Making a website that "sings"

WEBINAR presented by MARY BELLA: Tuesday, April 20, 2021

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Steps for planning and creating your website

Initial Planning

- Main Goals
- Target audience
- Unique selling points

Content & structure

- Action(s)
- Content outline
- Navigation
- Text Content
- Homepage
- Photos

Choosing host/platform & domain

- Domain considerations
- Platforms & hosting considerations
- Selecting a template/theme

Site visibility & promotion

Initial Website Planning

1 **GOALS**

- Clarify your top 3 goals, and your first priority
- Summarize what you are trying to sell, say, do or share. Ie: What is the purpose of this website?
- How will you represent what you are offering, visually and with words?

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Initial Website Planning

2 **UNIQUE SELLING POINTS**

- What is special about you, your products/services and/or your site?
- What is your edge?
- Why should people come to you?

Initial Website Planning

3 **TARGET AUDIENCE**

- Who is your main target audience?
- What content will appeal to them?
- What design style and colours will appeal to them?
- Who are other target audiences?

Content & structure

ACTIONS & GOALS

- What do you want people to DO on your site? What ACTION do you want them to take?
- Make that "action" as easy as possible to find and do, from anywhere on the site
- CTA = Call To Action

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Content & structure

CREATE AN OUTLINE & SITE DIAGRAM

- Plan out the pages/areas you want to include
- Do your research - look at effective websites and ask industry contacts
- Consider teasers and unique content that will draw customers

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Sample Site Outline

1. **Home**

   a. Slider with art images & testimonials
   b. Teaser to Blog
   c. Teaser to Shop / Featured Artwork
   d. Upcoming event

2. **About**

   a. Short bio
   b. 2-3 Photos
   c. Link to socials
   d. Link to Long Bio / Press Kit

3. **Shop**
   a. 2-3 Featured items
   b. Categories
   c. Search function
   d. Order – Cart – Order Processing

4. **Classes**
   a. About
   b. Upcoming
   c. Pricing
   d. Policies

5. **Press**

   a. Quote
   b. Article 1
   c. Quote
   d. Article 2

6. **Blog**

   a. Categories/Tags
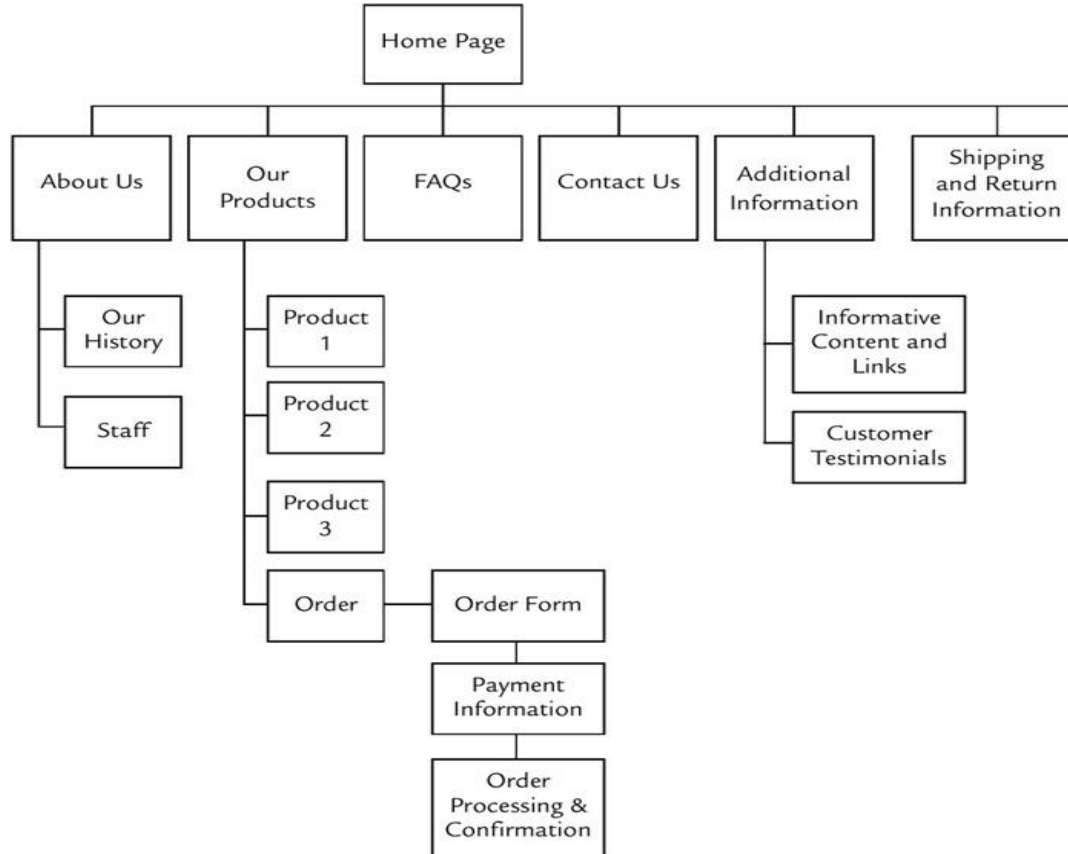   b. 2-3 posts to start

