Building Your Website - Tips & Tricks from Web Designers

From the Heathers of Gliffen Designs
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Who are you / What is your buisness?

Why do you need a website for your business?

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

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

1. Do your research & choose your platform:
  a. Website builder:
   SquareSpace, GoDaddy Website Builder, Weebly, Shopify, Volusion, Wordpress, Web.com

  b. Hosting/Domain Registration

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

2. Pick a domain name(s)
  - Your business name
  - Your industry & my location
  - Short & sweet

3. Setup your e-mail
   We LOVE Google Apps for Work

4. Content creation
   Your business plan is a good place to start

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

1. Images/Documents:
  a. Resize all images for web use
  b. Be sure to use "alt tags" or Alternative tags to describe images

2. Permalinks:
   Instead of: www.sadiesubs.com/*about*
   Use: www.sadiesubs.com/*about-sadie-sandwiches*

3. Text & Headings
   Headings: h1, h2, h3, h4, h5 for headers 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 organic SEO
  - Words matter, *they really do*

6. Basic Understanding of HTML/CSS:
   Comes in handy when you try DIY Websites
   * **w3schools.com** is a great resource

Hiring a Professional: *Some Tips & Tricks*

1. Who should I hire?
Do some research first, check out their reviews and previous work to help make the best decision

2. Cost of a professional:
* Understand the terms before beginning

3. Are they the right match?
- Personality - do you get along?
- Design style - does it match with yours?

4. Other questions to ask Yourself/Web Designer:
a. Will they design and then build the website for you? Or do you need find someone to do that?

b. What kind of maintenance and upkeep will my site need? Can you do it myself?

c. Is the Web Designer available if you need revisions or changes?

* Gain access to ALL accounts
affiliated with YOUR business things happen, but it's good to know where everything is, just in case you need to switch hands

Gliffen Favorite FREE Online Tools

pixlr.com/editor

smallpdf.com

google.com/fonts

subtlepatterns.com

colorlovers.com

google.com/trends

firebug.com

unsplash.com

apps.google.com

Website Terminology

- Sitemap
A list of pages that make up your website.

- Mobile-Responsiveness
A website that responses to the devices its viewed on like a tablet, smartphone etc.

- Content Management System (CMS)
A dynamic website that is normally data base driven and which enables the owner/user to manage the content of their own website (make changes) without needing to know any coding at all.

- Cache
Every time you visit a website, your browser stores this in memory so that th next time you try to do the same thing, it happens quicker than having to wait from scratch. The place where it stores all this is called the "cache". Clearing your cache is important and is sometimes to culprit as to why if you ask your designer to make a change, that you may not see it right away since your browser 'cached' the site prior to the change.

- FTP (File Transfer Protocol)
The software program that you use to upload your website to a host server.

- Favicon
Favicons are tiny (generally 16×16 pixels, though some are 32×32 pixels), customizable icons displayed in the web address bar in most browsers next to the web address.

What does "Gliffen" mean?
It comes from the word, 'gliff' which means a transient glance; an unexpected view of something that startles one.