

CREATING YOUR WEBSITE

GMJA workshop

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OVERVIEW

Explain different components you need for building a website

- Before you start: Domain, Web Hosting, Web builders
- Web builder comparison chart

*Anyone who has
never made
a mistake has
never tried
anything new.*

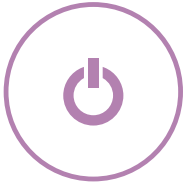
Albert Einstein

Prepare you to build your own or hire a professional

- Getting organized
- Creative Brief - words
- Vision Board - pictures
- Page content & Homepage design

Demo WIX

Questions



BEFORE YOU START

Determine type of website (what is it for):

- Portfolio - self promotion
- Small business - (online sales)
- What is your budget?

Choose/purchase a domain name:

- Internet address for a website- i.e. thunderheartjewelry.com (Go Daddy, Hover, Bluehost, etc.) You can create a site without buying one (thunderheartjewelry.wix.com) but in my opinion it looks a lot more professional to have your own.
- Choose a name that is .com, easy to remember, brandable*, memorable, not too long.
- Make sure when you purchase your domain name you have it on auto-renew so you don't lose it.
- Sign up for website hosting
- This is where your website actually lives. Usually involves a monthly fee. (FatCow, Wix, Weebly, GoDaddy)

** like a brand on cattle marking them as belonging to a certain ranch- your brand is unique and tells the world about you*

If your domain is the ADDRESS, hosting is the LOT you build your website on...



Review and choose a website platform:

- Content managed system- most basic. You handle the content and the company manages the hosting and code. (WordPress, Wix, Shopify, Squarespace, and Weebly)
- Shared Hosting- you can control and own all the backend code (Siteground, GoDaddy, HostGator, eHost,iPage, FatCow) but still share hosting.
- Self-Hosting- Host to your own server, control and own code.



Decide who will build your website:

- Hire a web designer- can be expensive (\$45-200/hr - basics sites start at \$450 and go up from there)
- Build it yourself- Use website builder with pre-designed templates and built in editor (Wix, Shopify, Squarespace, and Weebly) These also optimize your site for search engines and mobile devices. Various add on apps and fonts available as well.

WEBSITE BUILDER COMPARISON CHART

Features	WIX	SQUARESPACE	SHOPIFY	WEEBLY
Online store	X	X	X	X
Blog	X	X	X	X
Photo gallery	X	X	X	X
Contact form	X	X	X	X
Slider	X	X	X	X
Drag & Drop editor	X	X	X	X
Templates	500+	22	100+	100+
Apps	X	X	X	X
Move site	DIFFICULT	DIFFICULT	DIFFICULT	DIFFICULT
Inventory management	X	X	X	X
Accept payments	PayPal, CC's	ApplePay, PayPal, CC's	CC's	CC's, PayPal, Authorize.net
Transaction fees	none on business plans	none on business plans	none on business plans	none on business plans
Fully hosted	X	X	X	X
Mobile optimized	X	X	X	X
SEO (Search Engine Opt) plan	X	X	X	X
Instagram integrated	X	X	X	X
Facebook shop			X	
ADI (Artificial Design Intelligence)	X			
Price (basic)	\$14/mo	\$12 & 18/mo	\$29/mo	\$12/mo
Price w/ store	\$25/mo	\$26 & 40/mo	\$79/mo	\$25/mo

***All of these plans have similar features. It is up to the user to try the free plans and see which one works the best for you and your business.*

WEBSITE BUILDER - Best for*

Weebly- Best balance of price, professional features & simplicity

WordPress - Most customizable and least expensive option

Squarespace - Boutiques, restaurants, and other businesses that prefer an elegant look

Shopify - Retail shops with an online store; Shopify provides a one-stop solution

Wix - Creative websites; the Wix editor gives you the most flexibility

Joomla - Social websites where visitors register accounts

**info from FitSmallBusiness.com*



GETTING ORGANIZED

Gather your ideas

- Look at other websites for design inspiration
- Create your content (see Creative Brief/Vision Board)
- Outline (sitemap) your website - B & W sketch for each page- layout for photo placement, copy and interaction.

