

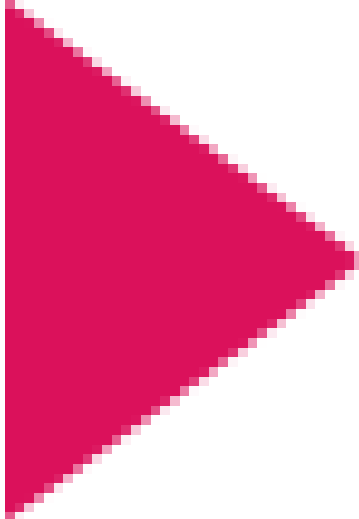
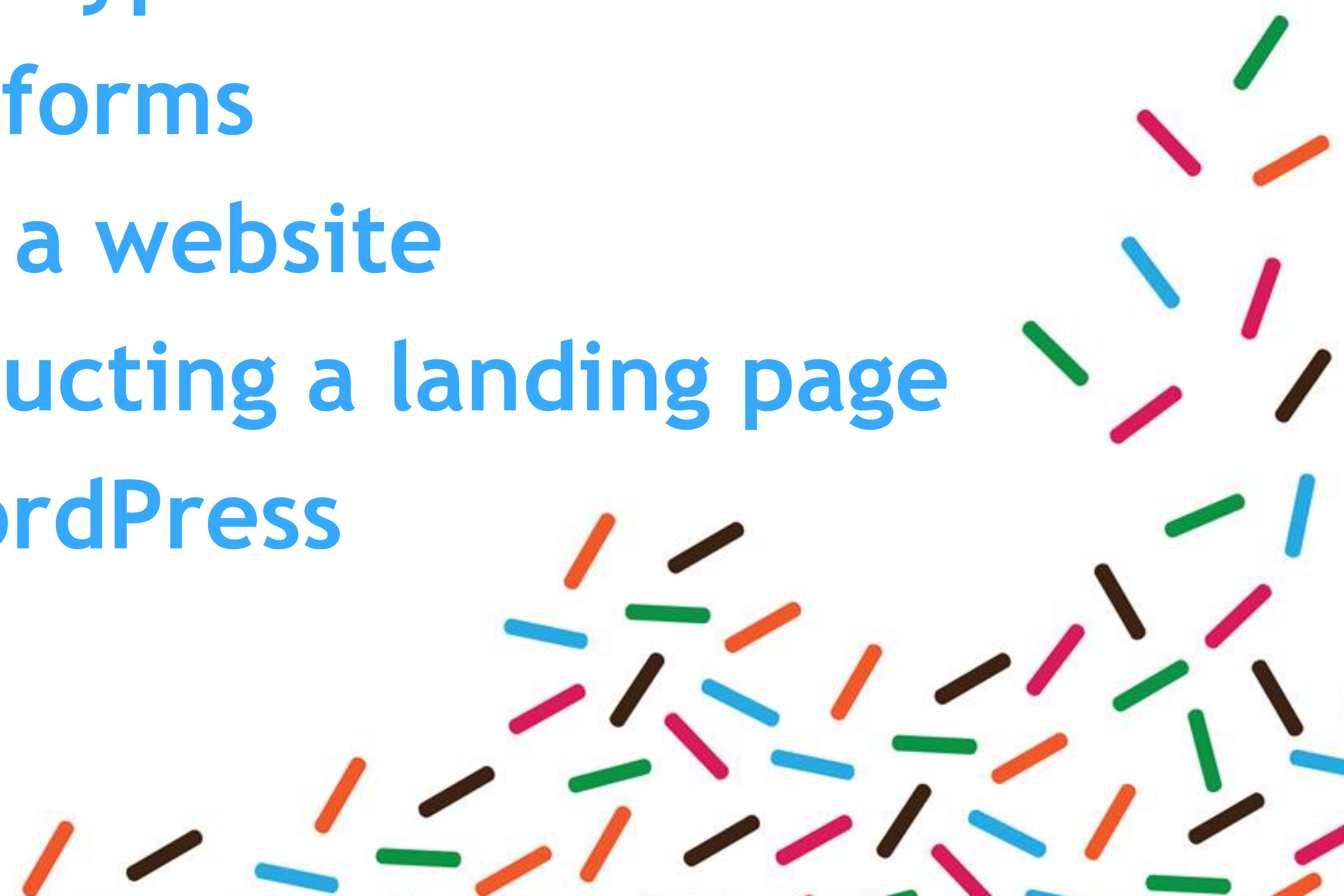


