AN INTRODUCTION TO

HOW I CREATE WEBSITES

THE STEP-BY-STEP GUIDE OF MY WEBSITE CREATION PROCESS

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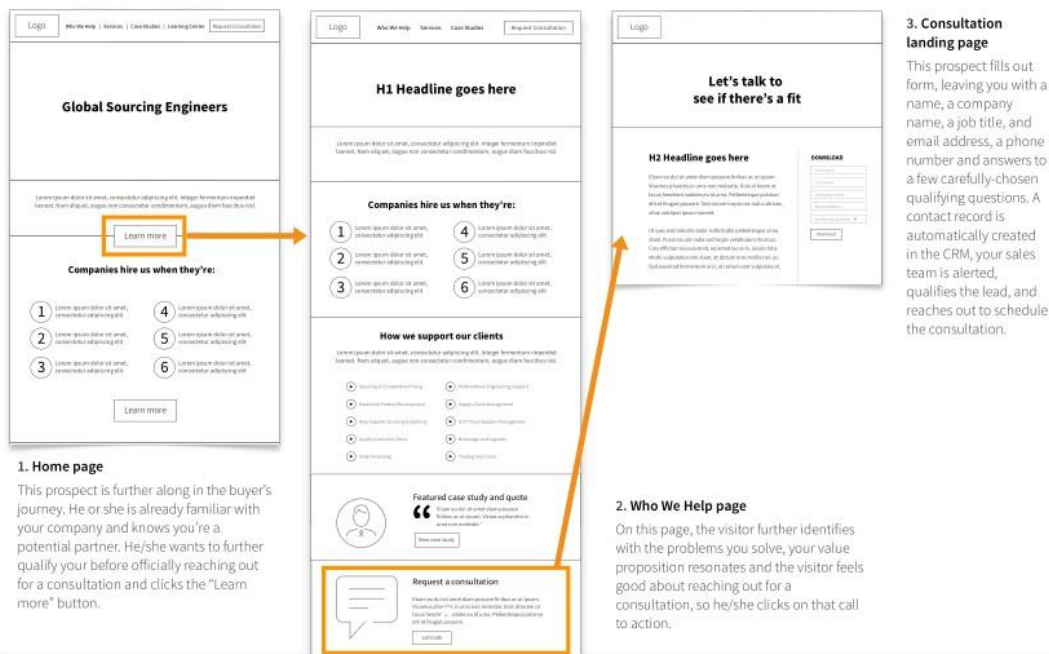
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STEP 1. Research

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Research & Wireframes

Let's find out how your competitors do it

The first step is where I learn about your business. I want to find out everything about your business goals, your customers interests, age, behavior and how can your website solve their problems in the optimal way. Then I take a look at the websites of your competitors to establish context and benchmark of what already exists and how can we create something even better on top of it. This step gives us the foundation for moving forward with just the right recommendations for the design and development of your new responsive website.

- **Your business goals**
- **Your customer behavior**
- **Wireframes**

User flow #3: Ready-to-talk buyer

1. Home page

This prospect is further along in the buyer's journey. He or she is already familiar with your company and knows you're a potential partner. He/she wants to further qualify your before officially reaching out for a consultation and clicks the "Learn more" button.

2. Who We Help page

On this page, the visitor further identifies with the problems you solve, your value proposition resonates and the visitor feels good about reaching out for a consultation, so he/she clicks on that call to action.

3. Consultation landing page

This prospect fills out form, leaving you with a name, a company name, a job title, and email address, a phone number and answers to a few carefully-chosen qualifying questions. A contact record is automatically created in the CRM, your sales team is alerted, qualifies the lead, and reaches out to schedule the consultation.

User flow #3 overview

- This user flow is designed for a potential prospect who likely already knows who you are.
- He or she has already investigated solutions to the problems at hand and is looking to qualify a short list of potential solution providers.
- So he/she visits your site, arriving via the home page and navigates through qualifying content including the Who We Help page, maybe some case studies and likely some of your educational, problem-centric articles as well.
- Your objectives are to qualify yourself an an expert in addressing the need at hand and prompt a consultation request.

Wireframes: are skeletons of a website. We create them based on your "customer personas". We come up with personas in the research phase. We create "user flows" based on the personas, these cover steps that your visitors take on the website to solve their problems. Here are some examples of customer personas:

- **Problem-aware Google searcher**
- **Solution-aware Google searcher**
- **Ready-to-talk buyer**

" *Good user experience follows "don't make me think" design principles.* "

- Steve Krug

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STEP 2. Design

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Design

Let's create something beautiful

Design starts with creating wireframes of your websites, along with the research steps. These are simple skeletons of the pages that explain how content should be laid out on the screen. I also create user flows, this is an abstract of at least three personas of your websites visitors. Someone who just seeks information, someone who is context aware but not sure if what you're offering is the right thing for him and someone who is a ready to talk buyer. We design wireframes so all possible visitor personas can solve their problems easily and not get frustrated or overwhelmed by your website. Once the wireframes are done, we have to style them. This is where we implement colors, photos, shapes and animations to make the website alive. If your brand has a logo we make sure the colors we use harmonize with it and create a beautiful experience for the visitor. We show you designs and adjust them to your liking.

- **Your logo is the primary visual representation of your brand**
- **Design is consistent with your logo, shapes and colors harmonize across the website**
- **I send you over the designs and we iterate until you like what you see**

Mockups: are styled wireframes. Once the mockups are done we send them over to you and change the designs until you like them. Once we agree on how the website should look like we get our hands dirty with code.

- **Beautiful design that matches your audience's interests**
- **Combination of colors and shapes that harmonize together creating an aesthetically pleasing experience**

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STEP 3. Development

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Development

Let's get nerdy

Once the designs are finished I get my hands dirty with code. Utilizing the latest HTML3, CSS3, SCSS and SVG techniques I write semantic and maintainable code utilizing the best practices and design patterns. I often use gulp.js as my task runner. We set up a testing url where only you can preview your website and test it for bugs on all different screen sizes and modern web browsers (Firefox, Chrome, Safari, Internet Explorer 9+). After the static website is complete, I turn it into customizable Wordpress theme utilizing the advanced custom fields plugin.

- **Well structured w3c validated and maintainable code**
- **Following the latest front end design techniques and design patterns**
- **Responsive design – website works on all screens sizes**

Development: is the most challenging part of the website creation. Turning an image into a fully responsive and functional web page is done by writing code. Software, as the name suggests, is the "soft" side of computing and is done with patience and caring. Even a single dot in the code can create bugs and make the website not function as intended.

- **I write code following the latest standards and techniques**
- **You get to test the website for bugs as it's being made**
- **The code is well structure and organized so it can be easily edited by a different developer in the future.**

" If you want your code easy to write, make it easy to read. "
- Robert C. martin

Let's talk business!

That's a brief description of how I approach my website development process. If you're interested please contact me via Upwork by searching Filip Rastovic on Google or click the button bellow.

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