

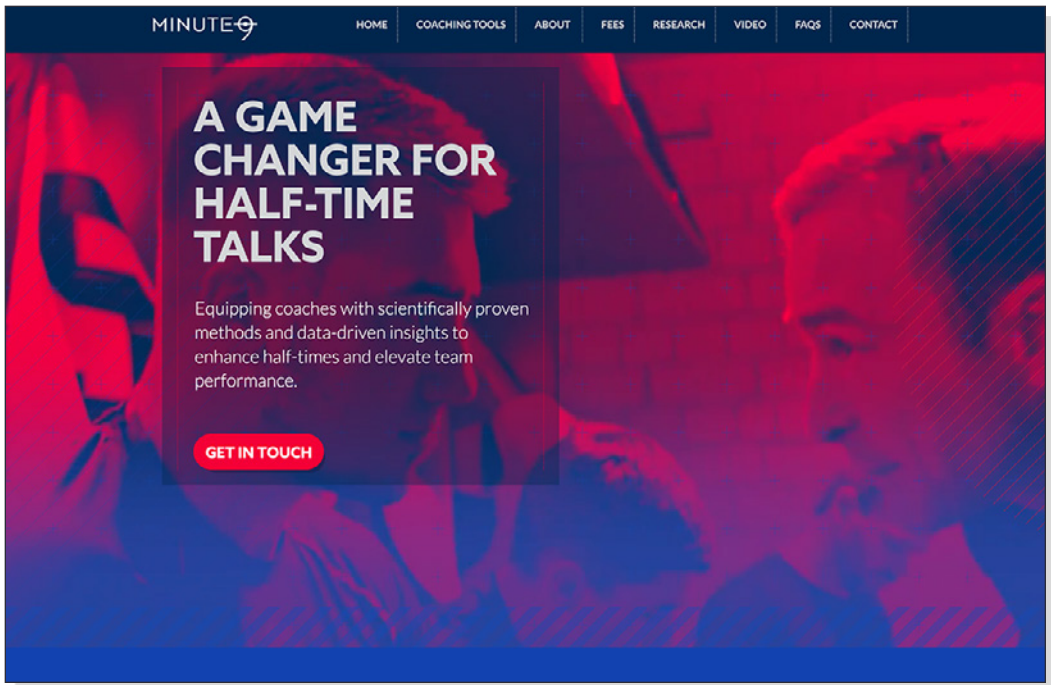
Web Design Process.

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Web Design

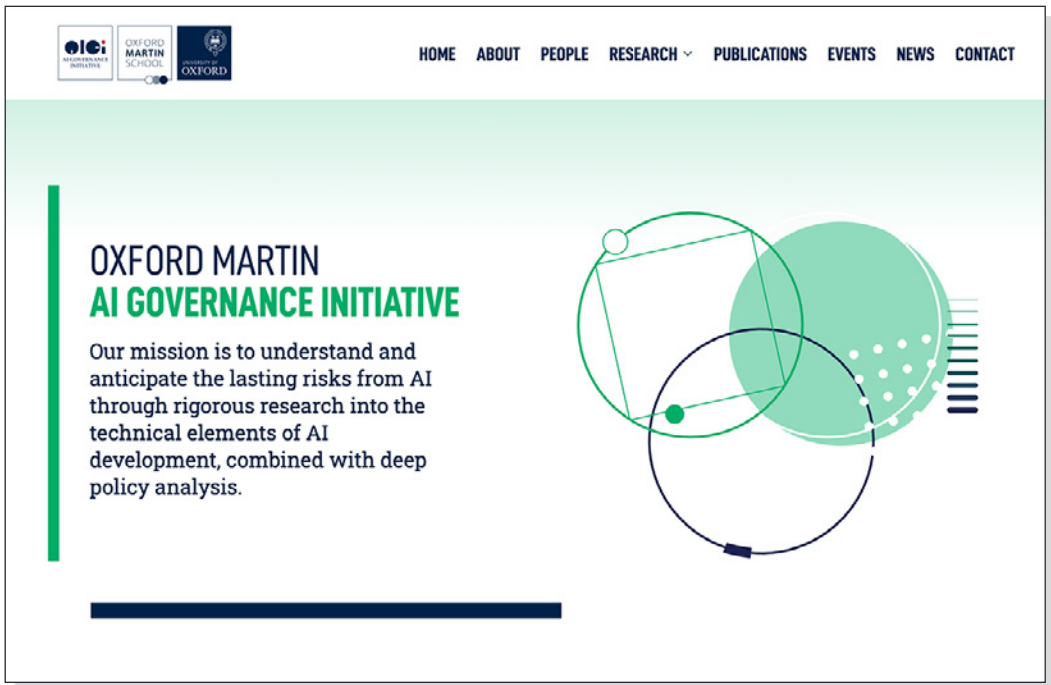
Well-designed websites attract visitors and help people understand the product, company, and branding through a variety of indicators, encompassing visuals, text, and interactions. That means every element of your site needs to work towards a defined goal.