9. **Contact**

Content & structure

PLAN NAVIGATION & FLOW

- How will visitors move through your site?
- What do you want them to do?
- Where do you want them to click?
- How can you keep them on your site and make their visit easier?

Sample Website Diagram

Home Page

- About Us
  - Our History
  - Staff
- Our Products
  - Product 1
  - Product 2
  - Product 3
  - Order
    - Order Form
      - Payment Information
        - Order Processing & Confirmation
- FAQs
- Contact Us
- Additional Information
  - Informative Content and Links
  - Customer Testimonials
- Shipping and Return Information

Content & structure

WRITE TEXT CONTENT - "COPY"

- Clear & direct
- Easy to scan
- Include visuals to illustrate and animate the text - example site >
- Writing for Search Engine Optimization (SEO)

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Content & structure

HOMEPAGE

- First point of contact, first impression
- Visually appealing
- Pro photos and/or graphics
- Showcase key offerings
- Use keywords
- Include prominent CTA

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Content & structure

PHOTOS

- Quality Photography is Essential & worth the investment
- Photos should show what you offer
- Show your style, personality & colours
- Finding a photographer
- Staging/styling your photos > eg: **Lizpr.com**

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Domains, hosting and platforms

1 **CHOOSING AND REGISTERING A DOMAIN**

- No longer as important to SEO
- Should be short and recognizable, easy to spell
- Purchase through third party like GoDaddy so you can point to any host or platform

ARTICLE: https://www.wpbeginner.com/beginners-guide/tips-and-tools-to-pick-the-best-domain-for-your-blog/

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Domains, hosting and platforms

2 **CHOOSING A PLATFORM**

- Will depend on:
    - How much time you have to learn and DIY
    - Your technical abilities
    - Your budget (esp for ongoing fees)
    - Your website requirements - eg Shop? Blog? Frequent updating?

- Articles to compare platforms:
    - Wordpress, Squarespace, WIX, Weebly https://www.bluchic.com/choose-website-platform/
    - Ecommerce https://www.drip.com/blog/ecommerce/choosing-an-ecommerce-platform-comparison

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Domains, hosting and platforms

3 SELECTING A TEMPLATE / THEME

- Use your branding, plan, style and photos to help you pick a theme that will work for your content
- Consider the features and sections that you plan to include
- **Keep it simple for DIY** - keep special features to a minimum and search for themes that are "simple" and "easy to set up"

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Site Visibility

Free Tools
- Google Analytics
- Google Keyword Planner
- Google Search Console
- Google My Business
- Google Maps + REVIEWS; Yelp
- Share you own site!!
- Social Media Profile, Page and Group
- Subscription Email list

Paid Ads
- Google Search Ads, Google Display Ads, Social Media Ads

Thank you!

Feel free to contact me for a free quote.
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