

SIX STEPS TO CREATE A BUSINESS OR PROFESSIONAL WEB SITE

By following these steps, you will be more
successful in creating the business or
professional web site that meets your needs.



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STEP ONE

Write a Website Plan for Your Site.

Your plan will cover such areas as:

- ▶ Business Summary
- ▶ Slogan or Tagline
- ▶ Target Audience
- ▶ Website Goals
- ▶ Site Content – Pages, Photos, Written Content
- ▶ Site Management
- ▶ Project Team
- ▶ Project Timeline
- ▶ Project Budget



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STEP TWO

Decide your Domain Name.

Factors that Make a Good Domain Name:

- ▶ Descriptive and Easy to Remember
- ▶ Short
- ▶ Uses Correct TLD (Top-Level Domain) .com, .biz, .net



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STEP THREE

Choose a Hosting Company to "Host" your site.

Every web site needs a "Host" server that stores all of the files that your site needs to make itself available to the public on the Internet.

Types of Hosting (Ex. GoDaddy.com)

- ▶ Shared Hosting (\$7.99/month - \$24.99/month)
- ▶ Business Hosting (\$29.99/month - \$99.99/month)
- ▶ WordPress Hosting (\$9.99/month - \$29.99/month)

Types of Hosting (Ex. SiteGround.com)

- ▶ Shared Hosting (\$11.95/month - \$34.95/month)
- ▶ Managed WordPress Hosting \$11.95/month - \$34.95/month)
- ▶ Managed WooCommerce WordPress Hosting \$11.95/month - \$34.95/month)

Types of Hosting (Ex. WIX.com)

- ▶ Basic Hosting (\$13.00/month - \$39.00/month)
- ▶ Business & eCommerce Hosting (\$23.00/month - \$49.00/month)



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STEP THREE (CONTINUED)

There are various features go into hosting plans that affect service and price.

Basic Features (Ex. GoDaddy.com)

- ▶ Storage (100 GB Storage – Unlimited*)

* This is what GoDaddy.com advertises but I question this figure.

- ▶ # of Websites(1 Website – Unlimited)
- ▶ Email
- ▶ Databases

Basic Features (Ex. SiteGround.com)

- ▶ Storage (10 GB Storage – 30 GB Storage)
- ▶ Free Let's Encrypt SSL Certificates
- ▶ Email
- ▶ Databases



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STEP THREE (CONTINUED)

There are various features go into hosting plans that affect service and price.

Basic Features (Ex. WIX.com)

- ▶ Storage (3 GB Storage – 20 GB Storage)
- ▶ # of Websites(1 Website)
- ▶ Video Hours (1 – 2 Hours)
- ▶ Templates
- ▶ Media Galleries



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STEP FOUR

Build Your Pages.

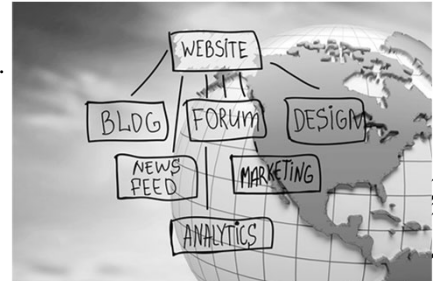
Using your Website Plan, begin building your pages with written content and graphics.

Each Page Should:

- ▶ Support the goal of your website.
- ▶ Have a clear purpose.
- ▶ Include a "call to action" (ex. Learn more, Sign up, Contact us, or Buy this.

Specific Pages To Include:

- ▶ Home Page – This is the first page visitors see so you want to get their attention with an "elevator pitch" about you or your business.
- ▶ Contact Page – This page should include a telephone number, email address, physical address (if applicable), and a contact form.
- ▶ About Page – This page can be used to tell visitors about yourself, your business and its history or yours. I can also provide short bios with a picture of staff.



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STEP FOUR (CONTINUED)

Build Your Pages.

Using your Website Plan, begin building your pages with written content and graphics.

Other Considerations:

- ▶ Take care in your use of stock Photos. Use real photos of your business, products, and team members.
- ▶ If your business doesn't have a logo for the "Header or Banner" at the top of the Home Page or other pages as well, hire a graphic designer to create one.
- ▶ If you are going to sell products, offer a payment option that uses a third party payment system to process payments. PayPal is a good place to start.



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STEP FIVE

Beyond the pages.

After you have completed adding content to each page on your website and are satisfied that your site will showcase your business, work on features that will allow you to monitor your site's performance.

Additional Features for your Website:

- ▶ Create an account with Google, and add Google Search Console to monitor and optimize visibility of your web site.
- ▶ Another Google service to create is Google Analytics which allows you to track website traffic and track performance in key areas. Another page tracking service that tracks many of the same things is StatCounter.com
- ▶ Install a File Transfer Protocol (FTP) program on your computer that will allow you to access the files on your hosting account. Filezilla is a free FTP program
- ▶ Purchase a SSL Certificate to avoid Google's "Not Secure" designation. Google sells this certificate for \$69+ per year. SiteGround provides a SSL certificate as part of it hosting plan.



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STEP SIX

Test and Publish Your Site.

Immediately after launching your site, go through and test various factors that can affect the way your site will be viewed on the Internet.

Factors that should be Tested:

- ▶ Make sure your site works on all major browsers like Internet Explorer, Firefox, Safari, and Chrome. Make sure images show up, links are "correct" and the format is user-friendly.
- ▶ Create a Sitemap to tell search engines the pages on your web site that should be indexed.
- ▶ Use HubSpot's Website Grader: <https://website.grader.com/> to see how strong your web site is.



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