Minute9 - minute9.io >



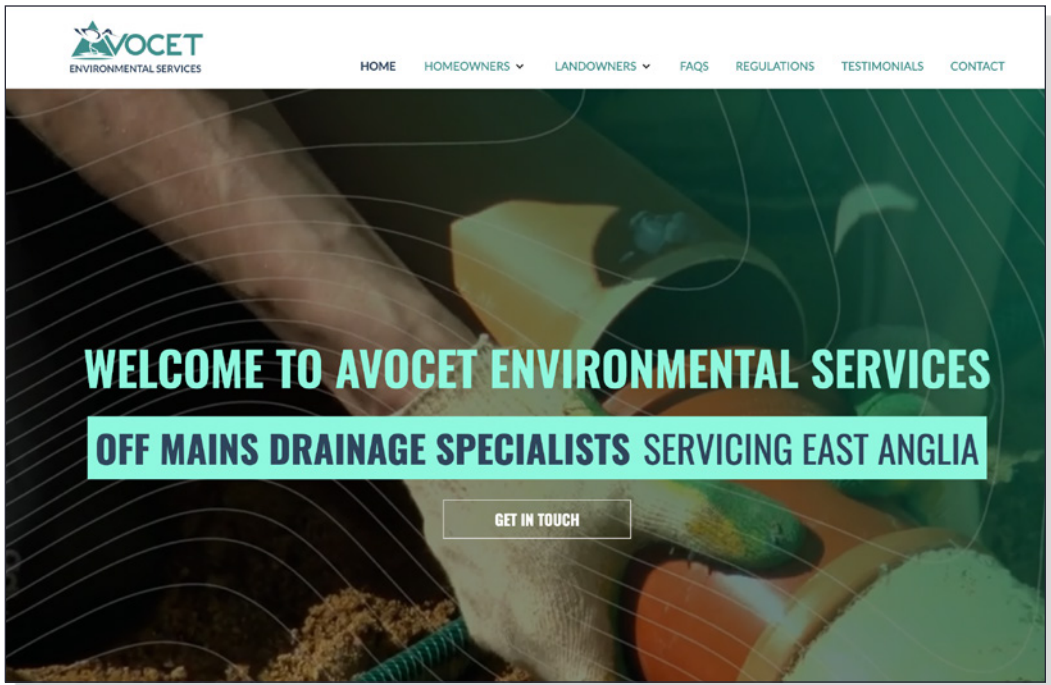
Sew Suffolk Quilts - sewsuffolkquilts.co.uk >



