

## **Basic steps to getting a website:**

### **1 Research:**

Ask yourself, who is your audience, what information does the website need display, what categories should the content be organised into, how could it be visually presented, who should it appeal to, look at competitors websites, take notes or print off examples of what you like and don't like.

### **2 Decide website structure:**

Based on the above conclude how the content of the site will be categorised into pages and how they will link together. This enables us to look at the navigation of the site. Think of your website as like being pages of a book – the contents at the beginning being a list of all the buttons the website will have in order to link to these pages.

### **3 Graphics-identity-visual presentation:**

The designer can now start to put ideas together on how the site could look. It is their role to use their design skills to interpret how your product/service could be presented. Working with existing graphics such as logos and any relevant visual references you wish them to consider given to them during stage 1.

### **4 Get the website content together:**

Whilst the designer is working on the graphics this is the best time for you to gather the content for the site. The content needs to be ready for them to use when they come to build the website to avoid any delay or extra cost incurred by the site structure having to be re-designed due to new categories of information being added in at a late stage in it's development.

Only you have the in depth knowledge of what you do to provide the text and descriptions for your website. It's worth taking the time to gather the content because uninformative and badly written content can potentially give the wrong impression of your company where as good content creates opportunity to enhance it. It also stands you a much greater chance of people staying on your website to read through the material. The content has just as an important role as the visual design to hold visitors attention by being informative and interesting. It's important to remember that a competitors website is just a click away so you need to aim to make you pages 'sticky'.

Depending on budget some companies will invest in hiring a copywriter and a photographer to make sure the written and visual content of their website is of a high standard.

### **5 Building the website:**

Once the visual side of the web is concluded the web pages can start to be built. This is when the designer will start to use content you have given them to put into the web pages such as text, descriptions and photographs along with the graphics they have designed.

### **6 Search engines:**

Titles, keywords and descriptions need to be added to your pages for the search engines to find your website when it is live.