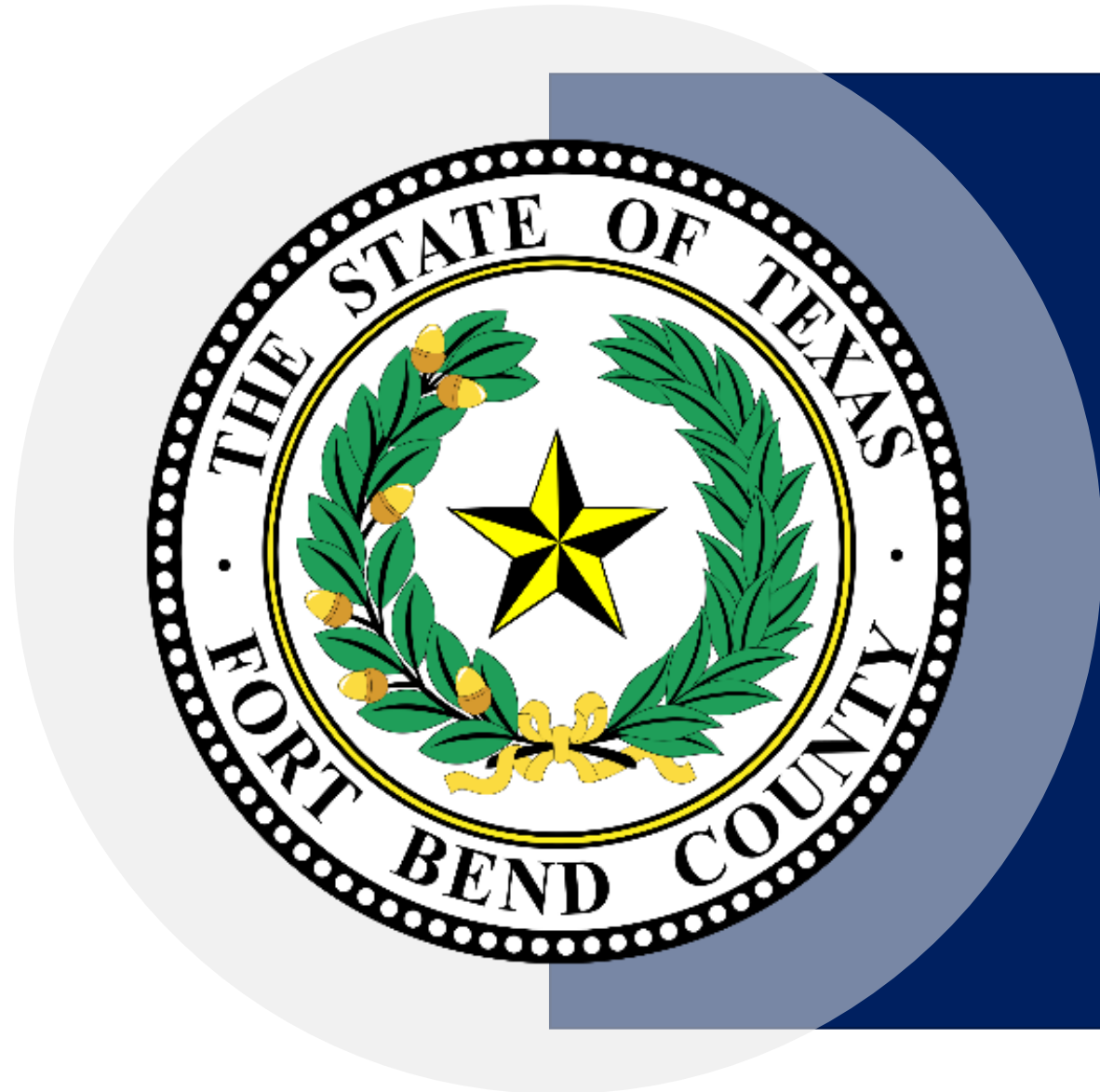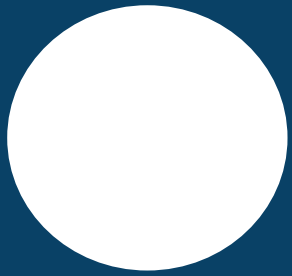# CREATING A WEBSITE

DECEMBER 16, 2021

OVERVIEW

1 — INTRODUCTION TO WEBSITE DEVELOPMENT

2 — DEVELOPING YOUR WEBSITE

3 — RUNNING YOUR WEBSITE

INTRODUCTION TO WEBSITE DEVELOPMENT

Why Build a Website?

A company website is often the best place to centralize your business online, providing a great location for prospective customers to find your:

- Location and contact information

- Product details

- eCommerce purchasing options

- Values and value proposition

- Company and product news

- Other business information

DISRUPTIVE   Services   Industries   About   Blog   Contact

Internet Marketing 101: Everything Beginners Need to Know

Click the image for more information

Although company websites have become overshadowed recently by other marketing tools, like social media, they are still essential for a cohesive online presence.

