

LAUNCHING A WEBSITE

GRADING

Activity	Points
Website Proposal	50%
Team Website w/Features	50%

WEBSITE PROPOSAL + WEBSITE

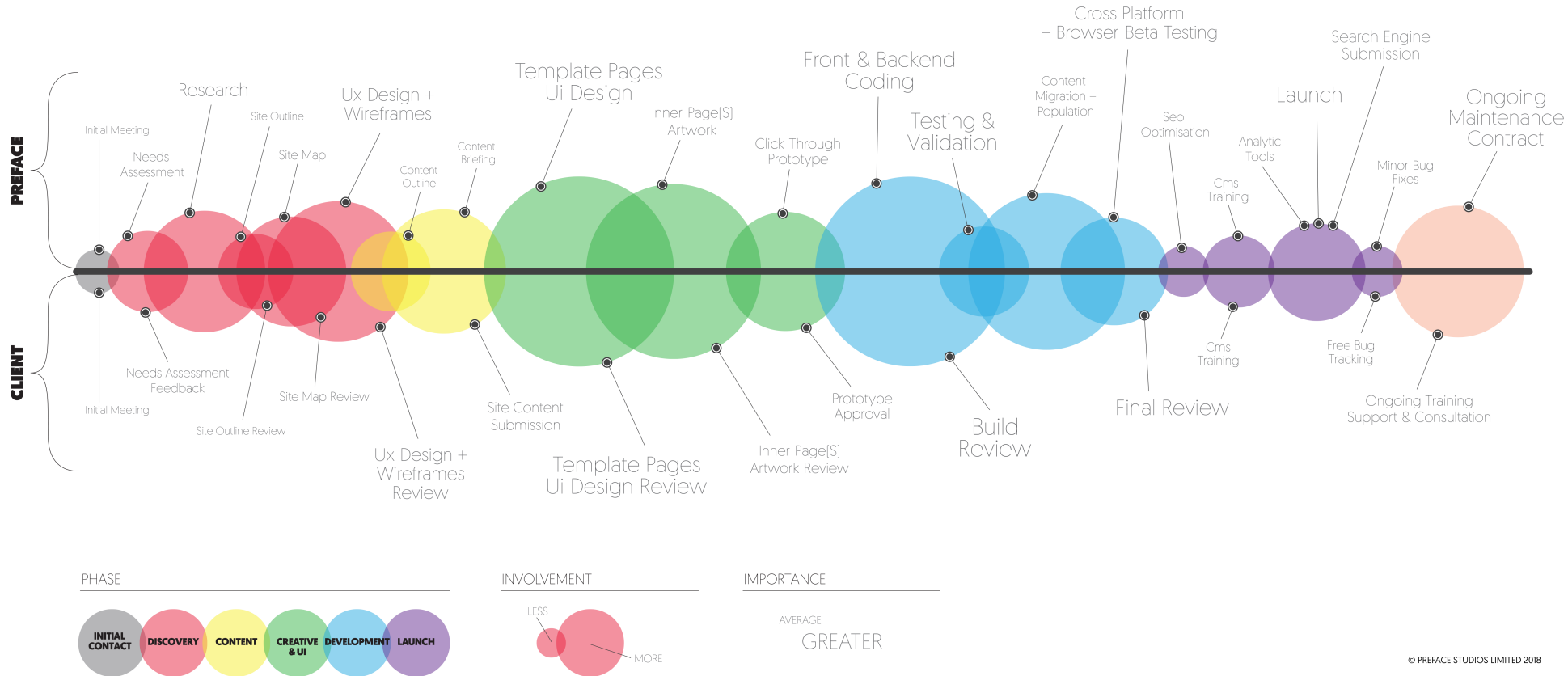
You will work in teams of 4-5 to create a 5-10 page website proposal for a real or fictitious company. **Due: 3pm April 9.**

This proposal will also be used to build a small prototype of the website and add features that we will be covering in class. **Due: 3pm on Thursday, April 11**

Details found on Brightspace.

