THE PROCESS BEHIND BUILDING A WEBSITE

1- DEFINE THE PROJECT:

- Define who the website is for. Is it for yourself? For a client of your agency or your freelancing business?

- Define what the website is for. In Other words, define business and user goals of your website project.

  o Business goal example: Selling Premium dog food.

  o User goal example: Finding high-quality dog food for good price.

- Define a target audience. Be really specific. If possible and if it makes sense for your website

  o Women, 20 to 40 years old, living in Europe, earning over 2000€/month, with a passion for dogs.

2- PLAN THE PROJECT:

- Plan and gather website content: copy (text), images, videos etc.

- Content is usually provided by the client, but you also can help them produce and find some content. (simply finding free images is easiest, but if they want copy, charge them extra)

- For bigger sites, plan out the sitemap: what pages the site needs, and how they are related to one another. (content hierarchy)

- Based on the content, plan what sections each page needs in order to convey the content's message, and in which order.

- Define the website personality. (See web design section)

3- SKETCH LAYOUT AND COMPONENT IDEAS:

- Think about what components you need, and how you can use them in layout patterns.

- Get ideas out of your head: sketch them with pen and paper or some design software. (Figma)

- This is an iterative process: experiment with different components and layouts, until you arrive at a first good solution.

- You don't need to sketch everything, and don't make it perfect. At some point, you're ready to jump into HTML and CSS.

4- DESIGN AND BUILD WEBSITE:

- Use decisions, content and sketches from steps 1, 2 and 3 to design and build the website with HTML and CSS.

- You already have the layout and components that you selected in Step 3. In this step, you need to design the actual visual styles

- Create the design based on selected website personality, the design guidelines I showed you, and inspiration. (See web design section)

- Use the client's branding (If exists already) for design decisions whenever possible: colors, typography, icons, etc.

5- TEST AND OPTIMIZE:

- Make sure website works well in all major browsers. (Chrome, Firefoıx, Safari, Edge)

- Test the website on actual mobile devices, not just in DevTools.

- Optimize all images, in terms of dimensions and file size.

- Fix simple accessibility problems.

- Run the Lighthouse performance test in Chrome DevTools and try to fix reported issues.

- Think about Search Engine Optimization. (SEO)

6- LAUNCH THE MASTERPIECE:

- Once all work is done, everything is perfect, and you got approval from your client, it's time to share your masterpiece with the world!

- Upload your website files to a hosting platform. There are countiess platform, we will use one with a free plan. (Netlify)

- Choose and buy a great domain name, one that represents the brand well, is memorable and easy to write.

7- MAINTAIN AND KEEP UPDATING WEBSITE:

- Launching is not the end…

- Keep the website content updated over time. If you're working a client, you can create monthly maintenance contract.

- Install analtyics software (Google Analytics) to get statistics about website users.This may inform future changes in the site Structure and content.

- A blog that is updated regularly is a good way to keep users coming back, and is also good for SEO.