Websites

Enterprise Nation Advisor

Rachael Dines

Websites

- 
- Part 1: Different types of website
 - Part 2: Web platforms
 - Part 3: Planning a website
 - Part 4: Deconstructing a landing page
 - Part 5: Using WordPress
- 

Different types of website

What type of business do you have?

- ✔ **Products** - selling physical things such as jewellery
- ✔ **Services** - selling intangible things such as consultancy or legal
- ✔ **Manufacturing** - creating finished goods from raw materials (engineering)
- ✔ **Charity/NFP/CIC** - benefiting society, raising funds for research

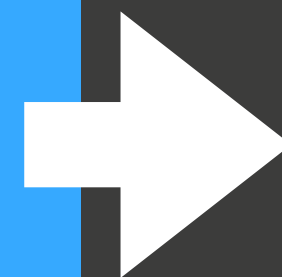
Business type:

Product

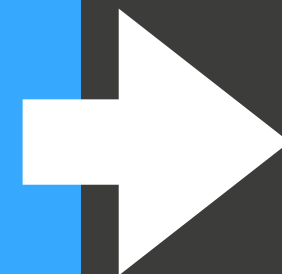
Services

Manufacturing

Charity



E-commerce website to sell online



Brochure - i.e., consultancy / law / charity

Portfolio - i.e., web design / photography / film

Multi-site - engineering / corporate

Website type:

