



HOW TO CREATE A WEBSITE

Define your website's purpose

Start off by considering why you are making a website. First, clearly define the goals and objectives of your website. Second, identify your target audience(s) and tailor your content, design, and functionality to meet their needs and expectations. Third, incorporate your story and brand.



Plan your website structure

It's important for you to consider what your site will look like and how you will lay out your content. Create a visual representation of your website structure using wireframing tools (available online) or even pen and paper. Sketch out the main categories, subcategories, and their relationships. This will help you visualize and refine the structure before moving on to the actual design phase.

Gather and create content!

Once you have a rough idea of what you would like to include in your website, take some time to identify, gather, and create your content. Storyboards, as well as whiteboards and checklists are all great way to track your progress as you prepare to create your website. Make sure you include text, images, videos, and other media. Ensure your content is engaging, informative, and optimized for search engines if you want to improve your site's visibility.

Optional: Choose a domain

A domain name is the unique address of your website (i.e., www.yourwebsite.com). While you don't have to have a domain name to have a website, having one can make it quicker and easier for people to find your website and remember where it is.

If you decide to get a domain, make an effort to choose a domain name that is unique and memorable, represents your website or organization well, and is no more than 2-3 words long. Use domain registration services like GoDaddy, Google, or Namecheap to check domain availability and register your chosen domain. The cost of a domain name typically ranges from \$10 to \$50 per year, depending on the domain registrar.

Some website builders offer free or discounted domain registration with purchase of other services.

Design and build your website

There are several website platforms and Content Management System (CMS) options you can use to design and build your website. WordPress is a popular choice due to its user-friendly interface. Other options include Joomla, Drupal, or website builders like Wix and Weebly that are approachable for beginners. Consider your technical proficiency and the features you require to choose the right platform for your needs. We recommend checking out multiple platforms to see which you are most comfortable with. Next, choose a color scheme, font, and visual elements, or templates that align well with your brand and your website's purpose

Review and test

- Thoroughly test your website's functionality, responsiveness, and compatibility across different browsers (like Explorer or Chrome) and devices (like phones, tablets, and computers).
- Ask friends and colleagues to help check and test for broken links, spelling errors, and other issues.
- Optimize your website's speed and performance by compressing images and minifying code if necessary.



Launch your website

Once you're satisfied with your website, and have double-check that everything (all links, forms, and interactive elements, etc.) are working correctly. Click the "Publish" or "Go Live" button to make it available on the internet. Your website will typically be hosted on a subdomain provided by the website builder (e.g., yourwebsite.wix.com) unless you purchased a domain of your own.

More tips!

Maintain and update your website.

Keep your website's content fresh and engaging. Add new articles, blog posts, product updates, or any relevant information.

Regularly test your website's functionality to ensure all features, forms, links, and interactive elements are working correctly

Include contact information.

Make it easy for visitors to contact you by providing clear and accessible contact information. Include a contact form, email address, phone number, and social media links if applicable. Utilize website analytics tools to track visitor behavior, traffics. To better understand user engagements and improvements.



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