



## **Website Design Process**

### **Getting Started**

Here's a good way to get started pulling together your website. How your site will look is determined by what it will contain and how it needs to function. I work closely with clients to understand their needs so that their website will be well organized and succinctly communicate their product and/or service.

1. **Create an outline** of what you want your website to say, the information you want to provide to your potential customers.
2. **Collect URLs** (web addresses) of sites you like (for their color scheme, layout, theme, etc.), preferably of businesses similar to yours.
3. **Write the content** — flesh out your outline. It doesn't have to be a lot—people don't want to read essays; just the necessary details.
4. **Assemble photos** to be included. You might need to take product photos or hire a photographer to take them, if you haven't already. If you have quite a few, burn them onto a CD. Optionally, Here are some links to stock photography sites which offer free or very low cost stock photos.
5. **Think about and write down your keywords**—what keyword phrases will people search on to find your website. Keep your keywords in mind when writing your content. We will want to include them in the page titles, headings and body copy to help search engines index your site most effectively.
6. **Arrange a meeting** (with me) to discuss your ideas for getting your business on the Web with a professionally designed website.

If you complete these tasks, you will be well on your way to creating an attractive and useful vehicle for advertising your products and services and communicating your company's value to potential customers.