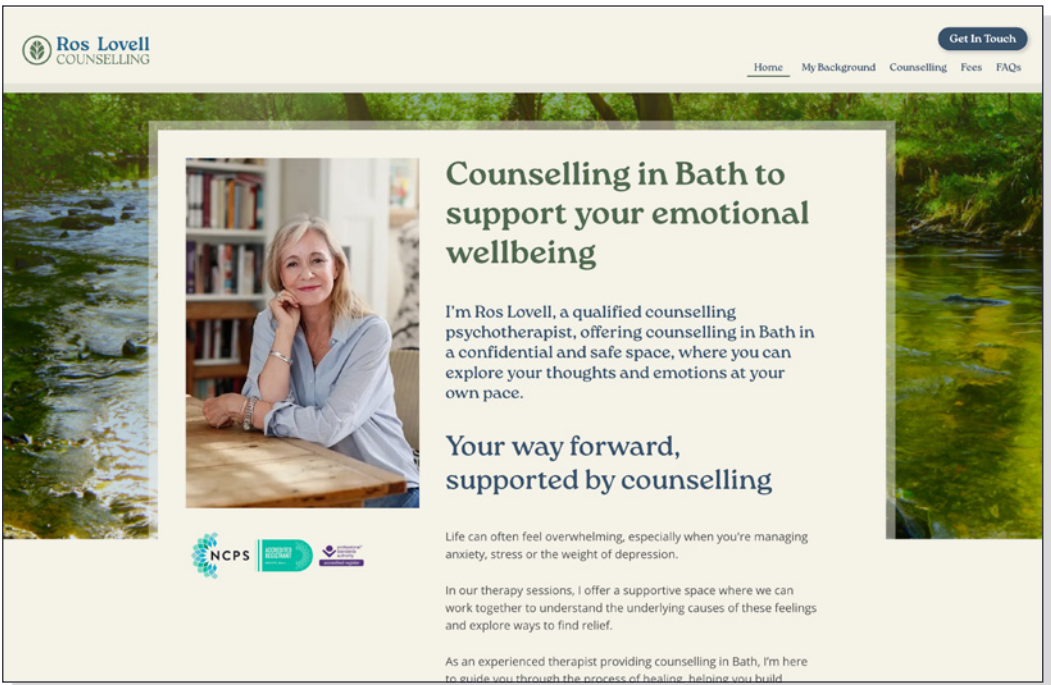
University of Oxford - aigi.ox.ac.uk >



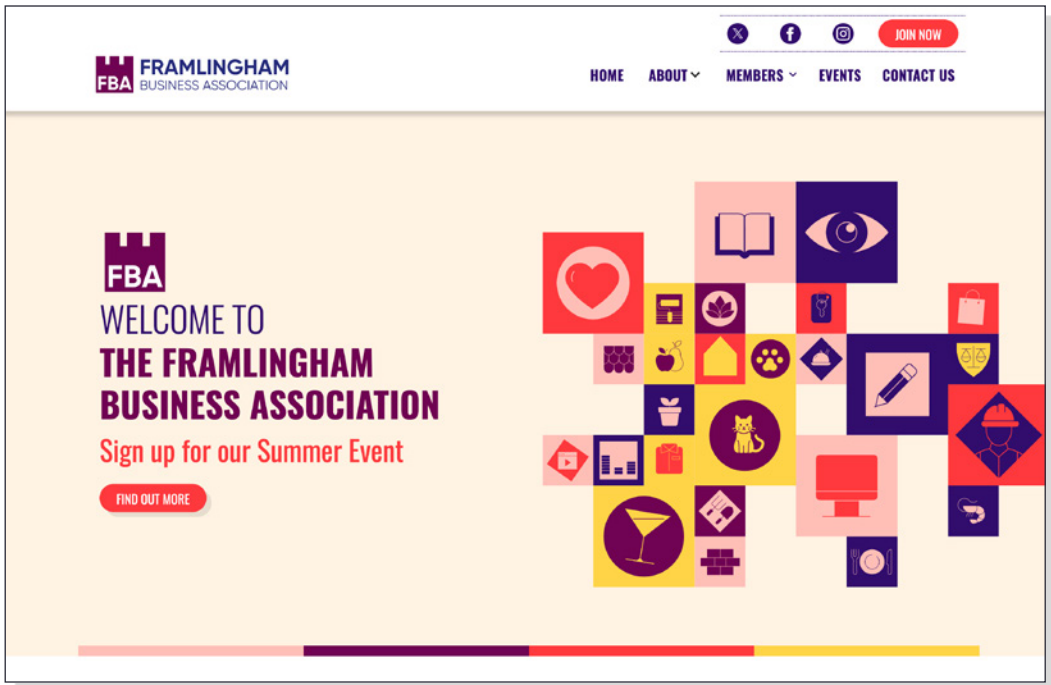
Accru - accru.uk >



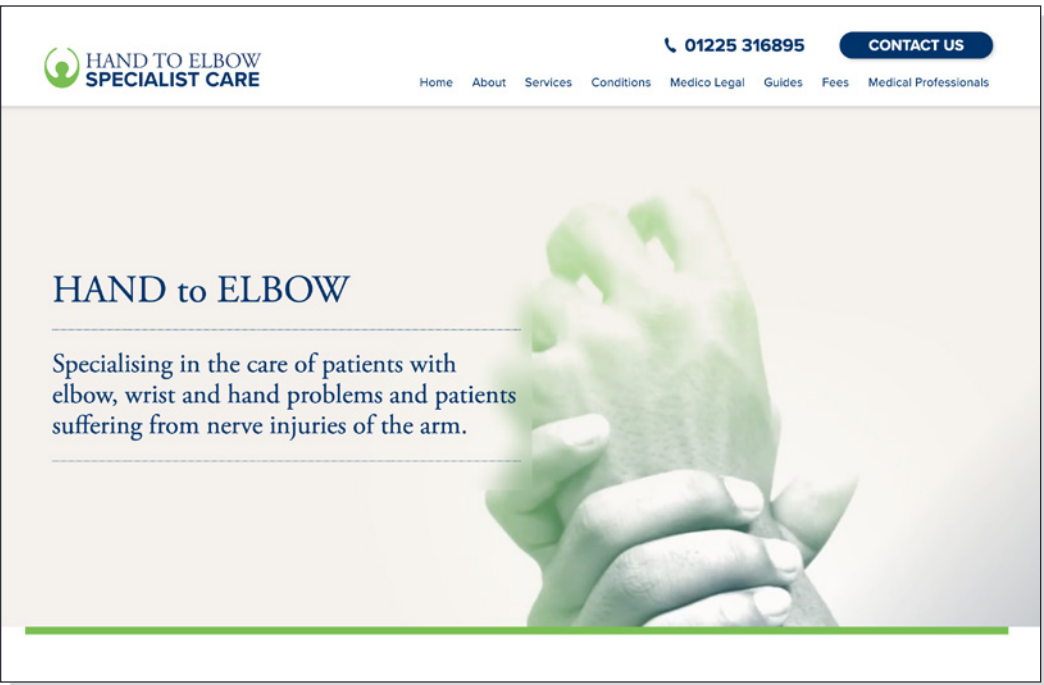
Avocet Environmental Services - avocetenviro.co.uk >



Ros Lovell Counselling - roslovellocounselling.co.uk/



FBA - framlinghambusiness.co.uk >



Hand To Elbow Clinic - handtoelbow.com/ >

The Process

Here's an overview of Newleaf's collaborative approach to website design. At each stage, we work closely with you to ensure the site meets your goals, reflects your brand, and delivers results. Our process is flexible, allowing you to do as much or as little as you want, so you can tailor our support to suit your project and budget.

1. Purpose & Goals

We work with you to define what the website should achieve, enquiries, sales, or brand awareness. Clear goals guide design, features, and content, ensuring the site delivers results and aligns with your business vision.

2. Scope & Requirements

Together, we outline the pages, features, and functionality needed. This helps set expectations, prevent delays, and focus resources on what matters most.

3. Sitemap & Wireframes

We plan the site structure and content flow, outlining pages and key functionalities while making sure the right content is in the best place for clarity, usability, and impact.

4. Content Creation – SEO & AEO

We work with you on text, images, and media for each page, optimising content for SEO and AEO to maximise clarity, engagement, and visibility.

5. Visual Design

If you have an established brand, we work within your guidelines to create a site that complements your existing collateral. If you're starting from scratch, we guide you through a branding process to develop an engaging visual style that promotes your business.

6. Build – Webflow & Client-First

The website is built in Webflow using the Client-First methodology, ensuring a logical, scalable, and maintainable structure.

7. Testing, Launch & Review

We thoroughly test your website across multiple devices and browsers to ensure everything works smoothly. Once the site is ready, we launch it and continue to review it regularly as your business evolves.