WEB DEVELOPMENT PROCESS

THE WEBSITE PROCESS



4 PHASES

1. Plan
2. Design
3. Development
4. Launch

PLAN

1. Competitor Analysis
2. Client Goals
3. Target Audience
4. Needs Assessment
5. Define Scope
6. Create Sitemap
7. Gather content

DESIGN

1. Wireframes
2. Visual Identity
3. Web and Component Design

DEVELOPMENT

1. Build website
2. Populate the website with content
3. Test website
4. Conduct user testing

LAUNCH

1. Train clients
2. SEO
3. Marketing
4. Maintenance
5. Evaluating success of website
6. Improving website

PLANNING A WEBSITE

CLIENT HOMEWORK/INTERVIEW

- Goals
- Target Audience
- Competitors
- Website Needs vs Wants

WEBSITE GOALS

EXAMPLE: RESTAURANT VS MUSICIAN

Goals:

1. I want people to be able to easily find me.
2. I want to tell people about my products and services.

EXAMPLE - RESTAURANT "ABC"

Specific Goals:

1. I want nearby customers searching on their phone to be able to easily find me, especially my location and phone number.
2. I want customers to easily find my menu and specials.
3. I want to update special events and promotions.

EXAMPLE - MUSICIAN "XYZ"

Specific Goals:

1. I want people world wide to find my website.
2. I want to be able to sell CDs and downloads on my site.
3. I want to have a membership area to connect with super-fans.

MINI-GOALS

Every page should lead to an action. What should someone do after visiting this page?

- About Page -> Contact Me
- Restaurant Menu -> Make a Reservation
- Events Page -> Buy Tickets

ACTIVITY: WHAT ARE YOUR GOALS?

- Think about your portfolio website.
- What are your specific goals?
- Create mini-goals for each of these common portfolio pages:
 - Home
 - About
 - Services
 - Portfolio
 - Contact

TARGET AUDIENCE

**"EVERYONE" IS NOT A TARGET
AUDIENCE.**

EXAMPLE: TEXAS BEARD COMPANY

The banner features a dark, textured background with a misty forest scene. At the top left is the Texas Beard Co. logo, a shield with a beard icon. To its right is a navigation menu with links: Shop All, Beard Oil & Balm, Beard Wash, Grooming, Gifts, and Merchandise. In the center, the text "ALL NATURAL" is above "BEARD CARE" in a large, white, stylized font. Below the text, a collection of products is displayed: a beard brush, a jar of balm, a bottle of beard oil, a smaller bottle of beard oil, and a wooden comb. At the bottom, five customer reviews are shown, each with five yellow stars and a quote.

TEXAS BEARD CO.

Shop All Beard Oil & Balm Beard Wash Grooming Gifts Merchandise

— ALL NATURAL —

BEARD CARE

★★★★★
"Beard GREATNESS!"