Design basics

- Simplicity - don't put too much on a page. Whitespace is powerful!
- Use professional photos
- Never use more than 2 typefaces - can use different weights of the same typeface
- Use one accent color
- Alignment is your friend - it makes your work look organized and classy

*"Simplicity is
the ultimate
sophistication."
Leonardo Da Vinci*



Photo requirements

- Professional looking photos (yes, it's that important!)
- .jpg, .gif, or .png format only; RGB color mode; 72 - 150 ppi (pixels per inch)
- Image editors for cropping, retouching and resizing- Software (Desktop editors): Adobe Photoshop, Adobe Lightroom, Acorn (Mac). Web (online editors): PicMonkey, Aviary, Pixlr, PhotoshopExpress.
- Store all of your website images on your computer in one folder so you can easily add, edit and update



PURPOSE: to clarify direction, target market, key message and desired result.
This forms ensures we are focused and both on the same page.
Please take the time to think through these questions and answer as accurately as possible.

1 WHO ARE YOU?
What is your product or service?

What is the exact name you would like used in your design?

What is your mission statement, slogan or motto?

2 YOUR OBJECTIVES
Where do you want to go?

3 VISION
How would you like to be perceived?

4 TARGET MARKET
Who is your audience? Demographic?

5 COMPETITION
Who is your primary competitor? What makes you different?

6 SUCCESS CRITERIA
Define how you will judge a successful project?

12 ADDITIONAL INPUT
Any other thoughts?

7 PROJECT VOICE
What do you want this to say about you?

8 COLOR PREFERENCES
What is your favorite color?

Least favorite and why?

9 PRINT VEHICLE
What would you like to produce?

- | | | |
|---|--|---|
| <input type="checkbox"/> Logo / Identity pieces | <input type="checkbox"/> Advertisement | <input type="checkbox"/> Marketing Material |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Packaging | <input type="checkbox"/> Sales Materials |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Poster | <input type="checkbox"/> Other: _____ |

10 PERCEPTION
Name a logo you like. Explain why.

11 KEYWORDS
What keywords best describe your business

- | | | | |
|--------------------------------------|--------------------------------------|---------------------------------------|----------------------------------|
| <input type="checkbox"/> Dependable | <input type="checkbox"/> Established | <input type="checkbox"/> Enthusiastic | <input type="checkbox"/> Fun |
| <input type="checkbox"/> Progressive | <input type="checkbox"/> Edgy | <input type="checkbox"/> Unique | <input type="checkbox"/> Serious |
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Strong | <input type="checkbox"/> Integrity | <input type="checkbox"/> Hi-tech |
| <input type="checkbox"/> Precision | <input type="checkbox"/> Original | <input type="checkbox"/> Mainstream | <input type="checkbox"/> Elegant |

ORGANIZE YOUR CONTENT BY PAGE



HOME

- Logo/strong branding
- Menu
- Lightbox/portfolio
- Social media links: Facebook, Pinterest, Instagram, Twitter



ABOUT / STORY

- Storytelling / connecting with your ideal customer
- Statement of belief about the work you do and why it matters
- Testimonials



SHOP

- Link to Etsy or other off site sales
- Listing of items for sale with photos and shopping cart with payment and shipping options