8. Training, Handover & Support

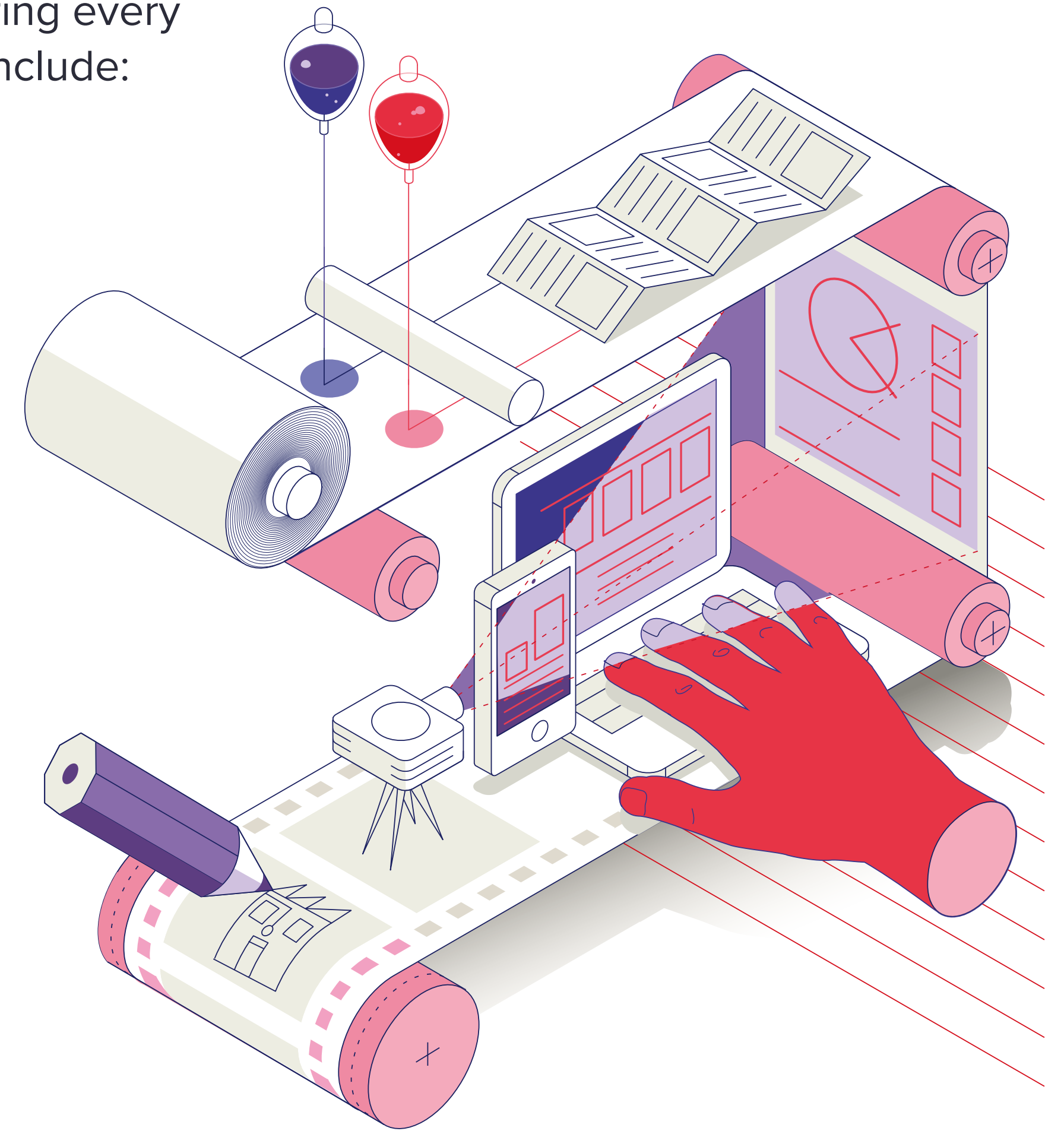
Once your site is live, we make sure you have the confidence and tools to manage it independently. Our goal is to hand over a site that's not just beautiful and functional, but one you understand and can update with ease.



1. Purpose & Goals

Every website should begin with a clear purpose. In this stage, we work with you to define what the site should achieve, whether enquiries, sales, or brand awareness, ensuring every design and content decision aligns with your business objectives. Key questions include:

- Who is the site for?
- What do you want it to achieve?
- What should users be able to find or do?
- Is the primary aim to inform, sell, or promote?
- Are there competitor sites to consider? How should this site be inspired by or stand out from them?



2. Scope & Requirements

This stage defines the extent of the finished site and ensures the client objectives can be met within an agreed budget and time-frame. It establishes what work is needed and who is responsible for delivering it.

Functions (what the website to does):

What features do you want on your website, and how will they function? This may include a form to collect contact information, a database built to offer complex quotes or e-commerce functionality. You will need to define:

- **Data Requirements:** At this stage, we consider what information you want to collect from your website visitors. This could include contact details, sign-ups for newsletters, survey responses, or other interactions. Understanding the data you need helps shape forms, calls-to-action, and any integrations with CRM (Customer Relationship Management system) or email marketing systems. It also ensures the site is structured to capture the right information while maintaining a smooth user experience and compliance with privacy regulations.
- **User Requirements:** We also focus on what your visitors should take away from the site. This might include key information about your services, instructions on how to make a purchase or booking, downloadable resources, or a clear understanding of your brand and value. Defining these requirements ensures content and functionality are designed to meet user expectations, create a positive experience, and guide them toward the desired actions.

Content (information to be delivered)

