your target audience tends to hang out the most).

You can also contact your existing client and prospect base via email marketing to welcome them to your new website to gain feedback and new revenue opportunities. Remember that email marketing needs to comply with GDPR or you could fall foul of the ICO and face an investigation.

Measuring your progress

You will need to have a reporting tool that tells you how many visits you get to your website and what interests the viewer the most. Most website developers install the free version of Google Analytics which records a great deal of data if it is set up properly, including product sales. It is important to regularly review your statistics to see your progress and incorporate these into your business KPI (Key Performance Indicator) scorecard if you have one. You can also see the ROI (return on investment) of your paid advertising and work out your client acquisition costs to compare these with your other marketing activities.



Price Guide (2020)

For a basic website, expect to pay around £1,000 - £2,000+VAT. If the price is too cheap then it will reflect on the experience of the designer and their ongoing service.

For a professional website, expect to pay over £3,000+VAT which will provide you with a more innovative website with better design. If you have more complex functionality for the website then the cost will rise according to the exact requirements.

For ecommerce websites, expect to pay £3,000 to £5,000+VAT for selling standard products. Again, if you have more complex requirements, integrations into other systems and/or a high level of transactions on the site then the cost can rise dramatically. Complex Magento implementations can often end up costing over £100,000.

Hosting

Your chosen web designer will be able to discuss hosting options for your website and email marketing dependent on the volume of visitors and transactions you expect. Ensure you consider this in your assessment.

Software Maintenance

Make sure you enquire how the website software is maintained in the future, Google changes its requirements regularly, new computers and mobiles are released with different browsers and screen sizes – is your website software still compatible when this happens? Is it automatically kept up to date with new features, software maintenance patches and security updates?

Support

What service level is your website designer proposing, a 24hr ticketing system? Telephone support? Email support only? Does this feature in the proposal?

Web Designer Jargon Buster

Click here to go to the Jargon Buster.

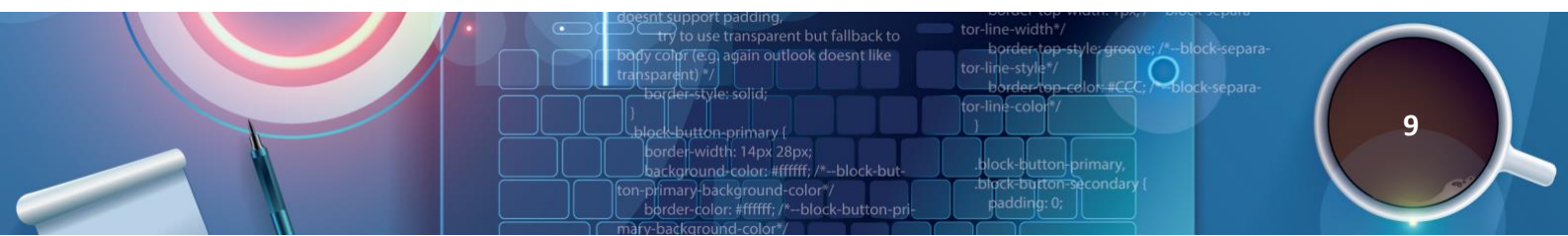
Ready to commission a website?

Please get in touch with our team at Areca Design to discuss how we can support you, help your business succeed on-line, and make the most of the digital tools at your disposal.

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| www.arecadesign.co.uk



Web Designer Jargon Buster

ACCESSIBILITY

Basically, this is the ability of a website to be used by people with disabilities, including visually impaired visitors using screen readers, hearing impaired visitors using no sound, colour blind people, or those with other disabilities. A website with low accessibility is basically going to be impossible for those with disabilities to use. Accessibility is particularly important for sites providing information to those with disabilities (healthcare sites, government sites, etc.), though it is an important aspect to consider when designing any site.

ANCHOR TEXT

The text a link uses to refer to your site. This can make a big difference in your site's search engine results.

ANALYTICS

Used by marketers to understand where visitors to a website is coming from, where they go on the website and to develop strategies to enhance the value of the website.

API (APPLICATION PROGRAMMING INTERFACE)

An API is a mechanism that allows different systems to communicate. It provides a method of accessing or manipulating data from a system, usually provided by the system's implementors. A "system" could be anything. Examples include applications like PayPal, Shopify, and Salesforce, but it could also be a custom application that stores shipping rules, product inventory and prices. Developers create APIs so that data that exists in their system can be made available in other places.

