# **The Pet Insurance Guide 2015**

Our website is currently called Pet Insurance Surveys UK [www.pet-insurance-surveys.co.uk](http://www.pet-insurance-surveys.co.uk)

This is a Wordpress site.

**NEW NAME**

The website is going to be renamed **THE PET INSURANCE GUIDE 2015**. This should be preferably be included both at the top of the page (header area that can be used for inner pages too) and also prominently in the area immediately beneath the header.

The tagline is going to **be Independent unbiased information for fellow pet owners**. This should be included with the title in both areas mentioned above.

**HOME PAGE / INNER PAGES**

The plan is to redesign the home page… and make just minimal changes to inner pages. **So the design needs to work with the current inner pages.**

**DESIGN POINTS**

The design should communicate clarity. For this reason we like white space … and a slightly larger font size that we use at present.

We would like to keep the same font.

Colours: Should be the same colours as used on the current home page. It is important to use the BLUE and the ORANGE and at least two from GREEN, PURPLE, AQUA

**GRAPHICS**

We are happy to use stock photos BUT these must include **both dogs and cats** (no other animals!). Also **we don’t want any people in the graphics!**

**LOGO**

We are not going to use a logo on the new site

**CONTENT**

The purpose of the home page will be to enable the visitor to quickly find the specific content they are looking for. There will be three main sections

LEARN about pet Insurance

RESEARCH pet insurance policies

CAMPAIGN for fairer pet insurance

The content shown in the table below **MUST** be included in the home page design.

In addition to this we need to include a section for bio with bio pic, an ad space and disclaimer…

|  |  |  |
| --- | --- | --- |
| Learn  About Pet Insurance | Research  UK Pet Insurance Policies | Campaign  For Fairer Pet Insurance |
| Introduction to Pet Insurance    Vet Fees Cover Types    What to Consider before Buying    Ten Popular Pet Insurance Providers    Confused by Pet Insurance: Start Here!    Third Party Liability Insurance    Six Vet Fees Pet Insurance Companies Won't Pay!    Why Cheap Pet Insurance is Risky    Why Your Pets Vet History is Important | Analysis, Customer Reviews and Full Details of All UK Policies    Animal Friends  Argos  Direct Line  E&L  Healthy Pets  Helpucover  John Lewis  LV=  Kennel Club  M&S  More Than  Petplan  Sainsbury’s  Tesco  Virgin Money  Other Providers  Search our database for policies matching your criteria  Compare claims experiences for pet insurance providers | This section will contain three paragraphs of text. |

**LAYOUT SUGGESTIONS**

We have thought of a couple of rough layout ideas which we think would work. You are of course free to submit other ideas with similar functionality.

We have now added these as **additional files** attached to the brief.

We also need an area to display popular articles and resources, a short disclaimer and a square advertisement (200 x 200?) and a search box.