

## Speech Partners Web Site Design Guide

Speech partners is creating a website to be used as our primary method of communicating our services to potential customers as well as attracting potential employees/therapists. We are an educational speech therapy company offering speech therapy through web based conferencing technology. Our customers are primarily the administrators of public and private K-12 schools as well as parents.

### Purpose:

Our website will be an informational website. It will provide basic information about us, but very importantly, about what we do and how we do it. The website will not be used to sell anything online.

- ✓ The design should allow for effective SEO
- ✓ Site optimization is important. Please strive for low pageload times and fewer HTTP requests
- ✓ We want the site to be accessible by all, so please focus on usability standards

### Theme:

As in the logo, we are looking for a professional but casual look. We want to project an image of happy and thriving students/children. You can find some content at our current website [www.speechpartnersonline.com](http://www.speechpartnersonline.com). You can also learn more about our website needs and the field of online speech therapy at our competitors websites at [www.presencetelecare.com](http://www.presencetelecare.com), [www.onlinespeechtherapy.com](http://www.onlinespeechtherapy.com), and [www.tinyeye.com](http://www.tinyeye.com). Please keep in mind that we do not do ESL, accent reduction, or corporate consulting. We only do online educational speech therapy and we target market is to schools and parents.

### Logo:

Below is our logo. I will provide the original Photoshop and Illustrator files. Feel free to work with the individual elements any way you like. (e.g. if you want to take the bird out of the graphic and use it in various ways).



**Colors:**

We would certainly like you to make use of the grays and greens in the logo. However, we are looking for additional colors to add variety to the website. We are very open to creative options in the color palate as long as it coordinates with our logo well.

**Navigation:**

We are open to your creative ideas for the main navigation of the website. It can be simple or complex. We do prefer that the main navigation make use of some sort of roll-over effect however.

Here are a few considerations to keep in mind as it concerns the navigation on the website.

- ✓ Pleasing roll-over effect
- ✓ If using non-web safe fonts in the main navigation, please include another version of the navigation in websafe format.

**Pages in the main navigation menu**

Home  
About Us  
Services  
FAQs  
Contact us

**Templates Required:**

We are looking to have two templates designed-one **Home page** and a matching **Content page**. The home page should be graphically driven with a main navigation bar/buttons, pictures, and prominent graphical links to the “For Schools,” “For Parents,” and “For SLPs” pages.

*Both templates should incorporate the following elements.*

- ✓ Graphic Links to the following pages  
(should be prominent on the home page, can be smaller on content page)
  - For Schools
  - For Parents
  - For SLPs or Join Speech Partners (Speech-Language Pathologists)
  - Learn More-smaller button type link
- ✓ Pictures
- ✓ Logo

*Content page should include the following elements*

- ✓ Smaller graphical links to “For Schools,” “For Parents,” and “For SLPs.”
- ✓ Pictures
- ✓ Logo
- ✓ Main section for content, forms, and potential embedded video frames.

## Social Networking

We do not plan on adding links to social networking sites at this time. However, please plan your design with an optional location for these links.



## Forms:

Two of the content pages will incorporate forms. One will have a form so potential speech therapists can contact us if they are interested in more information about working with us. The other form will be for potential customers (parents and schools) who are interested in contacting us to receive more information about our services.

## Websites We Like

Here is a list of several websites we like. We hope this will give you an idea of what we are looking for in terms of overall look and feel. We want the website to be friendly and inviting, but ***we do not want it to be childish in nature.***

- ✓ [www.nystromcounseling.com](http://www.nystromcounseling.com)
- ✓ <http://www.templatemonster.com/website-templates/29038.html>
- ✓ <http://www.templatemonster.com/website-templates/27506.html>

## Template Format

We would like the two templates to be delivered in dreamweaver format.

## HTML E-mail Bonus Project

We are going to use the winning web designer to create an HTML email page for us. This will be a fairly simple page that will match the look and feel of our website and will be used as an email marketing tool to be sent to our marketing list. We will pay \$100 for this future project.

## Contact Us

We can be reached through phone or email to discuss this project in more detail.

651-439-2207

[jon@speechpartnersonline.com](mailto:jon@speechpartnersonline.com)