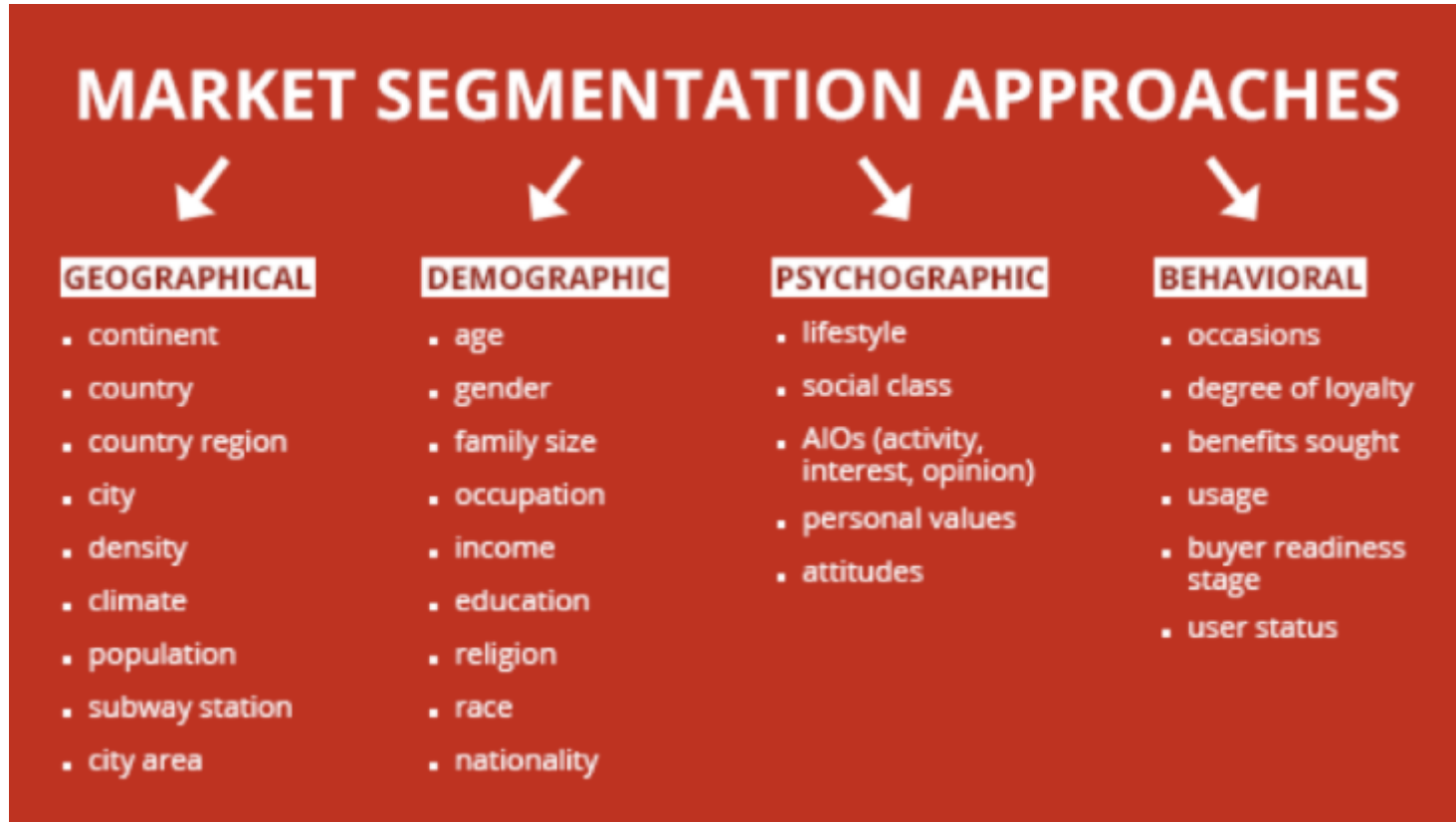
★★★★★
"My new favorite beard oil "

★★★★★
"Great products, fresh scent!"

★★★★★
"Just Awesome"

★★★★★
"This oil is a must for beards!"

TARGET AUDIENCE - SEGMENTS



TARGET AUDIENCE

Use your target audience to help decide design and user experience choices.

- A website for kids might include bright primary colors and use a large font size with short sentences and a lot of helpful visual explanations.
- A website for adults may look cleaner with a lot more white space.

ACTIVITY: TARGET AUDIENCE

Think about your personal website. Answer these questions.

1. Describe your target audience (general age, income, location, hobbies, etc.)
2. What are their problems?
3. Why do they want a solution to this problem?
4. How can you help them?

COMPETITOR ANALYSIS

COMPETITOR ANALYSIS

- Gain a better understanding of the market and how to position the client
- Analyze 3-5 competitor websites
- 3 Basic Questions
 - What are they selling?
 - What are they communicating?
 - What are they missing?

1. COLLECT AND ORGANIZE

- Set up a spreadsheet with a column for each competitor and also one for your client if they already have a website

2. ANALYZE

- Start with a high-level analysis:
 - **Strengths** - Characteristics of the website that give an advantage and help reach objectives.
 - What is this website really good at?
 - What do they do better than others?
 - **Weaknesses** - Website characteristics that present a disadvantage or prevent the competitor from reaching objectives.
 - What is this website bad at?
 - What do the competitors do better?

2B. ANALYZE MORE

Go through a checklist to analyze each website

- [Alexa Score](#) by Amazon
- [Website Grader](#) by HubSpot
- [SEMRush](#)

2C. ANALYZE EVEN MORE

- Key messages - what are they?
- Social icons - what platforms do they use?
- Is the design modern or outdated?
- Does the website use compelling visuals?
- Is the website responsive?
- Does the website have unique functionality?

2D. ANALYZE EVEN MORE!!!

- eCommerce?
- Lead magnet/email signup
- Audio?
- Video?
- Membership-only content?
- Blog?
- Forum?
- Chat?
- User surveys?
- Multi-language?
- Localization?

STEP 3: PRESENT YOUR RESEARCH

- What are your client's strengths and weaknesses?
- What do you recommend for your client's website based on the research you performed?
- Where do you want to emulate vs differentiate?

