

## **A Quick Look at steps to take when building a website**

### **1. THE FOCUS OF THE WEBSITE**

Decide what the focus of the website is - how will you tell your story and what will be in it. The focus defines the website creation project. It is the foundation for all the other steps to come.

- Who will the audience be?
- What are the best things you do or have to sell? The 80/20 of what you offer.
- What kind of website will best present what your focus is? informational, interactive, brochure, dynamic, or...?

### **2. SPECIFIC WEBSITE FEATURES**

This is the next step. Where you identify features that you need to use in the website. For example:

- Permission marketing links, such as newsletters
- Blog, Twitter or some other social networking choice
- Articles, or.....?

### **3. MAP OUT THE MAJOR SECTIONS OF THE WEBSITE**

After the first two steps have been completed start mapping out the major sections of the website. Begin by drawing out quick sketches of the websites links and content and build from there. Eventually a diagram, usually called a storyboard, should be created to show the hierarchy of a website and how the pages are related to each other.

### **4. WRITE OUT YOUR CONTENT**

What text and images will go into the website. Don't leave this to the end of the process. The content can change as time goes on, but it is much better to determine it now than after the website design is published. Relevance is the key here for a consistent message and ranking with Search Engines.

### **5. FIND A STYLE / LOOK FOR THE WEBSITE**

At this stage of the process start creating the visual aspect of the site – the design. Colors, images, what content should have the most focus in the web pages.

You have a few options:

- Hire a graphic designer / web designer
- Come up with your own design and try building the site yourself
- Buy a website template and make it work for your design

### **6. BUILD THE WEBSITE**

Building the website in a website editor application should not happen until the above steps have been met. Lots of time is saved by proceeding in this manner. If working with a website designer this will give them a better direction–your direction– to take in creating draft designs.

Ask for draft designs posted on the Internet to choose from.