EVENTS / CALENDAR

- Shows and festivals
- Galleries
- Classes and workshops



INSTAGRAM

- Connects through Wix to show image feed from Instagram



CONTACT

- Drop in form for email contact / newsletter sign up

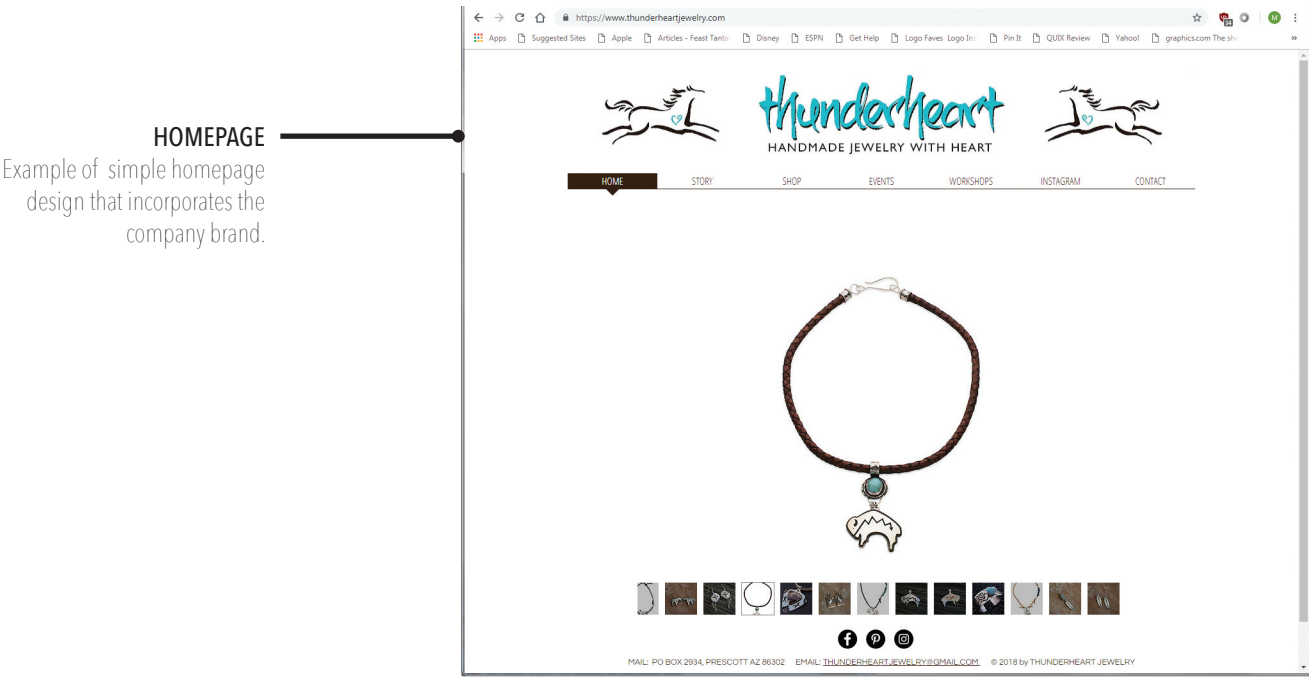
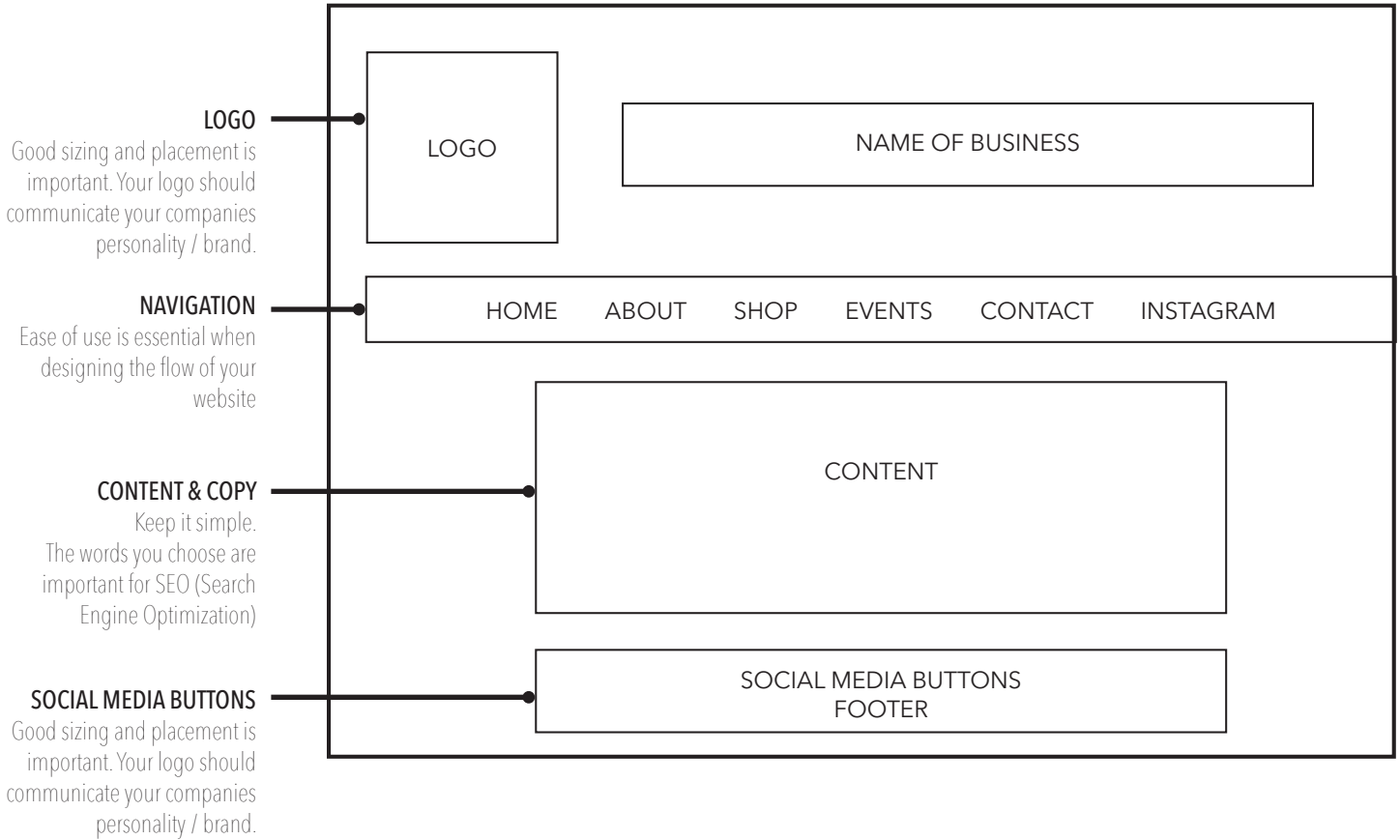


WEBSITE MAINTENANCE

- Update frequently!
- Make sure calendars and event listing are up to date
- Check for errors
- Check for bad links

ANATOMY OF AN EFFECTIVE HOMEPAGE

First impressions are important



Resources

Shopify - <https://www.shopify.com/blog>

Free Business Lessons-Get the knowledge and inspiration you need to build a profitable business – straight to your inbox

Wix - <https://www.wix.com/blog/>

Get the latest and freshest content on creating & marketing your Wix website

Pinterest - <https://www.pinterest.com>

helpful infographics on webpage design, social media marketing, etc.

GOOGLE - *easily search updated information about building your own website*

Builtwith.com - *enter website and it will break down the technologies by category. Web server, email services, SSL certificate and the platform or content management system - so you can see how your favorite sites are built.*

Example websites and their platforms

www.islandcowgirl.com - Shopify

www.paulaparisotto.com - Shopify

www.jesmaharry.com - Magento

www.britwest.net - Magento

www.wildprairiesilver.com - Weebly

www.kitcarsonjewelry.com - Weebly

www.ashleybuchananjewelry.com - SquareSpace

www.samanthaskelton.com - WIX

www.thunderheartjewelry.com - WIX