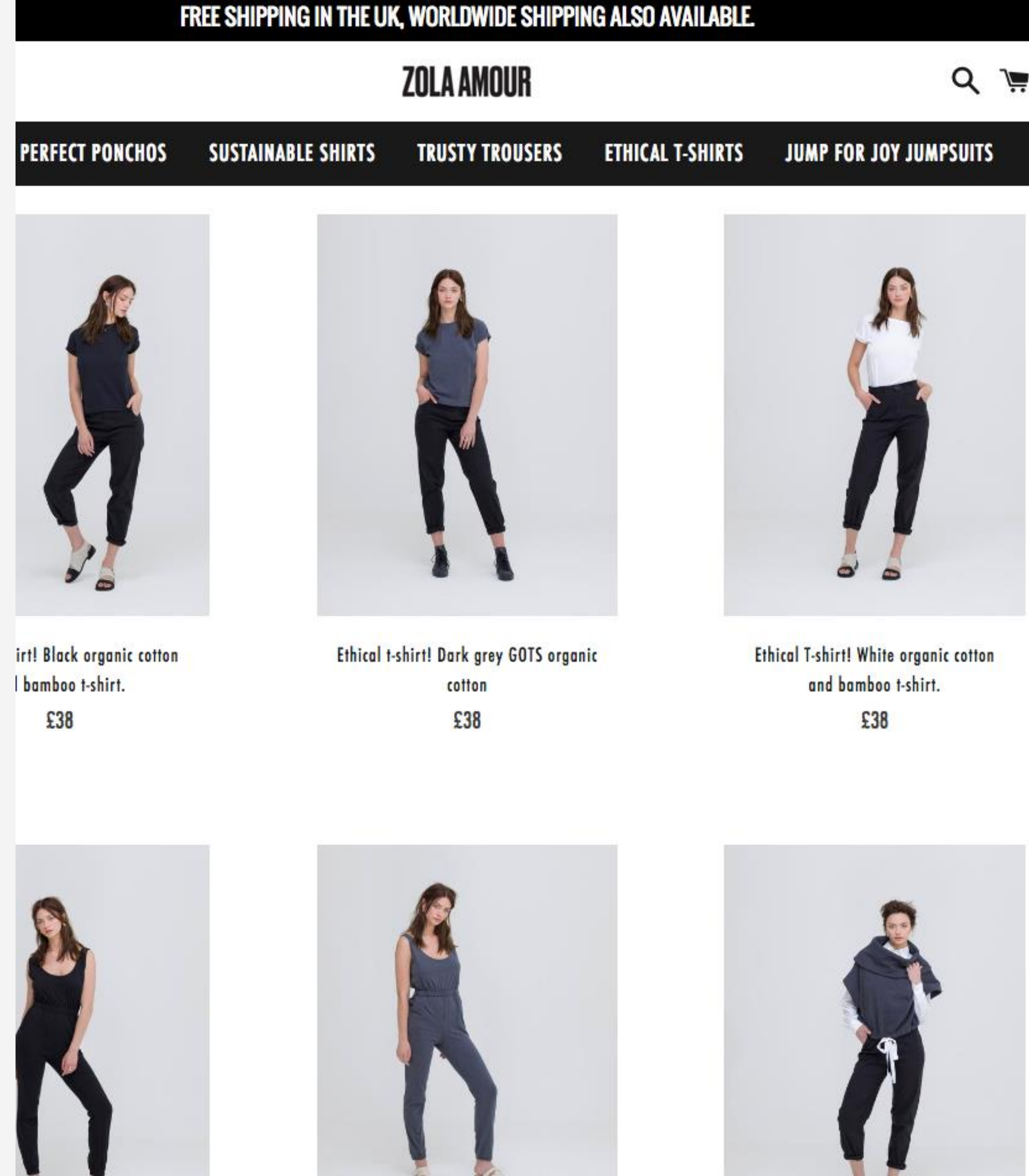
Website example 1



Product business selling clothes

E-commerce website
Customers can buy online
Payment gateway
Information pages
Contact information

