

Building Your Website - Tips & Tricks from Website Designers

From the Heathers with Gliffen Designs

- + Heather DeVine, Senior Designer
- + Heather Best, Project Manager

Who are you/ What is your business?


Sadie Sandwiches (e.g.)

- Sandwich shop: reubens, BLT's, subs, etc.
- Order at the counter, get a number, seat yourself
- Casual, relaxing environment
- Family-friendly
- Dog-friendly on outside patio
- Wi-fi




Why do you need a website?

Sadie Sandwiches

1. informative
 2. e-commerce
 3. portfolio/gallery
 4. blog
 5. non-profit
- 

Why do you need a website?

Sadie Sandwiches

1. **informative** menu, about, location
 2. e-commerce
 3. **portfolio/gallery** photos of restaurant, photos of food
 4. **blog** specials, events in the area, news/updates
 5. non-profit
- 

Do-It-Yourself

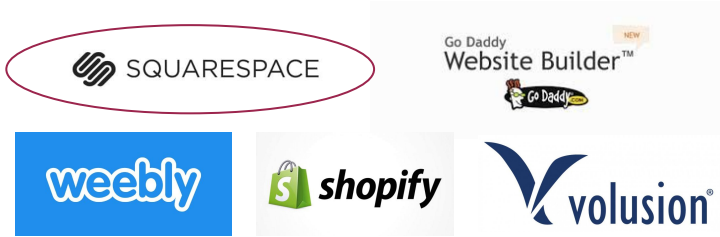
What to Do / Know First

Some Tips & Tricks

Do-It-Yourself: *What to Know/Do First*

1. Do your research & choose your platform:

a. Website builder:



b. Hosting/domain Registration

Most website builders will allow you to purchase your domain through them

c. Additional Features

If e-commerce: SSL, payment gateway, shipping options, etc.

2. Pick a domain name(s)

- Your business name
(e.g. www.sadiesandwiches.com)
- My industry & my location
(e.g. www.subshopjacksonhole.com)
- Vanity URLs - *Short & sweet*
(e.g. www.sadiesubs.com)

3. Setup your e-mail

- The website builder may have a solution for you, but we personally LOVE Google Apps for Work

4. Content creation

- Your business plan is already written and a great place to begin

Do-It-Yourself: *Some Tips & Tricks*

1. Images/Documents:

- a. Resize all images for web-use: 1000 - 1500 px max (width/height)
- b. Be sure to create "alt tags" on your images
IMG_0123.jpg vs. **Sadie_Sandwiches.jpg**

Alt tag: IMG_0123 vs. **Alt tag: Sadie Sandwiches**

2. Permalinks:

Instead of www.sadiesubs.com/about

Use www.sadiesubs.com/about-sadie-sandwiches



3. Text & Headings

Use Headings: h1, h2, h3, h4, h5 for headers in your text vs. using just bold to distinguish importance

4. Links

Refer to other pages by linking back to them and/or links to external sites.

5. Search Engine Optimization (SEO)

- All above tips (#1-4) play into good organic SEO
- Words matter

6. Basic Understanding of HTML/CSS:

Comes in handy when you try DIY Websites

* w3schools.com is a great resource

Hiring a Professional

What to Do / Know First

Some Tips & Tricks

Hiring a Professional: *What to Know/Do First*

1. Who should I hire?

Do some research first, check out their reviews and previous work to help make the best decision

- Freelancer
- Local* / Regional company
- National

2. Cost of a professional:

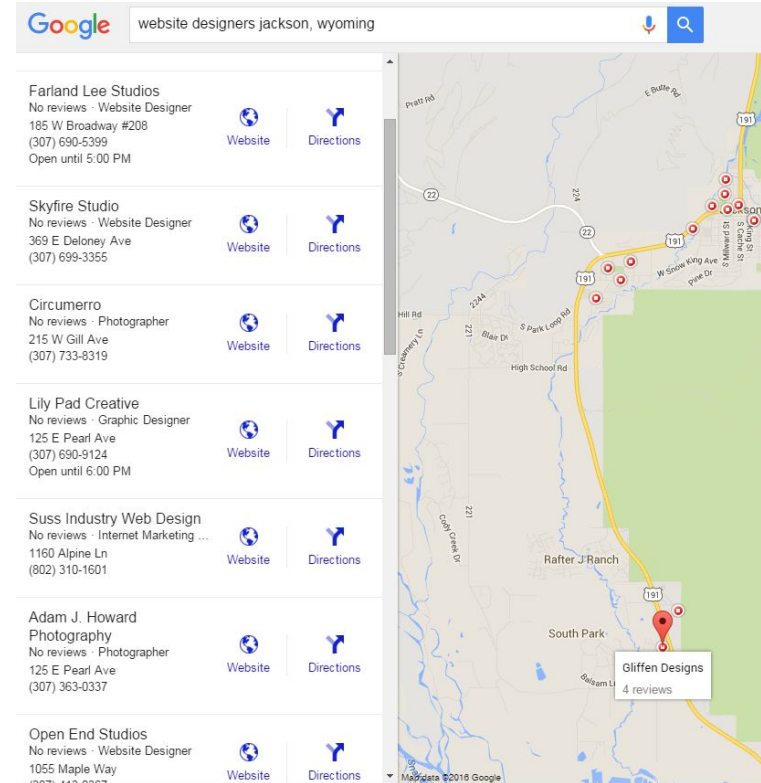
- This varies but it can be hourly, flat rate, contract work, etc.

