



## New Website Getting Started Guide

Ready to share your business with the world? There are several steps that need be taken before we can get started on your new website. Below, we've outlined these steps to help you compile everything we need to begin to create your new, beautiful website. If you get stuck along the way, or have any questions, let us know! We're here to help and to make this process as easy as possible. Thank you for trusting us as your web designer. Let's get started!

### Setting up your domain and hosting accounts

- **Choose where to register your website's domain.** Every website needs a registered domain, e.g. [www.mysite.com](http://www.mysite.com). This can be registered through any registrar and costs start around \$20/year. The home or business address you provide will be public record unless you pay a small privacy fee in addition.
- **Choose a hosting company.** Your website will need a host—a place where all of your website files and data are stored. This is a separate fee from the domain registration. Domains and hosting accounts can be set up at the same company (Go Daddy, for example) or can be at separate companies. It's a little bit easier having them both at the same company, but we can work with whatever you set up.
  - Our recommended hosting companies:
    - Host Gator – [www.hostgator.com](http://www.hostgator.com) based in Houston, TX.
    - The Web Doctor – Brian Platz, based in Salem, OR. 503-373-4728  
[brian.p.platz@gmail.com](mailto:brian.p.platz@gmail.com)

### Purpose

- What is your website's main goal?
- Who is your target/ideal visitor/customer?
- What do you want that person to do when they get to your website?
- What websites do you like the look and function of? Send us links to your inspiration.

### Branding/Marketing

- Does your business have a logo, branded assets, or a branding guide? If yes, we will need:
  - Logo variations
  - Motifs/prints
  - Fonts
  - Examples of commonly-used marketing materials
  - Color palette, Pantone, or Hex colors
  - High resolution images or videos – horizontal preferred

- If you do not have motifs, prints, or images, no problem! Let us know and we can source these for you at an additional cost. Any images or videos will be approved by the client before purchase.
- In need of branding or a logo? Let us know, we're happy to help develop your brand appearance.

## **Gather content/information**

What type of information needs to be on your new website? Below are a few examples. Not all examples will be relevant to your business, but can help get you thinking about what your target visitor will be looking for. Any textual content can be provided to us in a Word doc or email. We can apply the content to the design in a way that is clean, organized, and makes sense to your target visitor. Having a hard time coming up with content? Check out your competitors. Chat GPT is also a great resource to help you write and create content.

- Description of your business and tagline
- A list of your business' services and descriptions
- A list of your business' products and descriptions
- Team
  - About the team
  - Members
- About Us
  - About statement
  - Mission statement
  - History
  - Tagline
  - Objectives/goals
  - Why choose us?
- Testimonials / reviews
- Image gallery
- Online store
- Blog posts
- Policies
- Forms
- Promotions/specials/events
- Recommendations, partners, resources, affiliates
- Contact info and hours
  - Email address
  - Physical and/or mailing address
  - Google map?
  - Phone, text, fax
  - Hours
  - Social media links

## **Extras**

- Claim your Google My Business page, create a profile.
- Start social media accounts.
- Contact us if you need help with social media management or set-up.