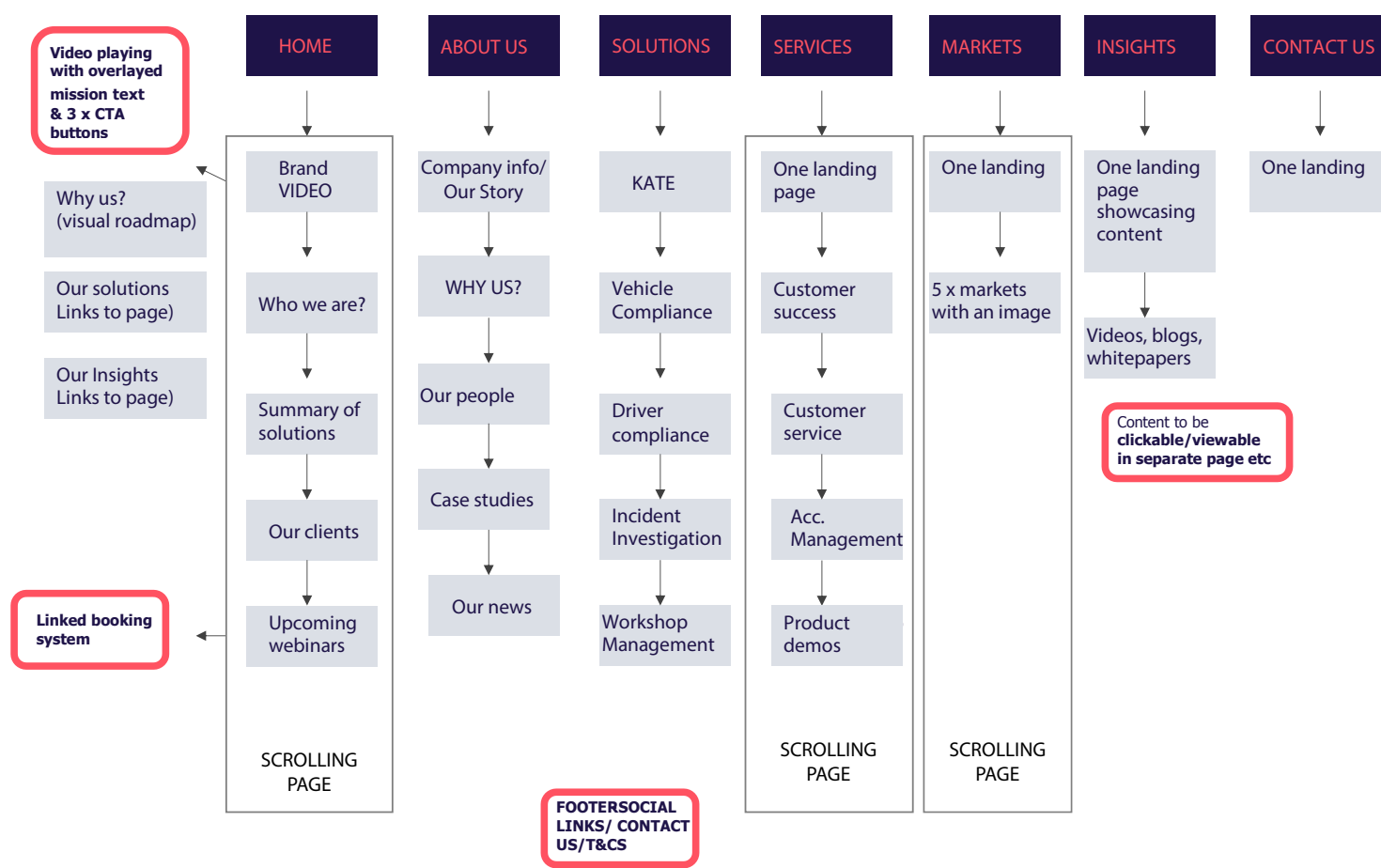
- What content are website visitors looking for?
- How does the content improve user experience?
- How will the content be used to achieve website goals?
- Who is responsible for the creation of each piece of content?
- Who will update the content? How often will content be updated?
- What types of content will be on your website? (Text, video, audio)
- How many pages will the site have, and what are their main purposes?

3. Site-map and wire-frame

This stage lays out the foundational structure of the site and shows how information and functionalities are linked and inter-related.

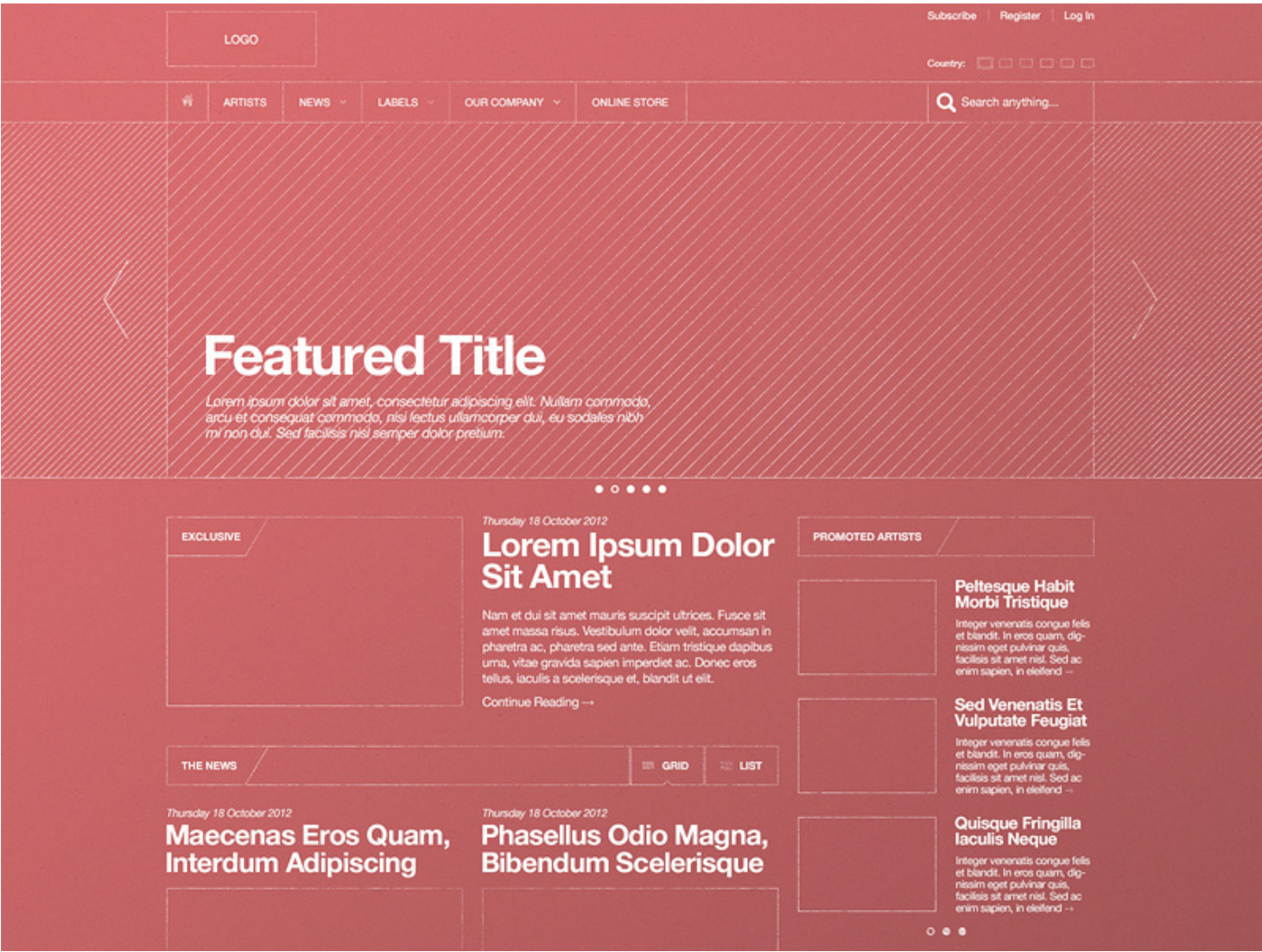
Site-plan

The site-plan provides the foundation for any well-designed website. It defines the website’s information architecture and explains the relationships between the various pages and content elements.