BACK-END DEVELOPMENT

Back-end developers are engineers who take working proofs of concepts (prototypes) and write all the code that makes them fully functional and populated with real data. For websites, a

back-end developer will connect your website to some sort of content management system that lets content owners manage and update website content themselves. They will also build in any integrations that pull or push data to and from other sources, such as a database or a third-party system. A back end-developer will specialize in one or more programming languages.

BACK-END

The back end of a website is the part hidden from view of regular website visitors. The back end generally includes the information structure, applications, and the CMS controlling content on the site.

BACKLINK

Backlinks are links from other sites back to your own. They're sometimes also referred to as "trackbacks" (especially on blogs). Backlinks have a huge impact on your sites search rankings. Lots of backlinks from high-ranking sites can greatly improve your search engine results, especially if those links use keywords in their anchor text.

BANDWIDTH

Bandwidth can refer to two different things: the rate at which data can be transferred or the total amount of data allowed to be transferred from a web host during a given month (or other hosting service term) before overage charges are applied. It is generally referred to in term of bits-per-second (bps), kilobits per second (kbs), or other metric measurements. Lower bandwidth internet connections (such as dial-up) mean data loads slower than with high bandwidth connections (like cable or fibre).

BELOW THE FOLD

This term is a carry-over from newspaper publishing days. In newspaper terms, "below the fold" means content was on the bottom half of the page (below the physical fold in the paper). In web design

terms, "below the fold" refers to the content that is generally going to be below the point first viewable to the average website visitor in their browser (in other words, viewers would have to scroll down to see the content).

BOUNCE RATE

A website's bounce rate is the percentage of people who leave the site from the same page they entered the site, without clicking through to any other pages. This can be a good indicator of how good a website's navigation is, as well as an indicator of the quality of the site's content (a very high bounce rate doesn't bode well for either of those things).

BREADCRUMB

Breadcrumbs are the bit of navigation elements that generally appear near the top of a give web page that show you the pages and subpages the appear before the page you're on. For examples, on a blog, the breadcrumbs might look something like: Home > Category > Year > Month > Post (or they might be a lot simpler than that). The breadcrumbs term comes from the fairy tale "Hansel and Gretel."

BROWSER

Browser refers to the program a website visitor is using to view the web site. Examples include Safari, Firefox, Google Chrome, Opera, and Internet Explorer.

CACHE

Cached files are those that are saved or copied (downloaded) by a web browser so that the next time that user visits the site, the page loads faster.

CLIENT-SIDE

Client-side refers to scripts that are run in a viewer's browser, instead of on a web server (as in server-side scripts). Client-side scripts are generally faster to interact with, though they can take longer to load initially.

COMMENT

In web design terms, a comment is a bit of information contained in a site's HTML or XHTML files that is ignored by the browser. Comments are used to identify different parts of the file and as reference notes. Good commenting makes it much easier for a designer (whether the original designer or someone else) to make changes to the site, as it keeps it clear which parts of the code perform which functions. There are different comment formats for different programming and markup languages.

CONTENT

Images, features, forms and text used on your website

CMS (CONTENT MANAGEMENT SYSTEM)

A CMS is a platform where people who manage an organization's website can log in to edit and publish content. Within a content management system, site editors can do things like control the site navigation, add or update text content, upload images, and build new pages.

CRAWLING

A web crawler, sometimes called a spider or spiderbot and often shortened to crawler, is an Internet bot that systematically browses the World Wide Web, typically for the purpose of website indexing.

CRM (CUSTOMER RELATIONSHIP MANAGEMENT)

A CRM system is a tool used to manage customer information. It will typically store things like customer contact information, customer status (lead, prospect, active customer), sales or service history, etc. Popular CRMs include Salesforce, Zoho and HubSpot.

CSS (CASCADING STYLE SHEETS)

CSS are used to define the look and feel of a web site outside of the actual HTML file(s) of the site. In recent years, CSS has replaced tables and other HTML-based methods for formatting and laying out websites. The benefits to using CSS are many, but some of the most important are the simplification of a site's HTML files (which can actually increase search engine rankings) and the ability to completely change the style of a site by changing just one file, without having to make changes to content.

