7 Steps of building a Website

# DEFINE THE PROJECT

* Define **Who the website is for.** Is it for yourself? For a client of your agency or client of freelancing business?
* Define **What the website is for.** Define **business and user goals [providing info, selling something, entertaining]** of your website project
  + e.g.: business goal – Selling premium dog food

user goal – finding high quality dog food for good price

* Define **Target audience.** Be really specific if possible and if it makes sense for your website (this comes from the client)
  + e.g.: women 20 to 40 years old, living in Europe, earning over 2000£/month, with passion for dogs

# PLAN THE PROJECT

* Plan and gather **website content:** copy(text), images, videos, etc.
* Content is **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 which order and the content, plan **what sections each page** needs in order to convey the content’s message
* Define **website personality**

# SKETCH LAYOUT AND COMPONENT IDEAS

* Think about what **components** do you need, how you can use them in **layout patterns**
* Get ideas using **pen and paper** or with some design software and AI
* This is **iterative process**: experiment with different components and layouts, until you arrive at first good solution [**don’t make it perfect in sketch**]

# DESIGN AND BUILD WEBSITE

* Use the above steps 1,2,3 to **design and build the website with HTML & CSS**.
* Already have **layout** and **components** that you selected in step3. Actually **design visual styles**
* Create the design based on selected **website personality, design guidelines and inspiration**
* Use **Client’s branding** (if exists), for design decisions: **colors, typography, icons, etc.**

# TEST AND OPTIMIZE

* Make sure website works well in all **Major browsers** (**Chrome, safari, Firefox, edge**)
* Test website actually in mobile devices, not just in DevTools
* Optimize all the images, in terms of dimensions and file size
* Fix simple **accessibility** problems [e.g.: color contrast issues]
* Run the **lighthouse** performances in Chrome DevTools and try to fix reported issues
* Think about **SEARCH ENGINE OPTIMISATION [SEO]**

# LAUNCH THE MASTERPIECE

* Once work is done and got approval from client, time to share the website to world
* Upload the website files to **hosting platform**. There is countless platform, we will use Netlify (free plan)
* Choose and buy a great **domain name**, represents brand well and is memorable and easy to write

# MAINTAIN AND UPDATE WEBSITE

* Keep website **updated and maintained over time**. [if working with client, create monthly maintenance contract (recurring revenue)]
* Install **analytics software** (e.g. Google Analytics or Fathom) 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**.

**OMNIFOOD Project**

# Step – 1: Define the project

* **Define WHO the website is for?**

For a client - OMNIFOOD

* **Define WHAT the website is for?**

**Business goal:** Selling monthly food subscription

**User goal:** Eating healthy effortlessly, without spending a lot of time and money

* **Define Target Audience**

Busy people who like Technology, interested in healthy diet, have well-paying job

# Step – 2: Plan the project

* **Plan out the sitemap:**

We will build **one – page marketing website** (often called Landing page), so no sitemap

* **Define website personality**

Based on tech-centered target audience, as well as the actual product being sold, we will use the **Startup/upbeat personality** + **Calm/peaceful personality,** since website is about Customer Well-being

* **Plan page sections** 
  + – LOGO + Navigation
  + - Hero
  + - Featured In
  + - How it works
  + - Meals (and list of diets)
  + - Gallery
  + - Testimonials
  + – Pricing + features
  + - Call-to-Action [signup form]
  + - Footer [contact and additional info]

Responsive Design

# Definition: Design technique to **make a webpage adjust its layout** and **visual style to any possible screen size** (window or viewport size) [**desktops, mobiles, tablets, etc.**]

# Responsive Design Ingredients:

1. FLUID LAYOUTS:

* To allow webpage to adapt to the **current viewport width** (or even height)
* Use % (or vh/vw) instead of ‘px’ for elements that **should adapt to viewport** (usually layout)
* Use **max-width instead of width**

1. RESPONSIVE UNITS:

* Use **‘rem [root element font size]’** **unit instead of ‘px’** for most **lengths**
* To make it easy **to scale the entire layout down (or up) automatically**
* Helpful trick: **set 1rem to 10px for easy calculations**

1. FLEXIBLE IMAGES:

* By default, images **don’t scale automatically** as we change the viewport, so we need to fix it
* Always use % for image dimensions, together with the max-width property

1. MEDIA QUERIES:

* Bring responsive sites to life!
* To change CSS styles on **certain viewport widths (called breakpoints).**