Wire frame

For larger sites, the wireframe organises content and layout. It doesn’t include final design elements but guides how content is structured and prioritised for a clear user experience.



4. Content Creation – SEO & AEO

Content has always been about communicating a message and telling a story, but the way we create and structure it is evolving rapidly. In 2025 and beyond, websites must do more than simply present information, they need to anticipate questions, provide answers, and deliver value immediately. Answer Engine Optimization (AEO) is disrupting traditional content strategies by prioritising content that directly satisfies user intent, allowing search engines to deliver concise, accurate responses to queries.

Engaging and Actionable Content

Content's first role remains to engage visitors and guide them toward actions that meet your site's goals. But in today's landscape, engagement isn't just about long-form copy, it's about immediacy, clarity, and interactivity. Short, digestible sections, compelling visuals, and logical structure help users absorb information quickly. Even large amounts of content can remain engaging if it's "chunked" effectively, supported by headings, lists, and visual cues that match modern browsing behaviour.

SEO Meets AEO

Traditional SEO, focused on keywords and search rankings, is no longer enough. While optimising content for relevant terms is still important, modern search increasingly prioritises answers, context, and intent. Tools like Google's Keyword Planner and Trends remain useful, but AEO demands content that can be understood and extracted by AI-driven search engines to provide precise answers. Well-written, structured, and semantically rich content is critical—not just to be found, but to be chosen as the best answer.

Adapting to Change

The shift to AEO signals a broader change: websites must be strategic, responsive, and user-focused. Content creation is no longer static; it must be continuously evaluated, updated, and optimised to meet evolving user expectations and technological trends. At Newleaf, we guide clients to create content that balances storytelling, engagement, and discoverability, ensuring their websites remain effective in a rapidly changing digital landscape.

5. Visual Design

If your business has an existing brand package the web design will be shaped by following these guidelines. If however you are starting from scratch there are a few key elements we will need to define:

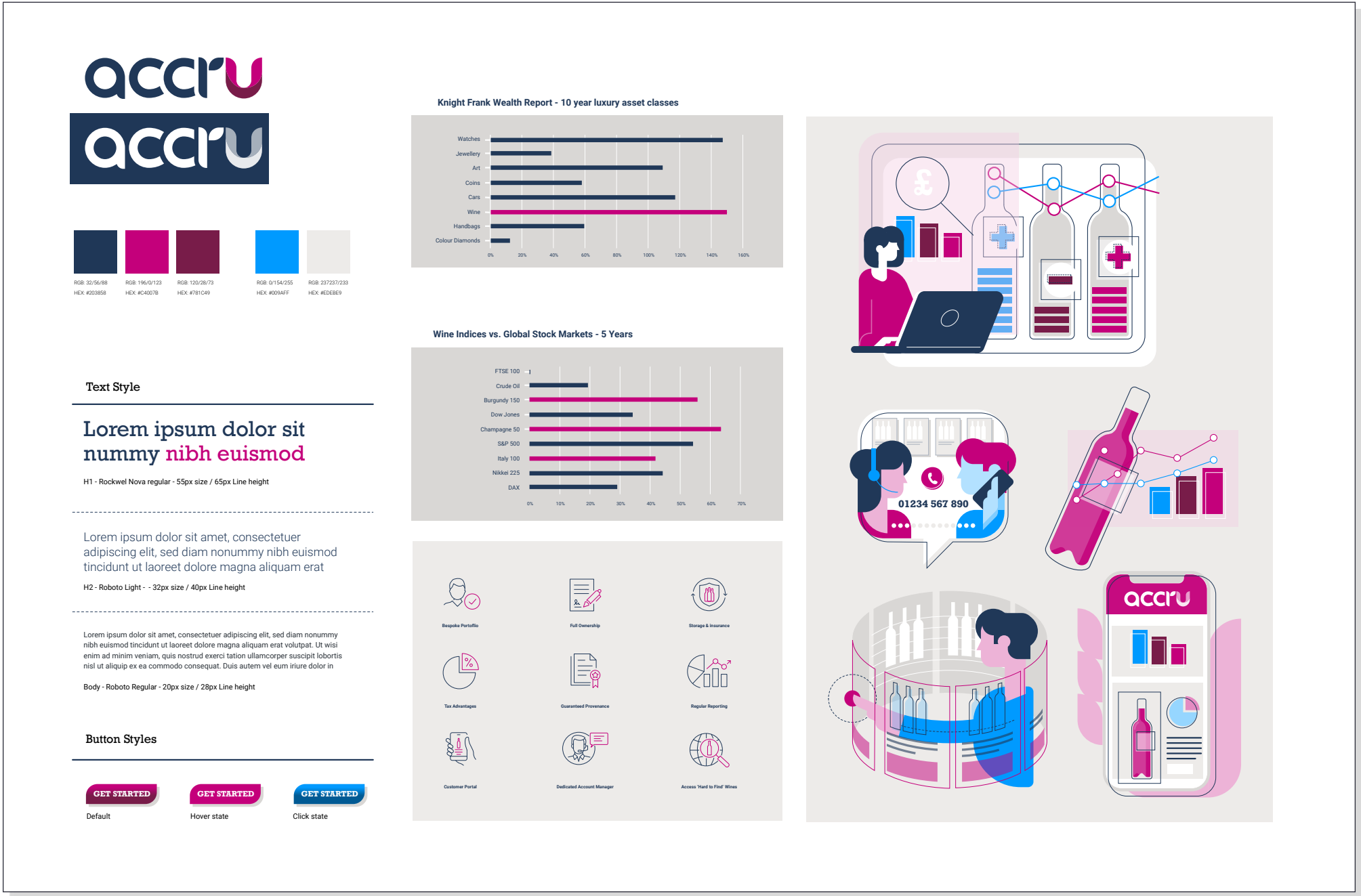
Logo Design: The logo is a key part of your brand and is crucial for brand recognition, establishing credibility, and creating a memorable impression.

