

Office No: Manager's Signature: Order No:

'Build a Business' Web Site Design Brief

Registered URL: www. **OFFICE USE ONLY**

Password: **OFFICE USE ONLY**

School Name:
Company Name:
Tel No:

Office Use Only

Company Logo:
Logos can be emailed to: schoolartwork@thomsonlocal.com Email must include: Company Name and be titled "Web Site Images"
Company Logo attached Emailed
Additional Images:
Can also be emailed to the above address. Please also title "Web Site images"
Images attached Emailed Thomson Local image (CAL)
Files types/formats accepted: GIF or JPEG

Company Colours:
Existing or Preferred company colours:

Remember To Include:

Main Keywords (your products/services - to help with Search Engine Optimisation, e.g.local window cleaner)

Main Locations (areas your business will cover)

Customer Signature **Position/Title** **Date** **See order for terms and conditions**

Home Page Title:

Every page will have it's own name. Usually your site name is your home page title e.g. "MySite - a local business site"

Home Page Content:

(You might like to include the following:

- *Introduction to the site - 1-2 paragraphs to introduce your business and the web site*
- *Any special messages or calls to action - e.g. 'Call now for a free quote'*
- *Images and where you would like them on the page*
- *Main Keywords (your products/services)*

- Introduce your business idea:

To help us create your website please use these layout codes as a guide. For example, if you would like the text to be large and bold, enter '2' in the Layout codes/colour column on the right of this page.

Layout Codes:

- | | |
|--------------------------------------|-------------------------------|
| 1) Medium Type | 7) Follow Exactly |
| 2) Large & Bold Type | 8) References attached |
| 3) Bold Emphasis | 9) Set to best advantage |
| 5) Italic Font | 10) Customer supplied artwork |
| 6) Design at discretion of Thomson's | |

Layout
Codes/
Colours

- Tell us about your school and why you have entered Build a Business:

CAL Images: _____

Page 2 Title: <Name of Company> Showcase

Page 2 Content:

- Showcase your product/service

- features
- price
- benefits

- How will your product/service benefit the local community:

- Images of your product/service:

Layout
Codes/
Colours

CAL Images: _____

Page 3 Content:

Thomson Local will write
the text for this page for you.
The text will be standard across
all Thomson Local
Build a Business
participant websites.

CAL Images: _____

FOR TEACHERS - COPY INSTRUCTIONS APPROVED FOR PUBLICATION

(THIS IS TO ENSURE WE DO NOT INFRINGE ON ANY COPYRIGHTS)

- I have obtained all necessary licences, permits, certificates or other qualifications to carry out the activities advertised on the students website.
- I am authorised and entitled to refer to any third party recommendation, approval or endorsement appearing on the website.
- Please tick if you would like to take part in the Thomson Local Build a Business in following years.

SignaturePrint NameTitleDate/...../.....

Do not sign this copysheet until you have checked all the copy details including your name, address and telephone number. By signing you confirm that you are authorised to use any artwork provided by you, and any trade marks, trade names and trade association logos that appear in the advertising copy. Do not use artwork copied from any other advertisement or publication.