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Getting Started

Even for small businesses, company websites have become mandatory at a time in which most consumers rely on the internet first and foremost to research a product or find a service.

The following slides will walk you through the 12 steps required to develop a website and provide you with additional resources for your development journey.

With website development software becoming more and more robust and user-friendly, there has never been a better time to get started!

Step 1: Determine Your Website Goals

Before beginning development, **you should first determine your website's purpose by answering the following:**

- Do you intend to only provide your business's location and hours, or do you intend for your website to centralize all your digital content, platforms, and media?

- Will your website walk customers through your products and services in detail or refer them elsewhere for that information?

- Will your website include an eCommerce platform, or will it direct customers elsewhere to purchase your product?

Building a Business Website: A Small Business Guide

Karina Fabian
Business News Daily Staff
Updated Mar 16, 2021

Your small business needs a website. Here's how to build one.

Click the image for more information

Step 2: Select Your Domain Name

10 Key Steps To Build Great Small Business Website

Editors At AllBusiness Contributor
AllBusiness Contributor Group ⓘ
Small Business Strategy

By Allison Bowlus

Whether you are a freelance photographer, own or have another type of small business, a great w for your company's success. As a webmaster who building or marketing over 100 small business w what it takes to create great and engaging busine

If you are looking to build a new startup website

Click the image for more information

Choosing a good domain name is the first and best step toward establishing a strong online presence.

A good domain name is descriptive, easy to remember, and search-engine friendly.

Before purchasing your domain name, ensure it is:

- Short, thus easy to spell and remember

- Not already taken, copy-written, or similar to existing domain names

- Reasonably priced

- Contains either your company's name or keywords/geo-location information

    – Examples include either SmithInc.com or TexasCoffee.com

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Knowledge Check

Select the correct answer.

A good domain name:

A. Is short and easy to remember

B. Is reasonably priced

C. Contains either your company's name or keywords/geo-location information

D. All the above

Knowledge Check

Select the correct answer.

A good domain name:

    A.   Is short and easy to remember

    B.   Is reasonably priced

    C.   Contains either your company's name or keywords/geo-location information

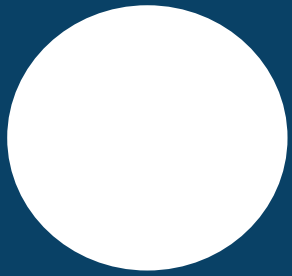   **D.   All the above**

A good domain name is short and easy to remember, is reasonably priced, and contains either your company's name or keywords/geo-location information

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DEVELOPING YOUR WEBSITE

Step 3: Purchase Your Domain Name

After you've chosen an effective domain name, purchase it through a domain registrar.
Popular registrars include:

- Domain.com

- GoDaddy

- NameCheap

- Squarespace

- GoogleDomains

The Best Domain Registrars Of October 2021

Amy Nichol Smith, Rob Watts

Contributor, Editor

Updated: Oct 13, 2021, 3:59pm

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Choosing the best domain registrar for your website is a bit more complicated than just looking for the lowest price. a huge factor, many registrars that offer low prices do not include privacy protection in the base rate—leaving your pe

Click the image for more information

Domain registrars differ in the services provided and pricing plans they operate under, **so be sure to thoroughly research a registrar before choosing it.**

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Step 4: Chose a Website Host

Choosing a good website host will determine the features, support options, and stability of your future website.

When choosing a website host, consider the following:

- Should your platform include an integrated eCommerce solution?

- Do you want a shared or dedicated server?
  - A shared server will be cheaper but less stable and secure

- Does this company have phone or chat technical support to help you solve issues?

- What kind of security does the host provide?

2. Purchase secure, scalable website hosting with good tech support

A website host (or sometimes referred to as a website hosting provider) is a company that offers the technology and services necessary for a website to be viewed on the internet. You connect your domain name to your hosting provider so that when users visit your website address, they are shown your website that you store on your hosting account.

Hosting services can cost anywhere between $2 to $100+ per month, depending on the kind of technology and support you choose. You can usually get a discount if you purchase a yearly plan as opposed to a monthly plan.

Here are some guidelines for choosing a good website hosting plan:

- Although you can get a "**shared server**" hosting plan for as little as $2 per month, I would typically advise against this. Shared hosting means you are sharing a server and its resources with other customers, which can make the

Click the image for more information

Step 5: Design and Develop Your Pages (1 of 2)

Before starting development, take some time to consider the following to ensure your website is cohesive, effective, and professional:

- **What are the goals** of your website (determined earlier in this process)?