<https://zolaamour.com/>



Website example 2



Service business / Corporate

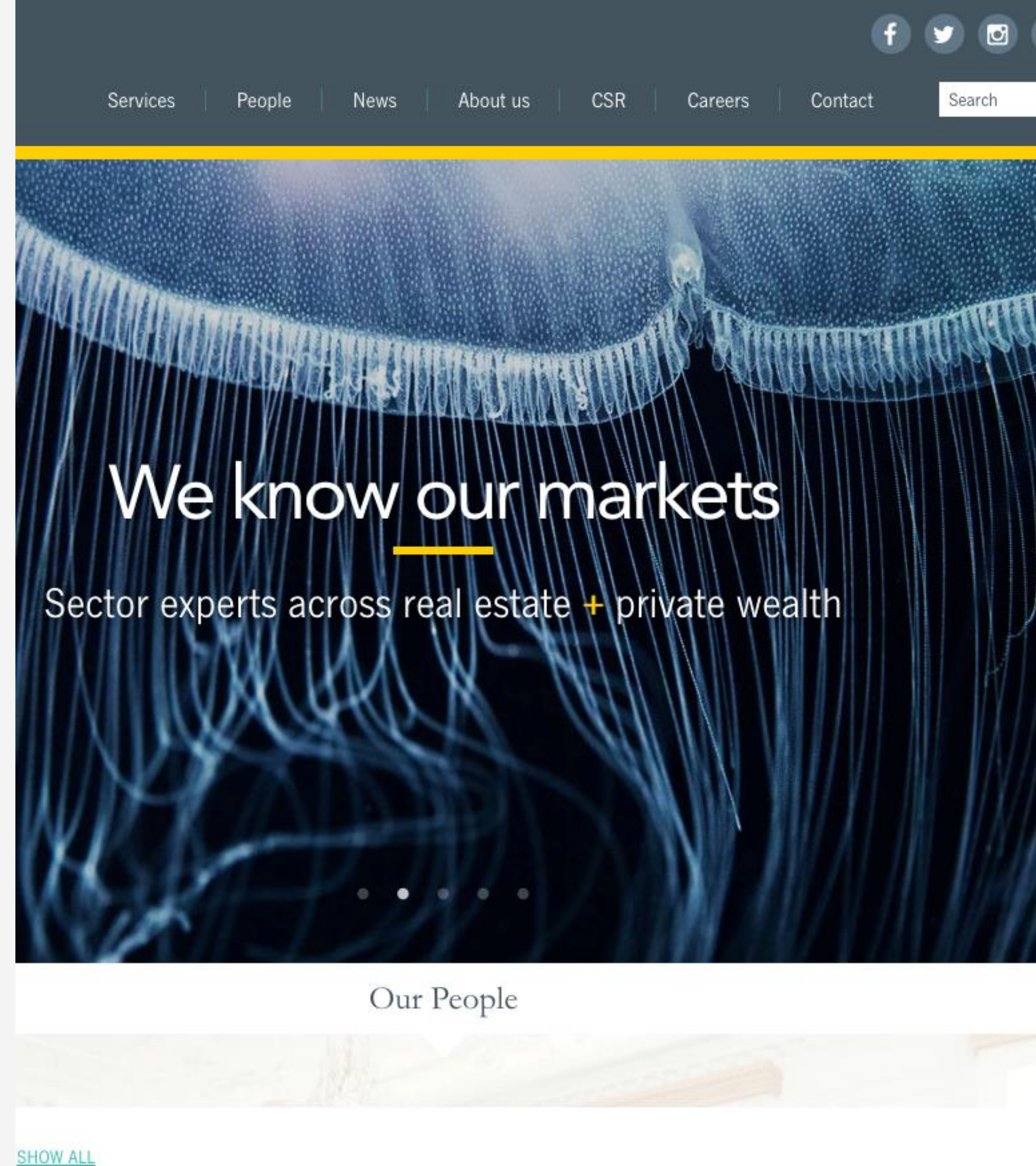
Brochure style website

Key messages

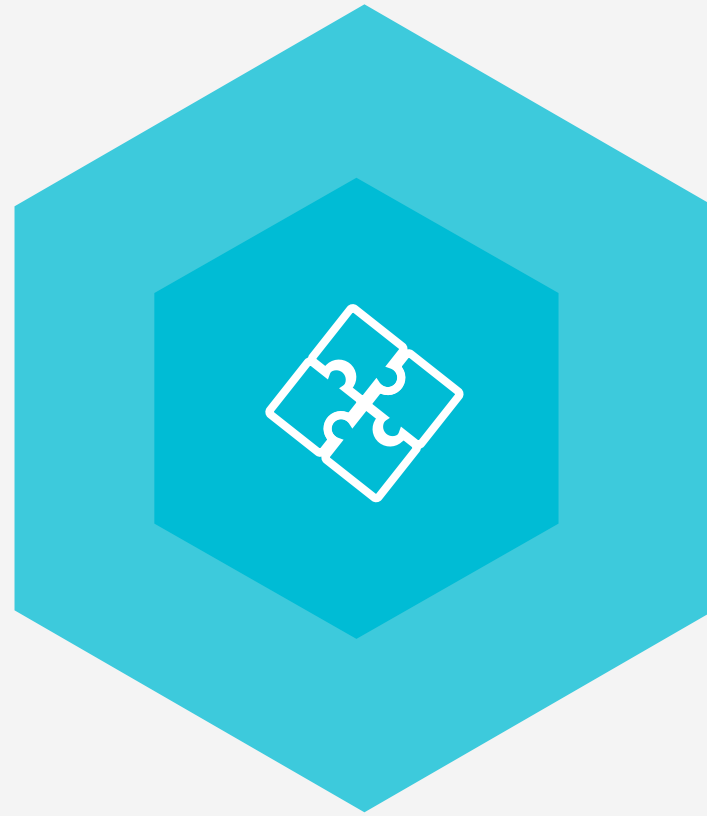
Information pages

Contact information

<https://www.forsters.co.uk/>



Website example 3



Service business

Portfolio style website

Examples of work

Information pages

Contact information

<https://www.neilbolton-fine-art-painter.com/sea-scapes>

Neil Bolton
Fine Art



Web platforms

Site builders

Good for basic websites and widely used by freelancers, sole traders and very small businesses.