DEVELOPMENT LANGUAGES

There are many different development languages that back-end developers may use. Examples include: PHP, Rails, ASP, C#, C++, Python, and .NET. Similar to languages in the real world, each programming language has its own syntax and language rules.

DISCOVERY

Discovery is a focused period where teams are dedicated to developing a deeper understanding of: a client, their business, their users, and all the context and restraints that surround current and future projects. In discovery, learning goes both ways. It's an opportunity for a web team to learn more about a client and their business, and for the client to learn more about the design and development process. The amount of time spent in discovery can vary depending on the activities planned and outcomes desired.

A typical discovery might consist of 2-4 sequential full days of interviews, workshops and presentations onsite with a client. Or, in other scenarios, discovery might be an entire "learning" phase of a project.

DOMAIN

The domain is the name by which a website is identified. The domain is associated with an IP address. Domains can be purchased with any combination of letters, hyphens (-), and numbers (though it can't start with a hyphen). Depending on the extension (.com, .net, .org, etc.), a domain can be anywhere up to 26 to 63 characters long.

DNS (DOMAIN NAME SERVICE)

Stands for Domain Name Service (alternately Domain Name System or Domain Name Server). Basically, it's the thing that converts IP addresses into domain names. DNS servers are provided with the IP address of your web server when you assign your domain name to those servers. In turn, when someone types your domain name into their web browser, those DNS servers translate the domain name to the IP address and point the browser to the correct web server.

FRONT END DEVELOPMENT

Front-end developers write the code that controls how a website looks and interacts when it's displayed in a browser. The primary tools of a front-end developer include HTML (code that makes content render on a page), CSS (coded stylesheets that apply colour, typography,

style and layout to the HTML) and JavaScript (code that handles advanced interactivity). A front-end developer will also work with a handful of other frameworks that help expedite, enhance, and organize the coding process.

GDPR

General Data Protection Regulation
At its core, GDPR is a set of rules designed to give EU citizens more control over their personal data. It aims to simplify the regulatory environment for business so both citizens and businesses in the European Union can fully benefit from the digital economy.

E-COMMERCE

Short for electronic commerce. It's the buying and selling of goods online, through websites. Products sold through e-commerce can be physical products that require shipping, or digital products delivered electronically.

ELASTIC LAYOUT

An elastic layout is one that uses percentages and ems for widths paired with a max-width style to allow the site layout to stretch when font sizes are changed. It's ability to flex to accommodate the browser width and reader's font preferences are where it gets its name.

EXTENSIBLE MARKUP LANGUAGE

Otherwise known as XML. XML is a markup language used for writing custom markup languages. In other words, XML describes how to write new languages (it's sometimes referred to as a "meta" language because of this). It also serves as a basic syntax that allows different kinds of computers and applications to share information without having to go through multiple conversion layers.

FAVICON

Favicons are tiny (generally 16x16 pixels, though some are 32x32 pixels), customizable icons displayed in the web address bar in most browsers next to the web address. They're either 8-bit or 24-bit in colour depth and are saved in either .ico, .gif or .png file formats.

FIXED WIDTH LAYOUT

A fixed width layout has a set width (generally defined in pixels) set by the designer. The width stays the same regardless of screen resolution, monitor size, or browser window size. It allows for minute adjustments to be made to a

design that will stay consistent across browsers. Designers have more control over exactly how a site will appear across platforms with this type of layout.

FOLD

The fold is a term carried over from newspaper design and pagination (where the fold referred to the physical fold in the paper). The fold in a website is the point on the webpage that rests at the bottom of someone's browser (in other words, to see anything below the fold, they would have to scroll down). There are varying opinions on how important the fold is in web design.

FONT FAMILY

Font family is a group designation for defining the typefaces used in CSS documents. The font family tag generally lists multiple fonts to be used, and usually ends with the generic font category (such as "serif" or "sans-serif").

FRONT-END

The front-end is basically the opposite of the back-end. It's all the components of a website that a visitor to the site can see (pages, images, content, etc.) Specifically, it's the interface that visitors use to access the site's content. It's also sometimes referred to as the User Interface.

GRAPHICAL USER INTERFACE

Also referred to by its acronym: GUI. A graphical user interface uses an input device (like the mouse) and visual representations of how the user is able to interact with a web application. In other words, it's all the front-end stuff you see on a web application. It's purpose is to allow you to interact with a web application without having to enter code.

