

# Making a Website

There's a simple workflow for making a website:

1. **structure** - what pages will I need? How will they fit together?
2. **design** - what will it look like? What is the house style?
3. **master template** - to ensure **consistency**
4. **create pages and add content**

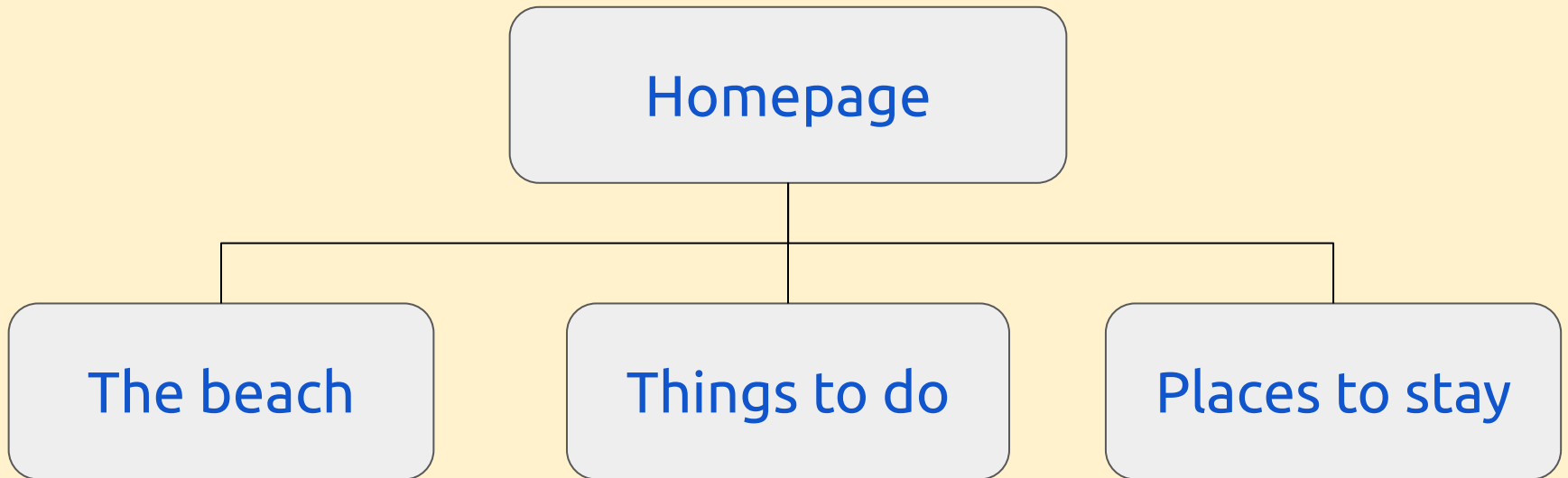
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The **Gorleston Tourist Board** needs a simple website. They want **4 pages**: a homepage; a page on the beach; a page about other things to do; a page with ideas for places to stay.

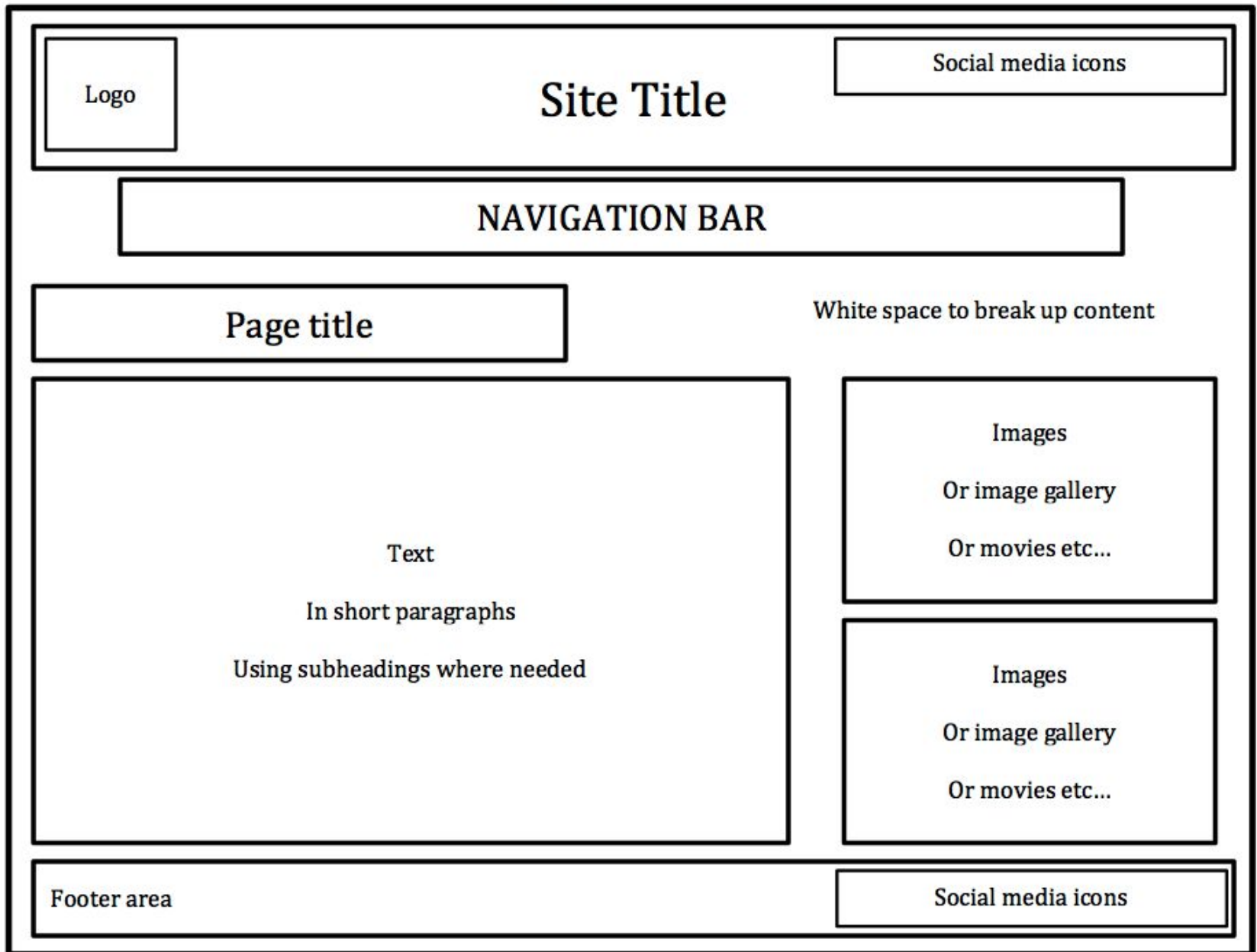
The website needs to be **attractive** and **easy to use** and **look professional**. It needs to be **consistent** and use **images** and **text** to “sell” Gorleston.