Colour Scheme: Choosing the right pallet helps create visual hierarchy, guiding user attention, and reinforcing brand identity. Thoughtfully chosen colours can improve user experience, engagement, and overall website effectiveness.

Typography: Font choice is not only about legibility, it’s about improving user experience, and brand perception. Good font selection, size, spacing, and alignment creates a hierarchy that is essential for easy navigation.

Imagery: Relevant imagery reinforces branding, guides user navigation, and helps establish a connection between the audience and the website’s content. It can include photography, illustrations, animations, graphic elements and iconography.

Tone of voice: This sets the overall personality and style of a website’s content. It shapes the way users perceive and interact with the brand, influencing their emotions, trust, and engagement.



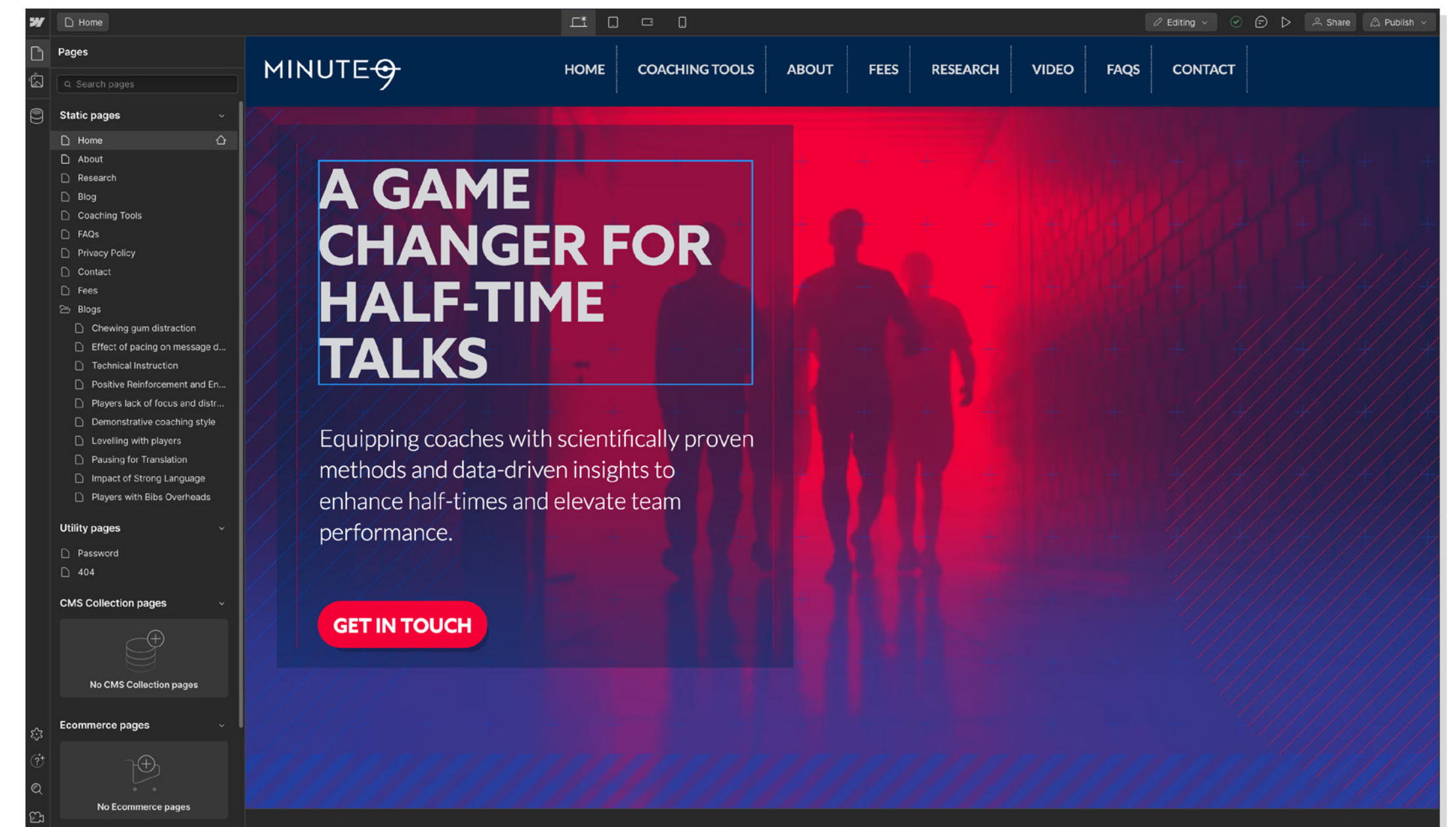
Branding Guide - Accru Wine Investments

6. Build

The site will be built and hosted in Webflow. We choose Webflow because it provides a flexible, design-first platform that supports creativity, collaboration, and scalability. Its tools allow us to build websites that are unique, easy to manage, and optimised for performance, while giving clients the ability to maintain and update content efficiently..

Why we use webflow:

- **Design-Led Approach:** Webflow is a design-first platform, allowing complete creative freedom without sacrificing performance or structure. This ensures every site feels unique and tailored, essential in today's world of generic, template-driven websites.
- **Collaboration and Workflow:** Webflow enables seamless teamwork between designers, developers, and clients, from sharing design prototypes to collecting feedback and managing updates.
- **Client-First:** The site is structured using the Client-First system, ensuring a clean, logical, maintainable, and scalable website.
- **Real-Time Editing:** Make changes directly on the live preview, allowing instant feedback and faster adjustments.
- **Content Management:** Edit dynamic content, such as blog posts, product listings, and CMS collections, directly within Webflow. Add, edit, or remove content easily to keep the site current.
- **Built-In Hosting:** Fast, secure, and scalable hosting powered by Cloudflare, removing the need for separate hosting management and ensuring reliable global performance.
- **SEO-Friendly Features:** Built-in SEO tools, plus SEO and AEO auditing and schema markup support, help optimise content for search engines and answer engines, improving visibility and engagement.