HTML

Hypertext Markup Language, a standardized system for instructing website files to achieve font, colour, graphic, and hyperlink effects on Website pages.

HTML code outlines your content for the browser, so the user can see content.

HTTP

HTTP means HyperText Transfer Protocol. HTTP is the underlying protocol used by the World Wide Web and this protocol defines how messages are formatted and transmitted, and what actions Web servers and browsers should take in response to various commands.

HTTPS

Similar to HTTP, HTTPS stands for HyperText Transfer Protocol over SSL (Secure Socket Layer) or, alternately, HyperText Transfer Protocol Secure. Like HTTP, it's a set of rules for transferring hypertext requests between browsers and servers, but this time it's done over a secure, encrypted connection.

HYPERLINK

A hyperlink is a link from one web page to another, either on the same site or another one. Generally these are text or images, and are highlighted in some way (text is often underlined or put in a different colour or font weight). The inclusion of hyperlinks are the "hyper" part of "hypertext."

IP ADDRESS (INTERNET PROTOCOL ADDRESS)

An IP address is a label which is used to identify one or more devices on a computer network, such as the internet. It is comparable to a postal address. An IP address is a long number written in binary. Since such numbers are difficult to communicate, IP addresses are usually written as a set of numbers in a given order. Devices using IP addresses use the internet protocol to communicate.

INBOUND MARKETING

Inbound marketing is a philosophy for attracting customers and growing your target audience through the production and sharing of useful, relevant information. Blogging, producing videos, and publishing eBooks are all examples of inbound marketing. This is to be contrasted with traditional outbound marketing techniques like email blasting, cold calling, and business self-promotion.

INDEXING

Web indexing (or Internet indexing) refers to methods for indexing the contents of a website or of the Internet as a whole.

IT (INFORMATION TECHNOLOGY)

IT Encompasses all forms of technology hardware used to create, store, exchange, and use information in its various forms (business data, voice conversations, still images, motion pictures, photos, multimedia presentations, other forms).

LANDING PAGE

A landing page is the page where a visitor first enters a website. Oftentimes, a special landing page is created to elicit a specific action from the new visitor

(usually in connection with an advertising or marketing campaign).

LINKS

Links are connections between two on-line resources, these can be from; another website, social media posts, blogs, newsletters, online adverts, internal (page to page on your own website). Seen by Search Engines as a good way of judging a website's value, for instance a link from a respected or large website has more 'ranking value' than from a single-page hobby website.

MARKETING AUTOMATION

Marketing Automation Platforms (MAPs) are systems that help businesses automate interactions with current and prospective customers, usually with the end goal of being able to generate, track, and convert business leads. Marketing automation platforms are used to collect and manage information about your customers, send and manage email campaigns, and monitor website behaviour and usage—often surrounding inbound marketing campaigns. Popular Marketing Automation platforms include: [Hubspot](#), Marketo, Pardot.

META DATA

Meta data is the data contained in the header that offers information about the web page that a visitor is currently on. The information contained in the meta data isn't viewable on the web page (except in the source code). Meta data is contained within meta tags.

META TAG

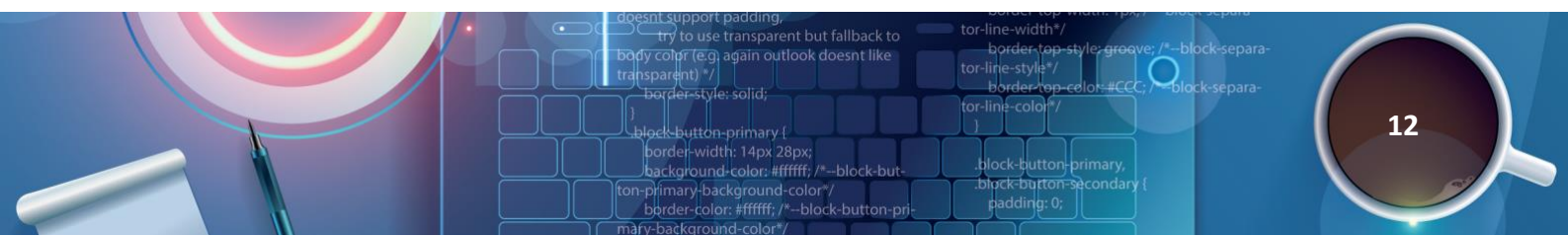
A meta tag is an HTML tag used to include meta data within the header of your web page.

