

Website Brief

Introduction to the World of Websites

What is a Website?

A website is basically like a page of advertising in a huge, international, electronic magazine. Imagine the internet as a big cloud, with millions of rooms full of shelves full of folders with information, like a massive library in the sky. Your website is one folder in one of these shelves. All of these folders contain information that is accessible to anyone in the world. Your website holds the information that you choose to share with the world. That information is called “content”. You can promote anything you like on your website. Mostly it's businesses that have websites, but private people can also have websites, just for the fun of it, or just because they want to share something that they think is important for other people to know. If you are passionate about plants, for example, you can create a website about your favourite plants and then put it online, so that other people can access that information about plants. Usually, a website is used as an advertising tool.

What is a Website Address?

The website address consists of three parts. It usually starts with www. which stands for World Wide Web (the Internet). If you start typing your website address with www, it means that you are looking for an address in the internet (there are other “webs” or “networks”, that are not world wide like the internet, but private, like a government network. They are usually called “intranet”). After the www. follows the website name. For example, Social Genius has chosen “socialgenius” as the website name. It is better to have a short name, and uncomplicated; something that is easy to remember. And thirdly, the web country code. For South Africa, that code is .co.za. So the whole website address for Social Genius is www.socialgenius.co.za. The most common country codes you will find are .com (USA, and general website code), .co.uk (England), .co.za (South Africa), .gov.za (South African Government Sites), .org.za (South African Organisations sites). If you search the web (common name for the internet) for information and it gives you a list of pages, you can recognize by the ending of each website address in which country that website is registered, or what country the information on that website is from.

Why does a business need a website?

In these modern times, everyone is “online” (connected to the internet) all the time. Information is so easily accessible with just the click of a few buttons. For example, somebody has a business selling solar panels. If you are a customer and want to buy solar panels, you go online and google “solar panels”. That will give you a list of websites that have the words “solar panels” somewhere on the website. So the customer clicks on one of the links, which takes him to the website of our example business. On the website, the different sizes and brands of solar panels are listed, and the prices, and maybe some customer reviews and additional information, and lastly, the contact information (physical address, phone number, email address). If you as the customer like what you see, you can contact that business to buy solar panels from them.

It is very important to have a good “online presence”, a clear website with your company’s information and products displayed. The more professional your website looks, the easier you can attract customers.

What kind of websites are there?

A website can have a number of different layouts. Today (as in 2022), most websites are built with a modern bootstrap design that is fully responsive. “Responsive” means that you can open the website on a laptop in a browser, or on your phone, and the format will automatically adjust to the size of the screen on which you are viewing the website.

A **single-page website** is usually called “landing page”. These are scroll-down websites, that have at the top the Header, and then consist of different “sections”, each one with its own heading. For example, the sections can be “about us” – an introduction to what the website is about, “team” – photos and short descriptions of the people working for that company, “services” or “products” – the services or products that this company offers, “testimonials” – reviews from previous customers, “pricing” – detailed pricing structure for services or products, and “contact” – the actual contact information. You can view a sample single-page website here:

www.socialgenius.co.za/templates/Imperial/index.html

A **multi-page website** has menu buttons at the top or on the side, which allow you to navigate through the website and look through different pages. Instead of listing all the sections underneath each other, and forcing the user to scroll down, a multi-page website lists the different sections on different pages. One website can have hundreds of pages, but usually it has about 5. The number of pages depends on the size of your business, and how much information you want to display. You can view a sample multi-page website here:

