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Page 2: marketing consultancy: recommendations for possible future improvements to the web site

Page 3: First draft of the Cool Designs Home Page

Page 4: First draft of the Cool Designs Services Page

Page 5: First draft of the Cool Designs Folio Page (exact details to be discussed when convenient)

Cool Designs rewrite: brief

To rewrite the following pages on www.cooldesigns.com.au:

- Home
- Services
- Folio

Focusing on the following '**mission statements**' (*provided by Yvette*)

- Objective Driven
- Focus is on the customer
- Produce high quality materials/artworks
- We have competitive prices

Cool Designs is a group of professionals in graphic design, illustration, website design, programmers and marketing.

Word limit: similar amount of words to what already appears on each page: circa 100 or less (totalling around 300 words for the three pages).

Agreed revision limit: 2 revisions included within the original quoted price. In the unlikely event of Cool Designs requiring any further revisions, these would incur extra charges to be decided before completion of said charges.

Recommendations: marketing consultancy

Hi Yvette,

I hope that you find these recommendations useful for making your site as effective and money-making as possible.

Services page: I would recommend moving what's already on the Home Page (in sections) is moved to this Page, underneath the copy I've written for this page. The main reason for this is that the home (or landing page) should work as an 'enticement' to read the rest of the pages.

I'm not sure if you know about bounce rates, but they refer to the rate that someone hits your website and then leaves it – a bounce rate measures the length of time someone is on your site. A low bounce rate (preferably under 50%) is best and the longer that someone stays on your site, the more likely they are to buy something. If you can keep them on your site for longer, they are probably more likely to get in touch.

Your analytics (if you have them) should be able to tell you what your bounce rate is.

About page: I really think that you should have an about page, as we discussed on Skype last week. An about page is a really good way for people to feel like they've 'got to know you' before they actually do, on the telephone, or via email. It wouldn't be specific to you – just specific to your company and experience. However, if you were able to profile specific people, that often works well too, but the decision to do that is entirely yours. Here's an example of where I think adding personality to a corporate website has really worked in their favour: <http://www.juretic.com/who-we-are/>

TAGLINES - useful to give an overall summary to each web page, so as to differentiate them at the top of each 'header branded' page. I've included a suggested tagline on each page.

Use of bold: I find that using bold on a page is a very effective way of getting a kind of subliminal, key message across to the unconscious part of the brain – like a message within a message. Therefore, you will find key words highlighted in throughout my copy.

When writing for the web, it's essential to be attention-grabbing and concise, so my short paragraphs and emboldened words are written to maximise attention and to get people to click to further pages.

LINKS: Whilst you provide links to the different pages across the top of each page in the 'header branding', I find that providing links to these pages within the text is also very useful, providing a more 'flowing' experience for the reader. I have denoted where I envisage links to go with the standard underline.

Pictures: I'd remove the pictures from your site as (I'm assuming) they come from a corporate template. I think they look a little generic for your website and I think you'd be better off putting some different artwork there, even if it was something arty with the name of the page. I think this would reflect more of a creative angle than generic people that would look at home on any website.

Proofreading: I would recommend a full proofread of your website. I have noticed a few errors in my perusal through the website and there are quite a few that could put off a few customers. This is a service I can and do provide, so let me know if you're interested.

Clients page: as discussed, showing examples of your work, instead of just client names, is the way forward for this page.

Home page

TAGLINE: *Maximum impact; minimum cost*

When considering the marketing for your business, you know it needs to be **smart, targeted** and look great, as well as **getting you results**, at a price that won't blow your budget.

These criteria mean a gruelling search for **the right online marketing and design company**. Luckily your search has ended and brought you here: to **Cool Designs**.

With **impressive, high-quality** imagery and **considerable marketing expertise**, you'll also be happy to find that our prices are among the **most competitive** in the marketplace.

Customer-focused and **driven**, we strive to produce **laser-targeted** marketing packages in a **short time-frame**, getting you the results you expect from your marketing.

But **don't just take our word for it**: take a look at our [testimonials](#) page or check out our [prices](#).

Get the maximum impact for the minimum cost with Cool Designs.

Word count: 137 (not including tagline)

Services page

TAGLINE: *What you want, when you want it, at a price to suit*

Cool Designs provides myriad services to our customers^{*1}. We like to **provide packages** to our customers, meaning that they only have one set of creatives to brief, cutting the time to a final campaign and the potential for mismatched visions and messages that would inevitably result from using different companies.

We are made up of a team of **talented professionals** in varied fields: graphic designers, illustrators, website designers, programmers and marketing professionals. Together, we make up a group of people who work together to create something that **strikes a chord** with your target audience.

Take a look at the various services we provide below and then have a look at what we've done before^{*2}: why go anywhere else?

120 words, not including tagline

As noted in the recommendations page, the full list of the services Cool Designs provides would be best placed here, instead of the home page.

1 Suggest inserting a link to the 'clients' page here

2 Suggest making this a link to the 'folio' page.

Folio Page

TAGLINE: Take a look at what we've done before...

Incisive marketing is all about target analysis. That's why the **marketing professionals** at Cool Designs, working in tandem with our copywriters, graphic designers and illustrators, will **closely examine your audience**.

But understanding is just half the battle: it's creating **clean, stylised work** that ultimately **appeals to the audience** that matters. And that's what **we specialise** in.

At Cool Designs we're **very proud** of all the work we've done, from photo retouching through to graphic design and our very own online magazine: [Kismet Magazine](#).

We present here for you the range of work that we've done for various [clients](#). Take a look: we'll **guarantee** that you'll like what we offer.

Word count: 109 words, excluding tagline.