- **Develop a clear description of your business** to be presented on your home screen

- **Place calls to action**, like "contact us," "about us," "buy this product" buttons where appropriate to keep the site engaging

- **Don't use common stock images** as they are easy to identify and can indicate low-quality to potential customers

4. Build your pages.

A good website is more than a static homepage. You'll want to create multiple pages dedicated to different aspects of your business, such as a detailed catalog of your products or services, or a blog section for company updates. As for your overall website, make sure each page supports the site's primary goal, has a clear purpose and includes a call to action (e.g., "learn more," "sign up," "contact us" or "buy this").

Click the image for more information

While your website will be unique to your product, service, and company goals, all good company websites include the following pages:

- **A homepage** that introduces potential customers to your products or services and features the information most vital to your customers (e.g., location and hour information for a restaurant)

- **A contact page** with phone numbers, email addresses, and other address information customers can use to communicate with you

- **An about page** containing a description and history of your business, as well as some of the names and faces of important employees

- **Information menus** in the header and footer for easy navigation

- **A Site Map** to improve your Search Engine Optimization (SEO)

Step 6: Choose an ECommerce Platform

If you intend to sell products directly from your site, you must choose and implement an eCommerce solution, like:

- Square

- WooCommerce

- Shopify

- Business Squarespace

The Best E-Commerce Platforms Of October 2021

Kathy Haan, Cassie Bottorff

Contributor, Editor

Published: Oct 15, 2021, 12:00pm

Editorial Note: Forbes Advisor may earn a commission on sales made from partner links on this page, but that doesn't affect our edi
opinions or evaluations.

The best e-commerce platform for your business depends on what features are important to you. Most software offers complimentary themes or templates, easy setup and a free plan. Some offer a free trial in place of a no-cost plan. You may p
a platform with inventory management or discounted shipping rates.

Click the image for more information

Some web hosts offer integrated eCommerce solutions, so be sure to facture the price of a separate eCommerce solution into the equation when researching web hosts.

Step 7: Choose a Content Management System

You should also integrate a **Content Management System (CMS)**, which will provide tools for creating and managing the content on your site.

Ensure you choose a system that is best for your level of experience. Popular solutions include:

- Squarespace

- WordPress

- Joomla!

- Drupal

4. Implement the best content management system

A content management system (CMS) is a software program or application that is used to create and manage digital content. A good CMS will help you maintain your site, and you don't need much technical knowledge to use it. You should choose a CMS that is designed for your unique needs; different systems are used for different reasons, such as user-friendliness, extensibility, and budget.

The following are some popular systems with descriptions of their

Click the image for more information

Step 8: Create a Website User Interface

The following are best practices for ensuring your website is attractive, easy to navigate, and professional looking:

- **Keep your site stylistically consistent**

- **Select easy to read fonts and font colors**

- **Research your competition and target audience** to better tailor your website to their interests

- **Ensure the navigation panel is easy to find** on every page

6. Create an interesting, memorable, and engaging website user interface

Make sure your small business website interface leaves a positive impression that drives results. You can do so by implementing the

Click the image for more information

Step 9: Optimize Your Website for Search Engines

SEO is the complex but free process for improving your website's search engine visibility.

By adjusting your site to fit the following criteria, your site will appear much sooner in a search engine's results:

- Optimizing website code

- Researching and integrating keywords

- Ensuring your site is mobile friendly

- Linking your site internally to increase the number of pages a visitor clicks on

- Linking your site via your social media

Click the image for more information

Knowledge Check

Select the correct answer.

Which of the following is **NOT** an SEO improvement?

    A.   Consolidating all your site's info to one webpage

    B.   Researching and integrating keywords

    C.   Linking your site internally

    D.   Ensuring your site is mobile friendly

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THE STATE OF TEXAS · FORT BEND COUNTY

Knowledge Check

Select the correct answer.

Which of the following is **NOT** an SEO improvement?

