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# IRUN WEBSITE GUIDE

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What we need from you  
when starting a site with IRUN

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# 1. THE BRIEF

We will ask for an initial website brief, you may find yourself asking what that exactly entails. It is one of the most fundamental parts when building a new website.

It gives the web designer & developer a great idea when starting the build of your site.

## IRUN TOP TIP

This is a good stage to put together your website content!

## THINGS TO CONSIDER

- The aim of your website
- Is it a brochure or e-commerce
- Your target audience
- Corporate colours / branding
- Functionality
- Examples of other relevant websites

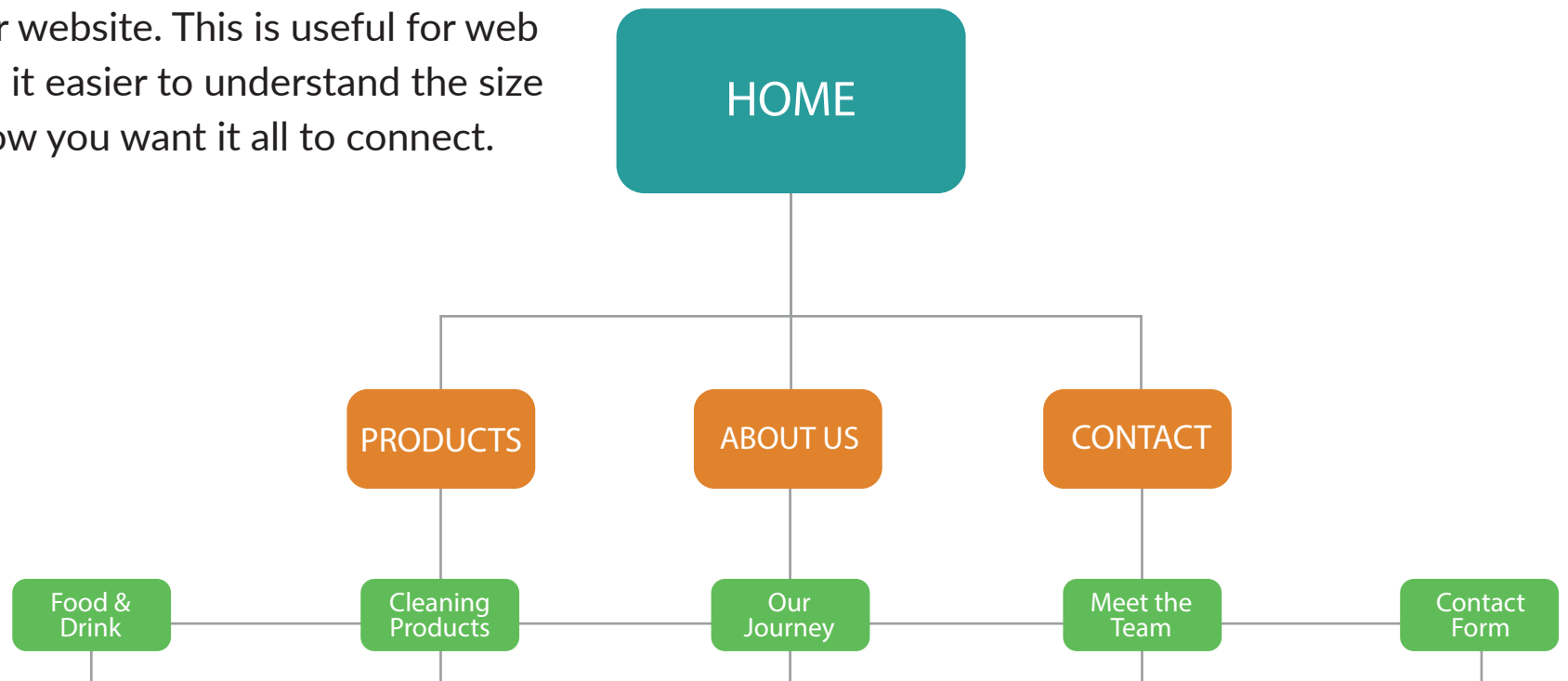




## 2. SITEMAP

A sitemap is like the blueprints of your website. It is the architecture of your site as it shows all pages, videos and other files on your site and the connection between all of them. Search engines e.g. Google, Bing like sitemaps because it tells them what pages to index and 'crawl'. Search engines are also able to tell what pages are more important than others which could help your websites viewers get taken to the correct pages.

On the right is a sitemap example, you can see how they navigate themselves through every important step on your website. This is useful for web developers as it makes it easier to understand the size of your website and how you want it all to connect.