# Making a Website

Structure:



Width: 900 to 1024 pixels wide works well



# Design - Orange Cone News content page

Logo on each page to make sure pages are branded obviously (need #2)

HEADING IN ORANGE ON WHITE BACKGROUND WITH DARK ORANGE LINE TO DIVIDE - COLOR SCHEME AS NEED #9

HEADING IS LINK BACK TO HOMEPAGE TO MAKE NAV EASIER (NEED #3)

9. PAGE MARGINS - MAKE PAGE LOTS CLUTTERED (NEED #6)

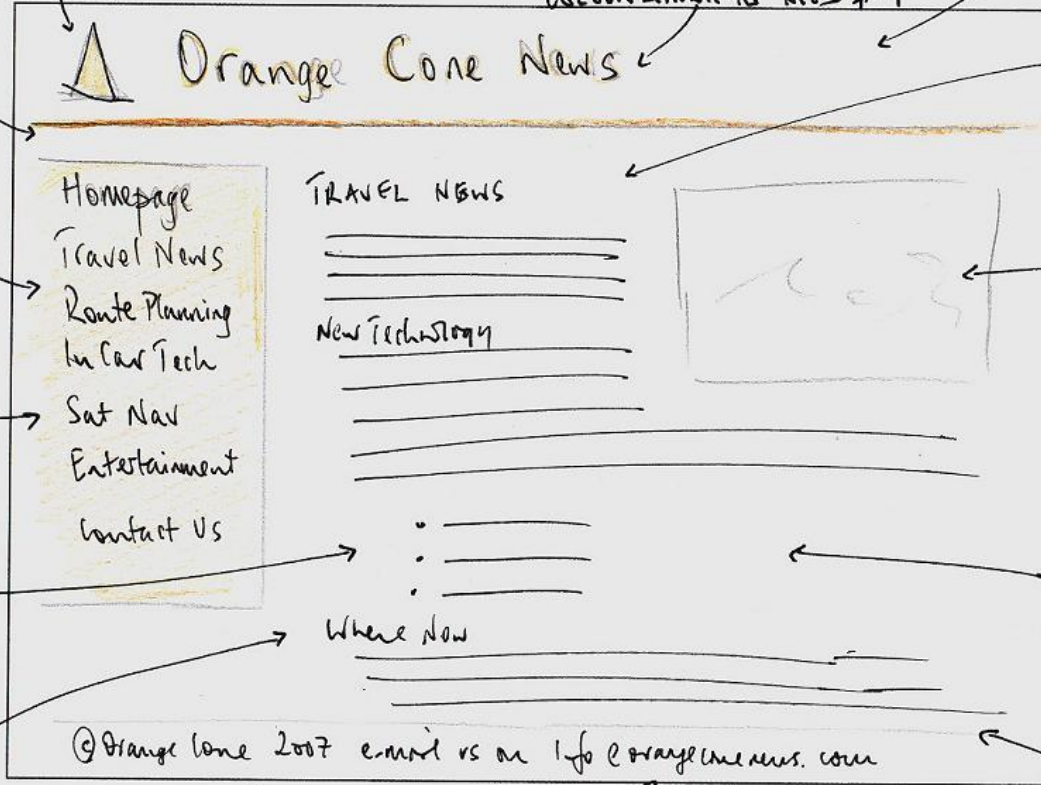
ORANGE BACKGROUND W. WHITE TEXT FOR NAVIGATION SECTION TO HELP TO COLOR SCHEME (NEED #9)

LINKS TO EVERY PAGE FROM EACH PAGE (NEED #3)

SHORT PARAGRAPHS TO MAKE ARTICLES EASY TO READ + SUITABLE FOR WEB - NEED #8

SUBHEADINGS TO BREAK UP CONTENT - NEED #6  
SUBHEADS LARGER AND IN RED (NEED #9)

PAGE BACKGROUND WHITE SO PAGE IS UNCLUTTERED AND EASY TO READ - NEED #6



MAIN HEADING ON EACH ARTICLE SO ARTICLES ARE CLEAR + OBVIOUS TO READER WHAT SUBJECT IS (NEED #7)

Image per page. Content will link to image. Audience need #4 says an image illustrating the page content is helpful

LISTS TO SUMMARISE KEY POINTS - AUDIENCE NEED #5

LINKS TO MORE INFORMATION/SOURCES AT FOOT OF PAGE - AUDIENCE REQUESTS THIS - NEED #10

FOOTER - SMALL TEXT SIZE IN Arial. ON EACH PAGE

E-MAIL LINK ON EACH PAGE TO MAKE EASY TO CONTACT NEWSPAPER

NOT TO SCALE