A. **Consolidating all your site's info to one webpage**

B. Researching and integrating keywords

C. Linking your site internally

D. Ensuring your site is mobile friendly

> **You do not want to minimize the number of webpages your site has because increasing the amount of time people spend on your site increases its SEO.**
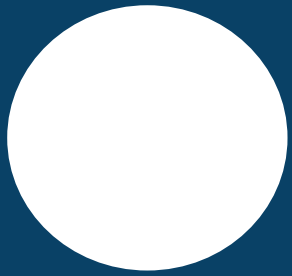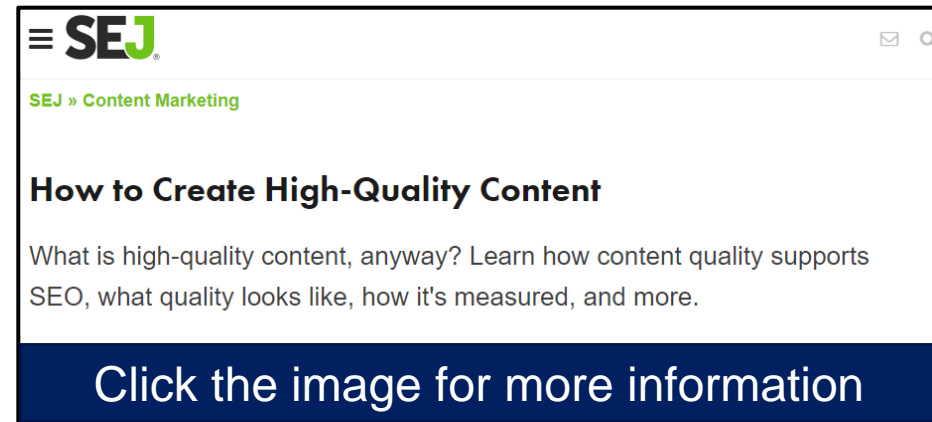
RUNNING YOUR WEBSITE

Step 10: Create and Publish High-Quality Content

Frequently publishing quality content improves your SEO and, thus, site traffic. Creating and publishing a consistent stream of material, including the following, will grow your site and attract new customers:

- **Infographics**

- **Articles**

- **Videos**

- **Testimonials**

≡ **SEJ**

SEJ » Content Marketing

How to Create High-Quality Content

What is high-quality content, anyway? Learn how content quality supports SEO, what quality looks like, how it's measured, and more.

Click the image for more information

Like everything else on the site, its important that these materials fit the tone and style of your site.

Before advertising your site, ensure it works on major browsers and mobile platforms. Doing so will increase the accessibility of the site.

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Step 11: Install Webmaster Tools

By Installing Bing Webmaster tools, Google Search Console, and Google Analytics, you can track the following information on your site to learn:

- **The number of visitors your site** received daily, weekly, and monthly

- **How many times each page was viewed**

- **Keywords that brought customers to your website**

- **The average time spent on your site** per customer

- **The site's "bounce rate,"** or the percentage of visitors who viewed only one page and left after

- **Other metrics to improve your site** and its SEO

9. Install webmaster tools

Make use of vital data to help you analyze traffic and site performance by installing Google Analytics and Google Sea Console (both preferably via Google Tag Manager), and Bir Webmaster Tools. These tools can be used to track the foll types of information:

- Daily, weekly, and monthly visitors to your site

- Number of views on each page of your site

- "Bounce rate"—the percentage of users who come to and leave after having only viewed one page (Google algorithms give higher rankings to websites that hav bounce rate, on the theory that visitors are spending time on the site and find it valuable.)

- Average time spent on site by visitors

- Crawl errors on your site (errors that the search eng on your site in crawling its content)

Click the image for more information

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Step 12: Maintain Your Website

Once your site is established, all that's left to do is establish and follow a maintenance plan.
Regular maintenance will improve your site's SEO, security, and trustworthiness.
Good maintenance typically includes:

How To Perform Website Maintenance: A Small Business Guide

Allie Wolff

As a business owner, maintaining your website is just as important as maintaining your books. That's because a

10 REASONS WEBSITE VISITORS

Click the image for more information

- **Keeping all software updated**

- **Running security scans** to root out malware and ensure the site is secure

- **Continually improving SEO**

- **Regularly uploading fresh content**

- **Allowing visitors to provide feedback** on your site's usability and features

- **Using Webmaster Tools and traffic** data to improve your site's functionality and SEO

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Knowledge Check

Select the correct answer.

Regularly publishing fresh content to your website will:

A. Improve your SEO
B. Attract new customers
C. Both A and B
D. Improve your site's security

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Knowledge Check

Select the correct answer.

Regularly publishing fresh content to your website will:

A. Improve your SEO
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Frequently publishing quality content improves your SEO and, thus, site traffic. Creating and publishing a consistent stream of material will grow your site and attract new customers.

RESOURCES

Introduction to Website Development — Resources

Review the following links on your own time to learn more about the subjects presented in this training:

- IONOS – Online Marketing Basics: What you should know

- Disruptive – Internet Marketing 101: Everything beginners need to know

- Optinmonster.com – 10 Best Website builders for small business compared (pros and cons)

- Business News Daily – Building a Business Website: A Small Business Guide

- Forbs.com – 10 Key Steps to Building a Great Small Business Website

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Developing Your Website — Resources

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- Forbs.com – [The Best 10 Domain Name Registrars of 2021](#)

- Forbs.com – [Best E-Commerce Platforms of October 2021](#)

- Disruptive Advertising – [Internet Marketing 101](#)

- QuickSprout – [The beginner's guide to online marketing](#)

- QuickSprout – [Everything SEO Related](#)

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- Search Engine Journal – How to Create High-Quality Content

- Benchmark One.com – How to Perform Website Maintenance: A Small Business Guide

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