How to create a website

Websites are the perfect platform to grow an audience, convey a message, or sell a product. Though it may seem like a daunting task to newcomers, creating a website doesn’t have to involve coding. If you have a clear vision of your website’s purpose, the process of creating a website can be broken down into four simple steps.

# Design the user interface

The user interface (UI) deals with the appearance and interactivity of a website. If your website looks unappealing or confusing to navigate, you risk frustrating your users.

A good UI should follow these basic design principles.

* **Keep the design simple and consistent.** Stick to a particular theme with readable colors and fonts.
* **Be easy to use.** Every task must be easy to follow, and the website should also be accessible on mobile devices.
* **Avoid clutter.** Make use of white space. Organize your information into different pages or sections.

Figma and Canva are the most popular online platforms for creating UI prototypes. Not sure if your design works? Have someone test your prototype and offer feedback.

# Build your website

Now it’s time to build the website, using the UI prototype as a reference. There are three approaches to building a website: website builders, content management systems, and programming. Your choice will depend on your customization preferences and your website’s level of complexity.

## Website Builders

If you’re not comfortable with programming, consider a website builder. As the most beginner-friendly option, website builders streamline the process with various templates, themes, and add-ons. They also handle all hosting and security needs.

Here are the most popular website builders.

* Weebly
* Squarespace
* Wix

## Content Management Systems

For more customization, try a content management system (CMS). On top of managing web content, CMS software allows more extensions, custom designs, and programming. While some offer free or paid hosting plans, you can also use other web hosts like HostGator to publish your CMS site instead.

Below are the most popular content management systems.

* WordPress
* Joomla
* Drupal

## Program it yourself

Experienced programmers or curious learners may want to program a website from scratch. This is a great option for full control of your website, and for websites with more complex and dynamic content.

Simple websites are built using HTML and CSS, markup languages that define the structure and style of a web page. More complex websites will also need programming languages like JavaScript or PHP, or a database language like SQL. To publish your code files to the web, upload them to a web host using an FTP application.

# Register a domain name

A domain name is a web address, such as google.com. You can register a domain name through a website builder or a web host. Because the domain name is how your audience will find your website, it’s essential to pick the right one.

Domain names consist of two segments: the website name and the top-level domain. Your website name should be memorable and convey your brand in a few words or less. If you’re making a portfolio website, for example, you could use your name.

The top-level domain (TLD) consists of a period followed by some letters, such as .com or .org. Each TLD represents a specific type of website. Avoid obscure or irrelevant TLDs, as potential users may find them suspicious or hard to memorize. For most developers and businesses, general-purpose or commercial TLDs like .com or .xyz will work.

# Review and publish

Carefully review and test your website for typos, bugs, or design errors. Does the final product fulfill your website's purpose? Is your content well-organized? If so, you’re ready to publish.

You now have a working website! Regularly gather user feedback and update the website to increase reliability. To increase traffic, use search engine optimization to improve your website’s visibility in search results.

Creating a website for the first time sounds intimidating, but now you know it’s possible with enough planning and dedication.