



### Sample Basic Web Flowchart

This is just to get your web thought processes started to build your new site. For many people, it's easier to edit than to start from scratch, so get started! Add categories, subtract categories or rename them. Think about these important questions as you study the above general layout (the above pages are only topics; each may have any number of pages within each topic):

- 1) Why will people be visiting my site?
- 2) Will they expect to find certain things? (If so, make sure they are there!)
- 3) What will they do when they leave my site? (Hopefully, go and make a purchase where you have directed them.)
- 4) Will there be any unanswered questions when they leave? (There shouldn't be.)
- 5) What is my (or my company's) area of expertise? Can you tell that from the web flowchart?
- 6) What makes my company stand out from all the others in my industry?
- 7) Does this website coordinate with any other materials I already use? (Ads, postcards, etc.)
- 8) Is it easy for someone to call or email with any questions, or in some way contact a human?

Below are general guidelines for each page. Feel free to elaborate and revise these descriptions to show your company's (or your) personality. There are few rules on the web. Think of your website as an expression of your personality, as well as an additional vehicle to communicate with your customers and potential customers.

**About** page: This is where relevant information is placed for visitors to your site. It's an introduction for people who don't already know who you are. Consider a short bio, photos where appropriate, using words and visuals to connect with the visitor and make them feel comfortable with who you are and what you do. Think of it as the beginning of the sale. Later, if they wish to buy, there is already a basic comfort level attached.

Other things to consider explaining here: What inspires you? What do people who buy your product now appreciate about it the most? Are stories or testimonials appropriate? Also list personal achievements and professional accolades. If there are any relevant links from your site, those should go here or if there are enough, added to a separate page.

**Design Specifics** page: (It'll need a catchier name!) What make your designs different from anyone else's – besides the look? This is a good place to explain your different lines or the themes that are infused in your jewelry. Consider showing the whole process of a sketch, through some of the manufacturing processes, to the finished piece. Not too detailed, but enough to peak the viewer's interest.

**Gallery** pages: This is probably the largest part of the site. People may skip everything else and start here to see the beautiful jewelry. The pages can be grouped in themes (by design lines) or by product category (bracelets, necklaces, earrings, etc.) or cross-referenced to show both. You can have any organization here that is appropriate for visitors, but the preceding usually makes the visitor feel most comfortable, as they are familiar.

**Map/Find Retailer** page: Could be a map/locator or just basic contact information – your choice.

**Contact** page: Can the visitor request a brochure? Leave an email? Call you? Whatever information is appropriate should be here.

