Zero to Website: From Planning to Launch in 9 Steps

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Hi!

I’m Emma
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The Target

Get super clear on your ideal client and your website goals
“The only important thing about design is how it relates to people.”
— Victor Papanek
The Target

- Ideal Client Goals
- Brand’s Goals
- Editor’s Goals

TIP: Create an ideal client avatar
The Goods

Gather together the content needed to create your site
The Goods

- Sitemap
- Keywords
- Copywriting

TIP: Legal123, Content Snare, Trello Board →
The Style

Define the design style for your website
The Style

- Colours – Coolors, UI Gradients
- Fonts – Fontpair.co
- Images – Unsplash, Raw Pixel, Oh Tilly
The Canvas
Set up your site on solid foundations
The Canvas

- Domain
- Hosting
- Install WP

TIP: Don’t skimp on hosting. WP Engine, SiteGround, etc.
The Brush

Set up the basics of your WordPress website
The Brush

- Theme + Child Theme + Plugins + Settings
- I use ManageWP to clone a staging site →
Source

Hola Staging Site

staging-hola.com

Using snapshot from: October 07, 2018, 1:36 AM

Create a new backup for your website and use it for cloning

Step 1: Choose destination type

- Existing website in ManageWP
- Same domain on a new server
- New website
The Brush

- Theme + Child Theme + Plugins + Settings
- Use ManageWP to clone staging site

TIP: Coming Soon Page →
The website's homepage meta description should go here.

Our shiny new website is coming soon.

For any enquiries please call ... or email us at: ...

Website by Hola!
The Paint

It’s design time!
The Paint

- Wireframe →
- Create pages & add to menu
- Theme Options & Customizer
- Visual Builder
The Paint

- Wireframe
- Create pages & add to menu
- Theme Options & Customizer
- Visual Builder →
The Future Of WYSIWYG

When you make a change in the new visual builder, your page is updated instantly. Text on the page feels tangible as you slide the font size controls and watch your words expand and contract with each gesture. The page feels alive as you explore the color picker and watch each glowing transformation.

Start Building Today
The Library

Create a library of items to reuse throughout your site — saving heaps of time!
The Library

- Use a library to recycle layouts
- If possible, save sections, modules or even whole pages to your library
- Global items (footer, etc.)

TIP: Thoroughly test on mobile & tablets before saving library items
The Fitout

Fill out your other pages
The Fitout

○ Add content to your internal pages
○ Duplicate library items onto other pages saving heaps of time
○ Test & get approval

TIP: Avoid shiny object syndrome
“Less is not necessarily more. Just enough is more.”
— Milton Glaser
The Housekeeper

Clean it up, make it fast & get your website ready to open its doors
The Housekeeper

- Clean up
- Alt text
- Smush images
- Security
- Caching
- GA & Search Console setup

TIP: Have a pre-flight checklist
Launch it!
Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Unsplash photographers: @rawpixel, @hipstermum, @kellysikkema, @romankraft, @vicbils, @giulia_bertelli, @catchstars, @danielcgold
Thanks

Got questions?
Links to cool stuff I mentioned here: emmakate.co/WordCamp

Where to find me:
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