NAV BAR

Usually found at the top of a web-page, the Nav Bar shows a visitor the pages of the website.

NAVIGATION

Navigation refers to the system that allows visitors to a website to move around that site. Navigation is most often thought of in terms of menus, but links within pages, breadcrumbs, related links, pagination, and any other links that allow a visitor to move from one page to another are included in navigation.



OPEN SOURCE

Open source refers to the source code of a computer program being made available to the general public. Open source software includes both web-based and desktop applications. Open source programs are generally free or very low cost and are developed by teams of people, sometimes comprised mostly of volunteers.

PLUG-IN

A plug-in is a bit of third-party code that extends the capabilities of a website. It's most often used in conjunction with a CMS or blogging platform. Plug-ins are a way to extend the functionality of a website without having to redo the core coding of the site. Plugins can also refer to bits of third-party software installed within a computer program to increase its functionality.

PROTOTYPES

A prototype is a proof of concept used to evaluate a design idea. For example, rather than creating a static mock-up of what a web page will look like and then asking stakeholders to "approve the design", a team might create a prototype that everyone can interact within the browser. This gives everyone a more realistic, interactive facsimile of the website to try out. Prototypes help teams test ideas and make necessary changes early on—before committing the effort, time and cost that go into building a fully functional product.

RESOLUTION

Refers to the physical number of pixels displayed on a screen (such as 1280x1024). Unlike in print, display resolution does not refer to the number of pixels or dots per inch on a computer screen, as this can be changed by changing the resolution of the screen (which, of course, does not change the physical size of the screen). The resolution of an image, however, is often referred to in terms of pixels per inch, though this has very little effect on how the image is displayed on screen.

QA/QC

In the course of design and development, somebody needs to review all the work produced, verify that everything is built to spec, and ensure that there are no defects. This is the role of the Quality Assurance and Quality Control engineer. QA (Quality Assurance) refers to the process and standards that exist

throughout the software development life-cycle. QC (Quality Control) refers to the action of performing tests to ensure quality at specific points during the production process.

QUANTITATIVE RESEARCH AND DATA

Quantitative data refers to any aggregated, measurable pieces of information. Typically, it refers to data (analytics) that reflects website/application traffic and usage. On its own, quantifiable data will provide information about what is happening on your website, but not why it's happening. Being able to quantify what's happening (or not happening) on your website can help you determine the best place to focus your UX research, design and development efforts.

ROADMAP

A roadmap is a living document that paints out planned strategic activities across a stretch of time. Roadmaps are used to help teams and stakeholders visualize the timeline of moving pieces that need to be aligned as part of big initiatives. A typical roadmap will display key project deadlines and feature releases, often tracked across months or quarters.

SERVER-SIDE

Server-side refers to scripts run on a web server, as opposed to in a user's browser. Server-side scripts often take a bit longer to run than a client-side script, as each page must reload when an action is taken.

SEO (SEARCH ENGINE OPTIMISATION)

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine. "the key to getting more traffic lies in integrating content with search engine optimization and social media marketing".

SPRINTS

A sprint is the determinate window of time a team has to successfully complete a chunk of work. Sprints are used to deliver design work, deploy code, and ship new features incrementally. Sprints help teams organize development tasks into manageable stand-alone pieces. Each team's individual sprint-cycle should reflect a specific interval of time. For example, a team in a 3-week sprint cycle will plan, execute on, complete and deliver work for testing every 3 weeks.

TAG

A tag is a set of markup characters that are used around an element to indicate its start and end. Tags can also include HTML or other code to specify how that element should look or behave on the page. See also HTML Tag.

TEMPLATE

A template is a file used to create a consistent design across a website. Templates are often used in conjunction with a CMS and contain both structural information about how a site should be set up, but also stylistic information about how the site should look.

UAT

UAT stands for User Acceptance Testing. This is an incredibly misleading term as there are no "end users" actually involved (end users being real-world users within the target audience). The user in UAT refers to the client stakeholder team responsible for providing final sign off and approval that features are working as expected, prior to pushing them live.

