

Web Design

GUIDE AND CHECKLIST



CHECKLIST

- Branding*
- Website Builder*
- Hosting and Domain*
- Time and Patience*
- Social Media Accounts*



GUIDE

Branding

The first thing you need to prepare is your business branding. Identify basic branding elements like:

- Logo
- Taglines
- Fonts and Colors
- Business Description
- Business Details (contact info, address, hours, etc)

Work out all the details to define the business better and have them all in one Excel sheet or in a single document. This way, you can conveniently refer and copy details from this document once you start building your site.

Consistency is key!

Having all these details sorted out from the get-go will make your brand more professional and trustworthy.



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Hosting and Domain

Now that your branding and builder are in place, it's time to get your hosting and domain. Hosting and domain are probably one of the foreign concepts to an average person who's thinking of DIY-ing their site. To define things simply:

Hosting - a provider that stores website files. In order for your website to run 24/7, there should be a dedicated server that runs constantly for users to be able to access and view its contents. Signing up for a web hosting plan will make this happen.

Domain name - a specific site address to direct users to your website. In other words, it's the location of a website assigned to a specific IP address.

If everything's still confusing, just think of it this way.

Your website is your house.

Hosting is the land where you build your house.

The domain name is your address.

Easy to understand now, right? Now with all those defined, go sign up for a web hosting plan and get your domain name.



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Website Builder

Creating a website is now made easier using website builders. No coding knowledge is required, most builders have drag and drop features and free templates. There's now a number of website builders out there, it's just a matter of choosing which is the most convenient for your to use. Some of today's notable page builders are WordPress, Wix, and Squarespace.



There are plenty of guides comparing these three. Check them out to figure out which one is the best and easiest for your to use.

As for hosting and domain, both Wix and Squarespace provide hosting and 1-year free domain name if you opt to build your website with them. Although WordPress also offers these services, you have the option of getting a third-party hosting plan and domain name which is a lot cheaper option.

With all that said, all these builders are made with codes, the traditional way of building sites. Although it's the most difficult way, it's also the most flexible. If you decide to learn coding, you will definitely need to sign up for a hosting plan and get your domain name yourself.



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Time and Patience

Now with everything decided, time to get building! Plan out your website. Decide what pages you need and their content. The more details you know, the easier for you to lay them out. Pick and choose pictures, icons, colors, backgrounds but always keep your branding in mind. Keep them consistent.

This may be the most time-consuming step, as it should be. Although page builders make it easier, there is still a learning curve for beginners so be patient. Google if you need to. There are plenty of tutorials and guides out there. Take your time and don't forget to take breaks.

A relaxed mind is a productive mind. ;)

Link to Social Media Accounts



Once you finish building your site, share and link it to your socials. This will help with lead generation plus users can get a hold of you much easier.