www.socialgenius.co.za/templates/Greatness/index.html

The Website Layout

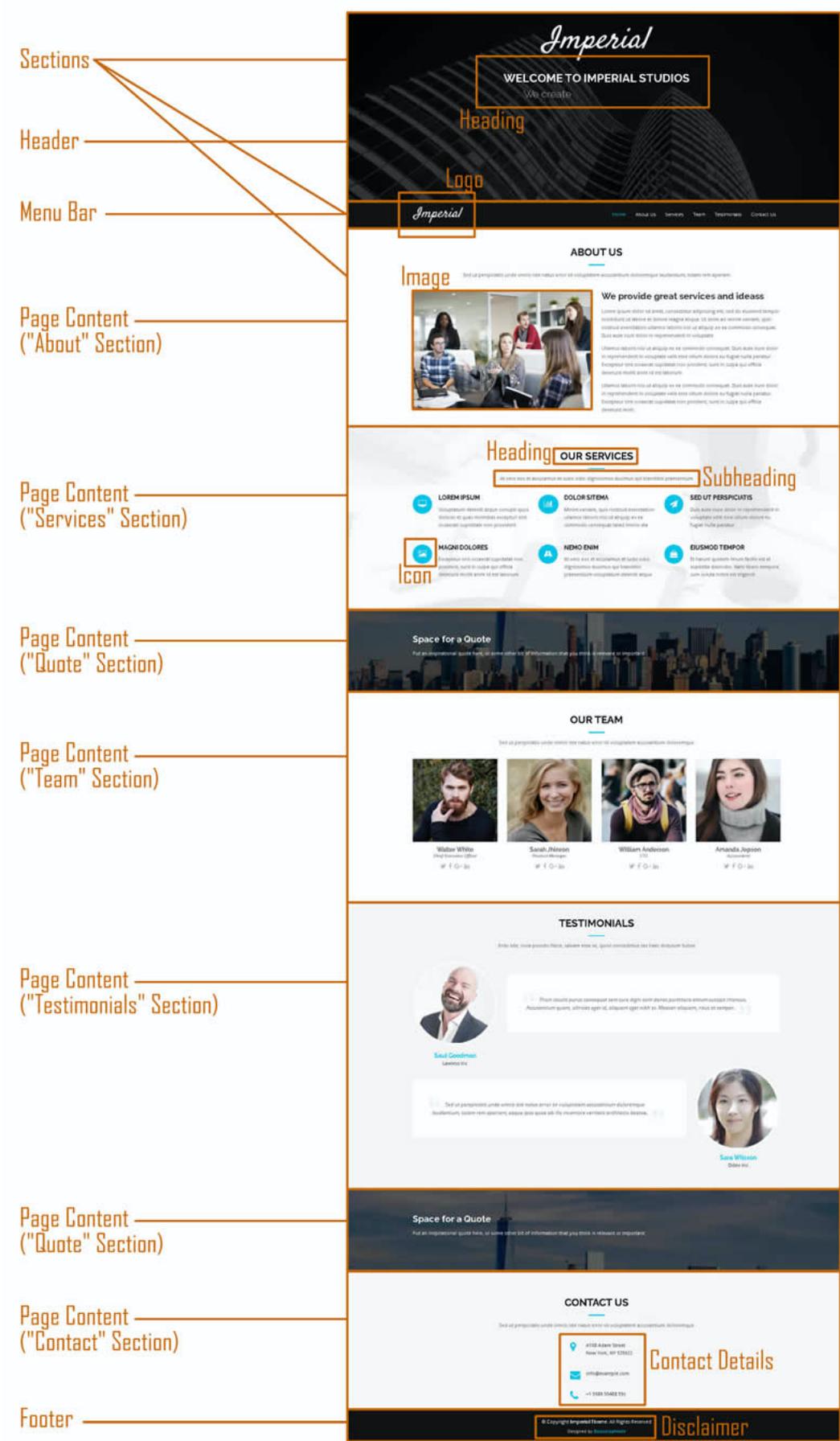
Usually at top of the website (or on the phone, in the top right corner), is the menu bar or navigation bar. (On a cell phone screen, it will appear as a little “sandwich” button.) The menu bar contains links that will take you the relevant section of the website if you click on them. On a single page website, clicking on the menu link will just take you down to the relevant section; on a multi-page website, clicking on the menu link will take you the relevant page.

Underneath the menu bar you will find the Header. This section is usually a big photo with a big Heading, displaying your company name.

Below the header, the modern websites are structured in sections. The sections are interchangeable and can be duplicated or deleted, according to the wishes of the customer. For example, if you choose a website template that has pricing structure on it, but you don't need that feature, then we simply remove that section. Or if the template has a "team" section but you don't want to display your employees, we remove that section. A single page website can also be turned into a multi page website, by copying each section (or several sections) onto a new page, and changing the menu links to link to pages rather than sections further down.

Within each section, the text can be changed, the images can be changed, and the background colours or font colours can be changed. You can be creative as to what you want to use each section for. For example, the "team" section can be turned into a "services" section, with a photo at the top and the service you provide explained underneath. The sections can also be expanded; if the team section only contains 4 photos but you have a team of 7 people, 3 more can easily be added. Each element of the website can be duplicated.

At the bottom of the website is the footer. This section usually contains contact details, important links, social media icons, and disclaimers. The disclaimers will be but in by Social Genius (as the website designer) and can not be changed or removed - this is basically our stamp, to prove that this was our work.



Sections

Header

Menu Bar

Page Content
("About" Section)

Page Content
("Services" Section)

Page Content
("Quote" Section)

Page Content
("Team" Section)

Page Content
("Testimonials" Section)

Page Content
("Quote" Section)

Page Content
("Contact" Section)

Footer

Imperial

WELCOME TO IMPERIAL STUDIOS

We create

Heading

Logo

Imperial

ABOUT US

Image

We provide great services and ideas

Heading OUR SERVICES

Subheading

LOREM IPSUM

DOLOR SITEMA

SED UT PERSPICIATIS

MAGNI DOLORES

NEQU ENIM

EUSMODO TEMPOR

Icon

Space for a Quote

OUR TEAM



William White
CEO



Sarah Johnson
Marketing



William Anderson
CEO



Amanda Johnson
CEO

TESTIMONIALS



Paul Goodman
CEO

There is nothing more important than your clients and your business. We are here to help you grow your business and we are committed to your success.