ACTIVITY: COMPETITOR RESEARCH

- Choose 1-3 competitors for your personal website (don't choose your classmate's websites 😂)
- Set up a spreadsheet to analyze them
 - What are there strengths?
 - What are there weaknesses?
 - What features do you like?
 - What features do you hate?

NEEDS ASSESSMENT

NEEDS ASSESSMENT QUESTIONS

- What features are required for the website?
- What features do you want but aren't necessary?
- What features do you not want?
- What pages do you want on your navigation?

COLLECT CONTENT ON TIME

1. SET EXPECTATIONS

- **Website questionnaire:** Ask about their content and if they already have it together.
- **Initial meeting:** reiterate that you need content from them. Mention that websites that don't launch on time are usually behind due to content delays.
- **Proposal:** Obvious section that lists important stuff in plain English including that you need their content. Don't develop until you have content.

2. GIVE REMINDERS

- **Time Blocking:** Allocate time each week to check in on the progress of all projects. Check in on content as part of it.
- **Follow Up:** You can use a tool like [FollowUpThen](#) to schedule email reminders.
- **Email Automation:** If you use a email automation tool like Mailchimp you can send clients a series of email reminders.

3. HELP THEM VISUALIZE

- **Wireframes:** Show your clients what type of content you'll need from them and where it will go on the website.
- **Content Workbook:** Create a document (Google Docs is great for this) with prompts for the types of content you need from your client.

4. GIVE GUIDANCE

- **Videos:** Use video to guide clients through the document and show examples of websites that might help them. [Try Loom](#)
- **Instructions and constraints:** Explain the purpose of each piece of content and guidelines they need to follow (including copyright laws, image sizes, character limits, etc.).
- **Provide resources:** Give links that better explain things (How to Write the Perfect Headline).

ACTIVITY: CONTENT

- What content do you need for your portfolio website? Make a list.
 - Think about your biography, descriptions of your work, headlines, images, text on buttons
- If you have time, start checking the list off by creating and collecting content.

CHOOSE A DOMAIN NAME

A GOOD DOMAIN NAME

- 1st choice: .com
- 2nd choice : .ca (in Canada)
- Do you want any other extensions? (.org, .co, .biz, .info, .io)
- Make the name as short as possible and unique
- Avoid numbers and symbols
- Keep the name lowercase and make sure it's easy to read and write and **not easily confused with something bad** (IT Scrap -> ITScrap.com -> itscrap.com -> uh oh)
- Is the domain name available?

ACTIVITY: CHOOSE A DOMAIN NAME

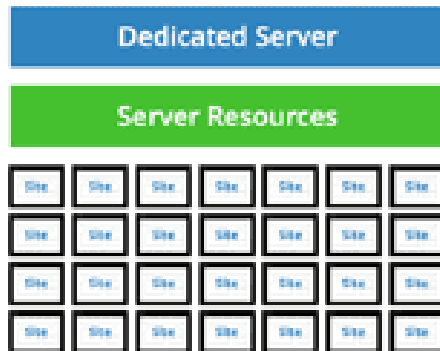
If you already have a domain name for your portfolio site, pretend its already taken.

- Go to <https://www.namecheap.com/>
- Find 3 domain names you'd be happy with

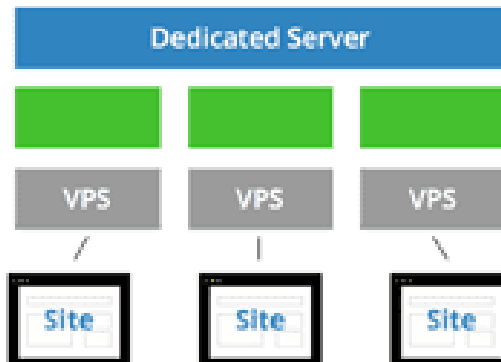
CHOOSE HOSTING

1. WHICH TYPE OF HOSTING DO YOU NEED?

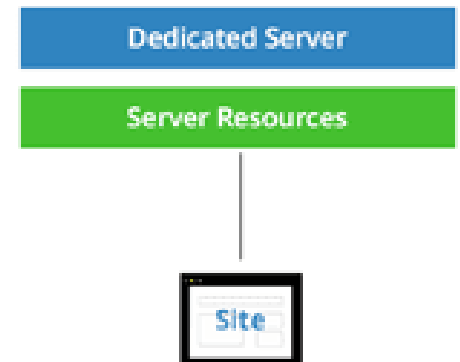
Shared Hosting



VPS Hosting



Dedicated Server Hosting



2. DETERMINE WHAT TYPE OF SITE YOU'RE BUILDING

- Blog?
- Online Store?
- Online Portfolio or Résumé?
- WordPress?
- static HTML?
- web app with lots of photos or calculations?