** Understand the terms before beginning*

3. Are they the *right* match?

- Personality - do you get along?
- Design style - does it match with yours?

***Local** - the upside is you can walk in and speak to a person and they can potentially help during emergencies.



Hiring a Professional: *Some Tips & Tricks*

Other questions to ask yourself/the Web Designer:

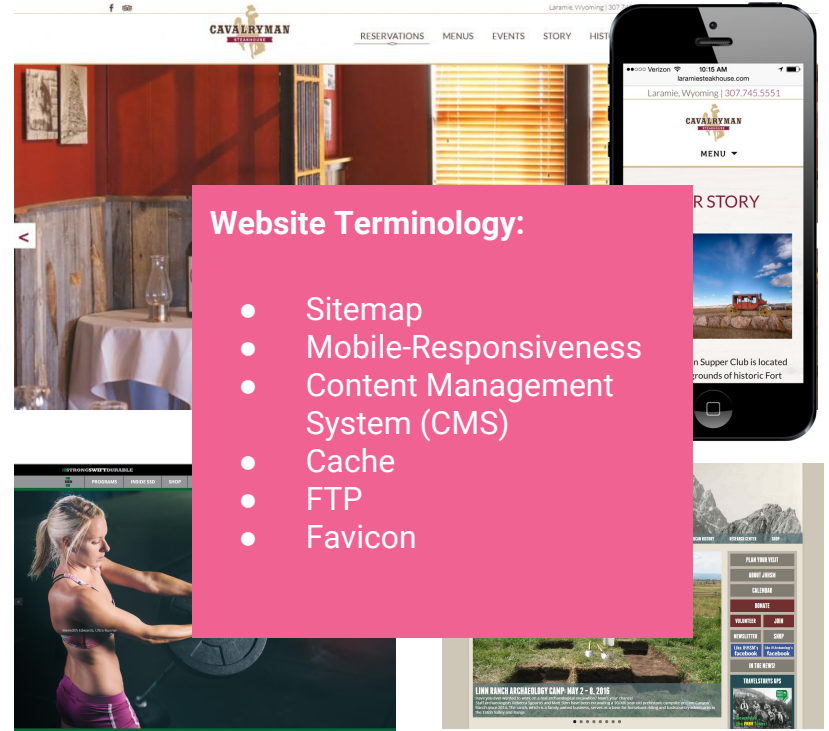
1. Will they **design** and then **build** the website for me? Or do I need find someone to do that?
2. What kind of **maintenance and upkeep** will my site need?

Can I do it myself?

3. Is the Web Designer available if I need **revisions or changes**?

*** Gain access to ALL accounts affiliated with YOUR business**

It's good to know where everything is, no matter what.



PROS

- Learning something new
- Flexibility
- Saving Money
- Sense of accomplishment

CONS

- Time Consuming
- It May Not Look Very Professional
- It Doesn't Work Exactly How You Wanted
- It Looks Too Much Like Other Websites
- Limited Capabilities

Gliffen Favorite FREE Online Tools

- **pixlr.com/editor**
to make edits to images, FREE online solution (similar to Photoshop)
- **smallpdf.com**
edits PDF files, convert files
- **google.com/fonts**
web friendly fonts, way cooler than Times New Roman and Arial
- **subtlepatterns.com**
pretty subtle patterns to consider using for your website
- **colorlovers.com**
find colors to use for your website/logo
- **google.com/trends**
get an idea on what search terms are ranking
- **firebug**
browser tool to inspect code
- **w3schools.com**
useful resource for basic html/css assistance and understanding

Q&A

Feel free to ask us any questions

Gliffen Designs

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Office Hours:

M - F 9 am - 5pm

Drop-ins work but Appointments are great!