

# Your New Website in 7 Steps

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FROM IDEA TO  
LAUNCH – YOUR  
GUIDE TO WEB  
DEVELOPMENT

If you're reading these lines, then it's probably the time in your business when you're thinking about taking it online (*yesterday was too late!*) or improving your existing website.

The checklist I've prepared for you on the following pages will be your sidekick throughout the web development process. If you're determined to go for it on your own, it can serve you well so that you don't forget anything important; if you leave the website creation to a specialist, it will give you context and more control over the project.

Now let's get to it! There's a lot of work to be done.  
But worry not, we can do it!

## 1 Before You Begin

**Before you start investing your time and money in your new website, make sure you know the answers to the following questions.**

### WHO ARE WE (OUR BRAND)?



What's your business name?  
What is your vision, your mission? What are your values? What do you offer?

Do you have a logo?  
What colors and fonts will you use?

What is your brand communication strategy?

### WHO ARE OUR CUSTOMERS?



The answer to this question is never "everybody".

The better you know your target audience, the better you can understand their needs and problems and tailor your communications and offerings to them.

If you haven't reached clarity about the answers to these questions yet, give it time - it doesn't pay off to skip this step.

Once you know the answers (*by the way, you'll use this information in any of your marketing efforts and in the creation of any graphic materials - not just web design*), your online presence can become much more consistent.



## 2

## Plan It

**Why do you need a website? What do you expect from it?**

**In order for your website to deliver results, you first need to have a good understanding of what its purpose will be. Its content and structure will then depend on this.**

- Define what goal (or goals) the website is supposed to fulfill.  
*This could be e.g. purchasing goods/services; booking a service/appointment; collecting contact details from your visitors; bringing a visitor to a restaurant etc.*
- Write down what information must appear on the website.  
*Think about this – what information your customer will be looking for on the site? Which ones are the most important? In what order will you want to present them on the site?*
- Based on this information, define what pages the website should consist of and what the hierarchy and relationships between them will be.
- Define what features the website should have.  
*What should your website be able to do? Maybe you need an e-shop function for selling products, a booking system, a membership section, a newsletter subscription...*
- Now decide what platform to build your website on.  
*Your decision will depend on your requirements for functionality (see the previous point), the affordability of each solution, and – if you will be creating the site yourself – then also on your skills.*

## 3

# Gather All The Materials

**For the creation of the website you will need texts, photos, videos and other materials. Put them together ideally at this stage.**

- Prepare all the **media** materials you plan to use (photos, illustrations, videos, icons, ...)
- Prepare **texts** for each of your website pages.
- Prepare all **legal texts** that must appear on your website.  
*Which ones they are will depend on the location of your business and its nature.*
- (If this applies to you, get **reviews** from your customers ready)

## 4

# Choose The Right Design

**At this point, your website is really starting to take shape. But before you start developing it, you need to decide what it will look like. Of course, this should always fit in with your brand's visual identity.**

**This step will depend on the platform you are building your website on, whether you are developing it yourself or with the help of a web designer; and last but not least, your budget.**

Basically there are 2 options:

- to base the web design on a template (*which is an economical option, and probably the only suitable one if you are building the site yourself*)

or

- to have a web designer create a completely unique, customized design.



# 5

## Build The Website

**It's time to put everything we've painstakingly prepared together!**

**The following steps will depend on which platform you use.**

**Let's take a look at what the basics will look like for *WordPress*, the system we work with:**

- Purchase of domain and hosting (*if they're purchased from two different providers, then make sure they're interconnected*).
- Activate the SSL certificate.
- Install WordPress, configure it.
- Install, activate and configure your chosen theme.
- Installation, activation and configuration of plugins relevant to the site. This set typically includes a SEO plugin, security plugin, some page builder, and more.
- Creation & design of individual pages; content upload.
- Header & footer setup; navigation setup.
- Uploading all legal documents, applying measure to comply with GDPR etc.
- Setup of further functionalities and features.

**Regardless of what platform you decide to use, or whether you are building the website yourself or have a professional do it for you, a standard website should meet these requirements:**

- Responsive design
- Clear navigation
- Legally in order
- Fast loading
- Appearance in line with the brand
- Text clarity and grammatical correctness
- Presence of 404 page
- Presence of logo & favicon
- Seamless loading in all browsers
- Accesibility
- SSL certificate & website security measurements
- Contact information is easy to find

## 6

# Launching The Website



### What to remember before you launch?

- Check the entire website carefully (*design, responsiveness, loading, grammar, functionality of all interactive components such as forms, etc.*).
- You can launch the site now. Don't forget to pop the champagne!

## 7

# Maintenance & Further Development

But it doesn't end when you press the "Publish" button.

Your website is now a core part of your business. And that means two things -

1. As your business **grows and evolves**, your website will evolve with it.
2. Unless your site is built on a "box" platform such as Wix, it will require **regular maintenance and monitoring**. Don't underestimate maintenance - it keeps your website **functional, secure and performant**.



## Have you read this far?

**Good for you! It's obvious that you're serious about your business.**

With my [courses](#) you can start working on your new site today. And if you want to entrust your website to a specialist, don't hesitate to [contact me](#).