Make sure you understand the technical requirements needed for your website and check to see if the hosting provider supports those requirements.

HOW MUCH TRAFFIC DO YOU EXPECT TO RECEIVE?

- This will determine how much resources you need and whether or not you need a host that offers scalability.

WHAT IS YOUR MONTHLY BUDGET?

This will help you weed out certain hosts and packages.

RELIABILITY, SPEED, BACKUPS, SUPPORT

- Avoid hosting companies that report anything below 99% uptime.
- Find speed stats on a hosting company's website and then browse through online reviews to see how customers' sites have performed.
- Look for hosts that backup your site every 24 hours.
- Look for hosts with good customer support (check support hours, channels (live chat, email, phone), read reviews)

ACTIVITY: CHOOSE HOSTING

- Find 3 different hosting services for your portfolio site.
- What are the pros and cons of each?
- Which one would you choose and why?

WEBSITE MAINTENANCE

WILL YOU OFFER A MAINTENANCE PACKAGE?

- Increase income
- Quick and relatively easy work
- Build a relationship with your client
- Offer peace of mind and support

TYPES OF SERVICES

- CMS updates
- Theme and plugin updates
- Automatic Backups
- Extra Manual Backups
- Security
- Support and answer client questions
- Site Health Checks (broken links, page speed, etc.)
- Minor changes to website
- Analytics tracking and reporting
- Content creation
- Email marketing

If you don't want to sell packages, offer your client recommendations for companies who do.

ACTIVITY: MAINTENANCE

What kind of maintenance will your portfolio website need?

- Make a list of the types of maintenance required and how often you would perform each type of maintenance.

LEGAL REQUIREMENTS

Disclaimer: I am not a lawyer.

LEGAL REQUIREMENTS

1. **Privacy Policy** - What info you're collecting from visitors and what you're doing with it.
2. **Terms and Conditions** - A contract between the website owner and website visitor.
3. **Copyright Designations** - Copyright symbol in the footer is common

CREATING LEGAL DOCUMENTS

1. Hire a lawyer

2. Buy a template

- <https://www.youonlinegenius.com/>
- <https://www.shopcreativelaw.com/>
- <https://thecontractshop.com/>

3. Use a generator

- <https://getterms.io/>
- <https://www.freeprivacypolicy.com/>
- <https://www.shopify.com/tools/policy-generator>
- <https://www.shopify.com/tools/policy-generator/terms-and-conditions>

ACTIVITY: PRIVACY POLICY

- Explore the generators and contract shops.
- Try generating a privacy policy and terms of service for your website.
- Is there anything the free policies are missing that you need?

DEVELOP A MARKETING PLAN

MARKETING PLAN

- **Plan. Plan. Plan.** - Put effort into building a communications plan to market the new website.
- **Get Early Buy In** - Engage users during beta testing to get them excited about the new website. Put up a Coming Soon page and start collecting email addresses.
- **Prepare for the Worst** - What's the plan if the launch doesn't go smoothly?
- **Don't Launch Before a Big Event** - Launch day should be a quiet day so that you can test the site and make sure things are working.
- **Mix and Match** - Use both online and offline marketing techniques.

ONLINE MARKETING

- Blog
- Video
- Permission-based email campaign
- Pay-per-click ads
- Social media

OFFLINE MARKETING

- Print, brochures, ads
- TV, radio, press release
- Billboards
- Business cards
- Contests
- Clothing and other merchandise
- URL on vehicles

ACTIVITY: CREATE A MARKETING PLAN

- Collecting emails is incredibly important for marketing.
- What can you offer visitors in exchange for signing up for a newsletter?
 - ebook
 - video
 - email course
 - [other examples](#)
- Start working on creating that lead magnet.

CREATE A PROPOSAL

PARTS OF A PROPOSAL

- Project Overview
- Goals
- Audience
- Delivery Requirements
- Site Content
- Site Structure
- Visual Design
- Budget
- Promotional Plan