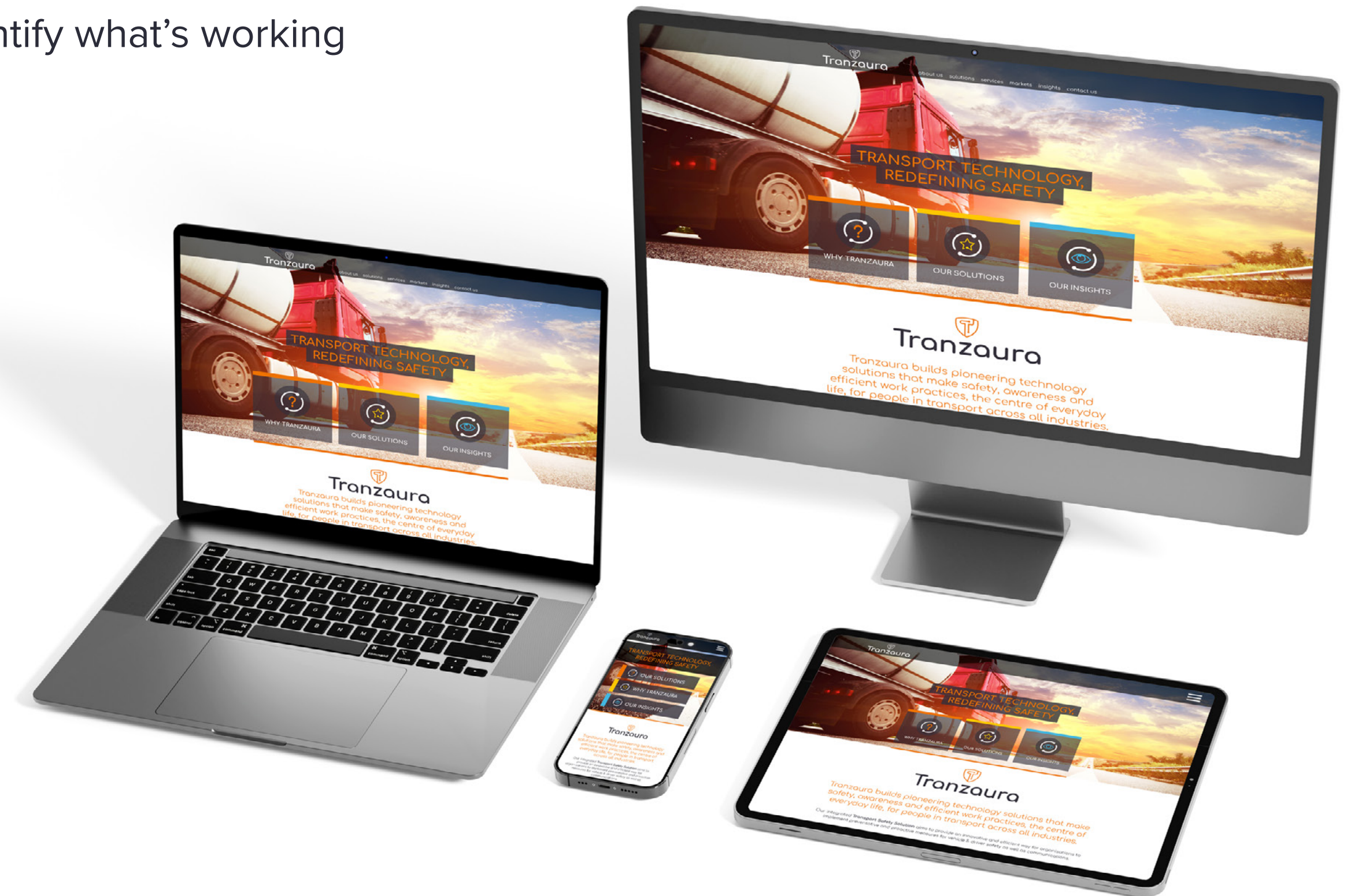
Webflow Interface (Editing Mode)

7. Test, Launch & Review

We start by thoroughly testing your website across multiple devices and browsers to ensure everything works smoothly. Once the site is ready, we launch it and continue to review it regularly as your business evolves. During this phase, we track how visitors discover your site, navigate pages, and engage with content to identify what's working and where improvements are needed.

Integrated Tools:

- **Google Analytics:** See page views, traffic sources, and visitor behaviour.
- **Google Search Console:** Monitor search visibility and track indexing.
- **Heatmaps:** Visualise clicks, scrolls, and navigation.
- **Marketing Automation:** Connect forms to email platforms or CRMs to manage leads.
- **SEO, AEO & Schema Support:** Optimise content for search and answer engines.



8. Training, Handover & Support

Once your site is live, we make sure you have the confidence and tools to manage it independently. Our goal is to hand over a site that's not just beautiful and functional, but one you understand and can update with ease.

Training

We provide hands-on guidance to ensure you feel confident managing your website. You'll learn not just how to make updates, but also how to keep content consistent, optimised, and aligned with your brand.

- Learn to update text, images, and links directly in Webflow.
- CMS training for blogs, portfolios, or product listings.
- Best practices for content, SEO, and maintaining design consistency.

Handover

Our goal is to hand over a website that you fully understand and can maintain independently. This includes practical guides and clear processes so you can manage your site without relying on external support.

- Step-by-step guides tailored to your website.
- Manage and update content independently without relying on developers.
- Clear structure for easy ongoing management.

Ongoing Support

Even after launch, your website will need care and updates as your business grows. We provide optional ongoing support to keep your site secure, fast, and effective, ensuring it continues to meet your goals.

- Optional maintenance and content updates.
- Additional training sessions to refresh skills or explore new features.
- Help with SEO, performance, and security checks to keep your site effective.

Thanks for listening

