

Tips & Tricks from Web Designers

Tuesday, July 25, 2017

Presented by Heather DeVine & Mel Best

Gliffen Designs

Who are you/ What is your business?

- In order to determine if you need a website we'd like you to answer some questions.

Why do you need a website?

- Informative
- E-commerce
- portfolio/gallery
- Blog
- Non-profit
- *Or a little bit of everything*

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

- Do research & choose a platform
- Pick a domain name
- Setup your e-mail
- Content creation

Do-It-Yourself: Some Tips & Tricks

1. Images/Documents
2. Permalinks
3. Text & Headings
4. Links
5. Search Engine Optimization
6. Basic Understanding of HTML/CSS

Hiring a Professional: What to Know/Do First

- Who should I hire?
- Cost of a professional
- Are they the right match?

Hiring a Professional: Some Tips & Tricks

- Will they design & build the website?
- What kind of maintenance & upkeep will my site need?
- Is the designer available to make revisions?

* Gain access to ALL ACCOUNTS

NOTES

- *Before getting started with the build or a website, ask yourself what your business is and why you need a website.*
- *Determine what kind of website you need*

- *Website builders:*
There are so many out there to help you build your site yourself.
- *Hosting/domain registration: most website builders allow you to purchase hosting & domain registration*
- *Google Apps for Work is our favorite for emails, forwarders are not always the best course of action*
- *Start with your business plan to get your content creation started*

- *Resize images to reasonable sizes, under 64 mb.*
- *Permalinks should be mindful of your business name, industry and/or location*
- *h1, h2, h3, h4, h5 for headers to distinguish importance on website*
- *Links referencing pages within site or external*
- *SEO: Tips #1-4 play into good organic SEO, content (words) matter*
- *HTML/CSS: free resources are helpful*

- *Do your research; a local hire is ideal so you can walk in & speak to a person*
- *Gain access to ALL ACCOUNTS*



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PROS for DIY Website

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

NOTES

CONS for DIY Website

- 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

Website Terminology:

- **Sitemap:** A list of pages that make up your website.
- **Mobile-Responsiveness:** A website that responds to the devices it's viewed on like a tablet, smartphone, etc.
- **Content Management System (CMS):** A dynamic website that is normally data base driven and enables the owner/user to manage the content of their own website (make changes) without needing to know any coding at all.
- **Cache:** Cache stores data so future requests for that data can be served faster. The data stored ins a cache might be the results of an earlier version, so it's important to clear the cache periodically. *There are user and server caches.*
- **FTP:** The software program that you use to upload your website to a host server.
- **Favicon:** Favicons are tiny (generally 16 x 16 pixels, some are 32 x 32 pixels), customizable icons displayed in the web address bar in most browsers next to the web address.

What does "Gliffen" mean?



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a transient glance; an unexpected view of something that startles one.



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