Steps to Build A Website

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RCU Lunch and Learn

Steps for Building a Website

- Planning
- Domain and/or Hosting
- Development Tools (Maybe)
- Design
- Testing
- Maintenance

Planning

- What is your website about?
  - This is where your domain name should be considered.
- What content is going to be on your website?
  - Pages you want included.
  - Extra content relatable to your business.
- What colors/images do you want to use?
- Who will have access to the site for editing/maintenance?
  - Single user or multiple people with different roles.

Domain and Hosting

- Domain Name: should be close to your business name if possible.
  - askangelatech.com
  - townofridgeivllein.com
- Search for domain name on domain.com.
- Hosting: purchasing webspace for your website.
  - Wix.com
  - Squarespace.com

Developmental Tools

- ▶ Made for coding your own website

- ▶ Free and pay for tools available

- ▶ More flexibility in design and content

- ▶ Built specifically for your business – not cookie cutter

Design

- **Homepage**
  - Eye Catching, Useful & Relevant Content
- **Content Pages**
  - About Us, Business Processes, Services, etc.
- **Contact Form**
  - Must Have
- **Location Page**
  - Where are you located related to your customers

Testing

- Before Launch, test the features on the website
  - Check all links
  - Contact forms and Fillable forms
  - Pictures and Videos
- Send it to some friends
  - Let them critique the content and design
  - Ask for honest opinions

Maintenance

- **Schedule Maintenance**
  - At least once a month
  - Check outside links
  - Update Information
- **Content Maintenance**
  - Update employees
  - Contact Information
  - Locations for Services