1. Define the Project
2. Define the website is for. Is it for yourself? For a client of your agency or your freelancing business?
3. Define what the website is for. In other words, define business and user goals of your website project.
4. Define a target audience. Be specific if possible and if it makes sense for your website. (this can come from your client)
5. Plan the project
6. Plan and gather website content: copy (text), images, videos etc.
7. 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, change them extra)
8. For bigger sites, plan out the sitemap. What pages the site needs, and how they are related to one another (content hierarchy)
9. Based on the content, plan what sections each page needs to convey the contents message, and in which order
10. Define the website personality
11. Sketch Layout and component ideas
12. Think about components you need, and how you can use them in layout patterns
13. Get ideas out of your head: sketch them with pen and paper or with some design software (e.g. Figma)
14. This is an iterative process: experiment with different components and layouts, until you arrive at a first good situation
15. You don’t need to sketch everything, and don’t make it perfect. At some point, you are ready to jump into HTML and CSS.
16. Design and build website
17. Use decisions, content, and sketches from steps 1, 2 and 3 to design and build website with HTML and CSS (“designing in the browser”)
18. You already have the layout and components that you selected in step 3. In this step, you need to design the actual visual styles
19. Create the design based on selected website personality, the design guidelines I showed you, and inspiration
20. Use the clients branding (if it exists already) for design decisions whenever possible: colors, typography, icons etc.
21. Test and Optimize
22. Make sure website works well in all major browsers (Chrome, Firefox, Safari, Edge)
23. Optimize all images, in terms of dimensions and file size
24. Fix simple accessibility problems
25. Run the lighthouse performance test in chrome Devtools and try to fix reported issues
26. Think about Search Engine Optimization (SEO)
27. Launch the Masterpiece
28. Once all work is done, everything is perfect, and you got approval from your client (or yourself), it’s time to share your masterpiece with the world
29. Upload your website files to a hosting platform. There are countries platform, we will use one with a free plan (Netlify)
30. Choose and buy a great domain name, one that represents the brand well, is memorable and easy to write
31. Maintain and keep updating website
32. Launching is not the end…
33. Keep the website content updated over time. If you’re working with a client, you can create a monthly maintenance contract
34. Install analytics software (e.g. google analytics or Fathom) to get statistics about website

Users. This may inform future changes in site structure and content.

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