# 3. WHAT DO YOU WANT YOUR SITE TO DO?

Knowing what you want your site to do is crucial in the building process. Do you want a website for new leads? Or to promote your products? It is not only important for you to know this, but it is also important for the web developer to understand the point behind your website.

Functionality plays a huge role here as it can change the outlook of your site. For example, if you want to promote a new product, you would want the site to lead viewers to product pages and product information pages, not 'meet the team' pages as much. So it is useful to have a good idea on what you want to get from your site.



# 4. FAQs

You may find yourself repeating the answers to specific questions about your business. This is where FAQs (Frequently Asked Questions) can come in hand. Having an FAQs section on your site can save a lot of time with unnecessary phone calls or emails. An FAQs page on your website is also great for SEO (Search Engine Optimisation) as your site is providing the answers to common questions being asked on the internet. Search engines will rank your site higher in search results if you have FAQs.

There's different ways you can create a layout for a clear FAQs page:

- White Space - having a lot of white space can help the customer look for the question they have.
- Separate your FAQs into categories - if you find there's a lot of FAQs you want to show, categorise them for easier user experience.
- Offer Call To Actions - if your customer cannot find the question they're looking for, you should still offer an option of contact for the customer.



*We're here to help...*

FAQ 1



FAQ 2



# 5. THE DESIGN

Now we would create the design 'mock-up' of your site in a PDF so you can gain a strong idea of how it'll look online.

This is where you can make any changes you feel would be necessary, with our designers to hand, we can ensure your site looks well suited to your company.

## WHAT WE NEED FROM YOU

- Logo files
- Company colours
- Call to actions
- Look & feel of the site
- High quality images



## THINGS TO CONSIDER:

- Your logo should be a .png / .ai format
- Colours should be in hexadecimal e.g. #61bc46
- Make sure your images aren't pixelated

After we have the main design template of your website, we now need to get some information in there. This is where you will provide the appropriate content to go on your site. It is good to keep your content short and to the point whilst making sure you do not use any work 'jargon' - your users may not understand what you're talking about!

Images and videos are a plus for website content, it keeps your users attention and it can be very engaging.

One very crucial part of your content has to be clear contact information and call to actions. This makes it easy to customers to contact you straight from your new website!

## 6. CONTENT



### DON'T FORGET

- Keep it short
- Use keywords
- Clear CTAs

# 7. THE BUILD

There is a great deal to go through whilst building your site, that's why we've put together a few things you should keep in mind. If you don't have text content quite yet that's fine, we can put in text placeholders for the time being, but at the end of this stage, we do require all main content to be complete.

We will be building your site on WordPress which does offer a great deal of impressive functionality including entrance animations, hover effects, scroll animations and more!

Depending what you have agreed in your brief, we will implement those features for you in the build process.

We also like to keep you in the loop, so we will give you visibility to the site while we're building it!

IF POSSIBLE, PLEASE  
PROVIDE INFORMATION  
ON THE BELOW:

- Page content
- Google Analytics
- Videos on the site
- Links on your site
- Webform fields



# 8. FINAL STAGES

Now we are at the final stage of your site build. This is where we would check all links work, media files are showing correctly, footer pages are populated with appropriate content etc.

The site is complete in terms of content and functionality. IRUN would now go through and set up the back-end ready to go live. We have a QA (Quality Assurance) procedure we go through to ensure your site is up-to-date and ready in all aspects to go live.

## THINGS TO CONSIDER:

- Locate your domain details
- Provide your GA code
- The launch date of your new website

# 9. GO LIVE

Here, we make some important DNS (Domain Name Server) changes to ensure your new website is pointing to the correct place. It can take several hours to propagate because all the servers around the world are updating to show your website.

Once your site is live, we will give you full training on how to edit basic content. This is so that going forward, you have complete control over what is on your site. Although you have access, we are always on hand to help out wherever needed.



## DON'T FORGET

- Promote your new site
- Ask for feedback
- Update your customers on the new site layout
- Test your forms

# 10. AFTER GO LIVE

As your site is now live, we will monitor it closely to make certain that your site is running smoothly and that it is operating as anticipated.

We also make sure that your site is running as it should be on all devices, these would be; PC, Mobile, and Tablet. IRUN will monitor your site for security and functional updates with regular backups taken throughout the day.



# DID YOU KNOW...

Here at IRUN, we understand how a good website can improve business performance, but we also appreciate that there are more ways to get your name out there and create a strong brand.



## Kickstart your Social Media

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Build your social media presence with IRUN with our UK based experts to hand.



## Online Chat Services

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Join Chat Heroes today for a manned chat service on your website!



## Client Engagement

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Our partner, Enquir3, provide client engagement services to businesses. Increase referral opportunities today.