Test et perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto aeternitate incursura habent.



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CEO

Space for a Quote

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Designed by SocialGenius

Disclaimer

How Social Genius builds your Website

Domain Registration

Before we build your website, we need to register a domain. The domain is your website address. Choose a name that is short and can easily be remembered. Let us know what your chosen name is (preferably your company name, or something linked to it) and we will check for you if the domain is still available. If it is, we will register it for you.

There are different domain endings, such as .co.za or .com. Some domain endings are more expensive than others. The cheapest ones are .co.za and .org.za, the South African domains. They cost R89 per year (you will be sent a bill every year by Social Genius for your domain renewal).

To protect your brand name, we recommend to register all the most common domains. For example, if your company is called Cookie, you would want to register www.cookie.co.za, but then somebody could register www.cookie.com and compete with your brand and confuse your customers. Therefore you can register cookie.co.za, cookie.com, cookie.org, and cookie.org.za, to avoid having someone else registering the same name with a different domain ending. This is relevant mostly to big companies. If you are a hiking guide and want your own website, one domain registration will be sufficient. The .com, .net and .org domains are also more expensive than the South African ones (R199 a year or R259 a year).

Hosting

Every website needs a "host". Social Genius uses Xneelo as the host company. Our domains are all registered through Xneelo, and once we built your website, we upload it to the Xneelo server. Hosting is usually billed at a set amount per month, depending on how much data you have on your website, how much "space" your website takes up on the server. At Social Genius, we have a general hosting package with Xneelo, which allows us to offer you the hosting for free. Hosting is usually the biggest cost of your website, but if you buy a website through Social Genius, that cost is carried by us. Like this, we are able to offer cheap websites to start-up companies or single people like hiking guides.

Website Design

At Social Genius we use generic html website templates that were created by different designers and companies (reference link at the bottom of the website). Then we adapt these templates to our customer's needs. Several customers can choose the same template and still the end product will look quite different, since we can change the background colour, font colour, images, logos, and we can swap/duplicate/delete different sections. The more changes to the template we make, the more unique the end product will look, but also the more expensive your website will be (since it's more work time for us). This is why we are able to offer very cheap websites: if you choose a generic single page template and give us the content for each section as it is listed, we can have your website done within two days. The timeframe in which we deliver your website, and the quality of it, depends very much on the quality of content and pictures that you send us. If you don't have good quality pictures, don't worry – we can also source those online for you. But the content will have to come from you.

Website Content

The most important part of the website is the content, and this is where YOU come in. Think carefully how you want to present your business to the world. Put yourself into the shoes of the customer. What attracts your customer? What is your customer looking for? That is what you need to display. Imagine being a customer

who is looking for your product or your service. What would make you buy that product/service? Some points to consider:

- 1) Explain clearly the products/services you offer. It is very annoying to be on a website that gives only titbits of information but no real explanation of what it's actually about. As the customer, what exactly do I get?
- 2) Add good quality photos. Photos draw the eye of the customer. Good quality photos make your website look more professional.
- 3) Decide if you want to add prices. Some companies don't add the prices, only a button for "request a quote". If you can, add prices for your services. Some customers might keep on looking elsewhere if you don't display a price, and find another website that offers the same service, but declares their prices openly.
- 4) Add a personal touch. Customers like to know that they are dealing with an actual person on the other end. Add photos of your team, or your leadership. Add contact details for each person. Add a section about your ethics or values. (See example here: www.samusiciansupport.co.za/about.html)

You can simply send us a list of services that you offer, each with a short explanation, and we will structure it on the website in a way that makes sense and is easy to navigate. For example, if you offer business consultations, write a short paragraph about what the customer can expect, like: "You will meet one of our consultants in person. The consultant will explain to you the nature of your business structure, and how to optimise your tax. He will also help you to register your business with CIPC and obtain all necessary legal documentation. The consultant will answer your questions professionally and support you throughout the process of your business registration." Like this, the customer has a clear idea of what to expect from a "business consultation".

Imagine the customer being a layman and having absolutely no idea what you do or what your business is about, so you need to explain it to him/her in very simple, basic terms, and in way that is attractive and makes the customer want to hire your services.

Pricing Structure

Website Domain Registration

.co.za – R89/year
.org.za – R89/year
.com – R199/year
.org – R259/year

Hosting

FREE

Website Design

Single Page Website:
R1000 – R3000

Multi Page Website:
R2500 – R5000