UI DESIGN

UI (User Interface) Design is the design of how things on screen look. Colour, layout, typography, style, and animation effects all exist within the domain of UI design. UI designers will have a solid understanding of the principles of graphic design and website usability. It's not uncommon for web designers to have multiple areas of expertise, for example a web designer might be versed in both interface design and user experience or front-end development.

USABILITY TESTING

Usability testing involves sitting down with a user of a website, product, or application and observing what they do. This can be done in person, or remotely via screen share. A typical usability testing session combines a general interview with guided and unguided walkthroughs of the interface being tested. When guided, the tester will ask the user to complete a series of tasks and identify what things the user can do easily, and where the user encounters friction (has difficulty). When unguided, the user will take the lead in an open walkthrough of their thoughts and the tasks they would most naturally try to complete.

URL

Stands for Uniform Resource Locator. A site's URL is its address, the item that specifies where on the Internet it can be found.

USER RESEARCH

Any of a toolbox of techniques used to gather insights about people, their motivations, and their behavioural patterns—specifically as they pertain to interactions with products, websites or applications. User research can include a combination of quantitative and qualitative techniques.

USABILITY

Usability refers to how easy it is for a visitor to your site to use your site in its intended manner. In other words, are navigation, content, images, and any interactive elements easy to use, functioning the way they were intended, and that your intended target visitor will not need any special training in order to use your site.

UX

UX stands for user experience. User experience, as a discipline, is the application of design tools and techniques to uncover user goals and needs. This all works toward the goal of crafting products, applications, and systems that are useful, desirable, and easy for people to use. User experience is also used as an umbrella term to reflect the overall degree of satisfaction a person will have interacting with a product or website. Everything that impacts user satisfaction: how quickly a screen loads, how well-written and relevant content is, how easy it is for users to navigate or complete tasks all contribute to the overall user experience.

WEB PAGE

A web page is a single document, generally written in HTML/XHTML, meant to be viewed in a web browser. In many cases, web pages also include other coding and programming (such as PHP, Ruby on Rails, or ASP). Web sites are generally built from multiple interlinked web pages.

WEB SERVER

A web server is a computer that has software installed and networking capabilities that allow it to host web sites and pages and make them available to internet users located elsewhere. There are a few different setups that can be used for a web server, including the LAMP setup mentioned earlier.

WEB STANDARDS

Standards are specifications recommended by the World Wide Web Consortium for standardizing website design. The main purpose of web standards is to make it easier for both designers and those who create web browsers to make sites that will appear consistent across platforms.

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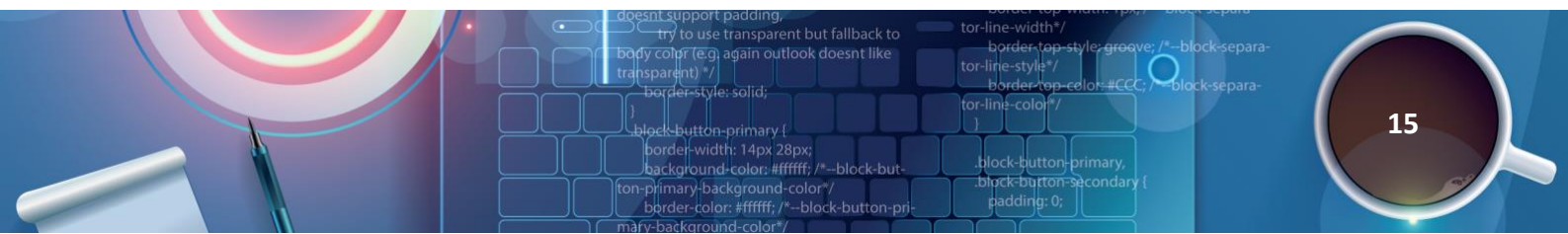
salesteam@arecadesign.co.uk

|

Tel: 01386 570360

|

www.arecadesign.co.uk



```
border-top: 1px solid #ccc; /* block-separa  
try to use transparent but fallback to  
body color (e.g. again outlook doesnt like  
transparent) */  
border-style: solid;  
}  
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ton-primary-background-color*/  
border-color: #ffffff; /*--block-button-pri-  
mary-background-color*/  
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tor-line-width*/  
border-top-style: groove; /*--block-separa-  
tor-line-style*/  
border-top-color: #ccc; /* block-separa-  
tor-line-color*/  
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.block-button-secondary {  
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