- ✓ Low cost
- ✓ DIY
- ✓ Drag and drop builder
- ✓ Some have the ability to add on e-commerce



CMS web platforms

Content management system web platforms and are usually created by web designers or developers. They allow for versatility in the design and functionality and business growth.



What to *think* about when
planning a website

Target audience

Who are you selling to?

How will your product or service benefit them?

What is important to them?



Content

What are your key messages?

What do you want **customers** to do on your website?

CTAs (calls to action - i.e., buy now button)

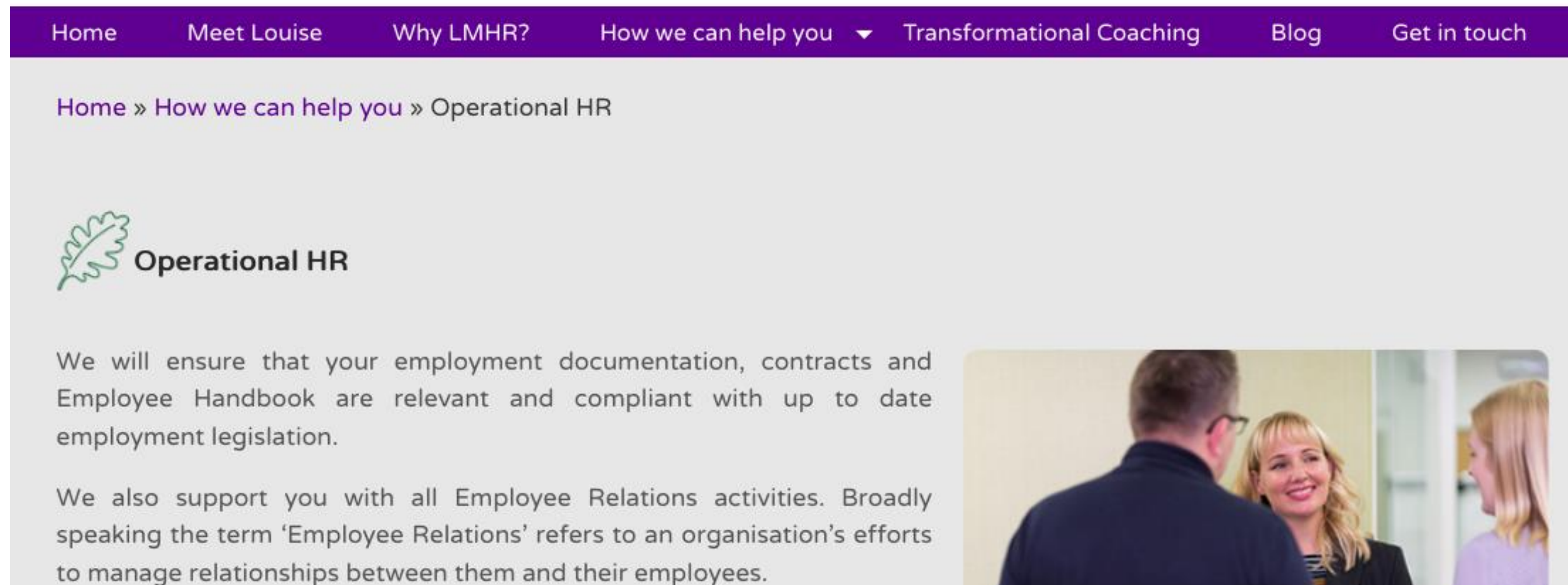


Navigation (menu structure)

What do you want users to click/tap on?

UX (user experience)

Breadcrumb navigation



Images

Do you need photographs?

What **style** of photos or images reflect what you do?

Where/how will you get **images** to use on your website?

The Shutterstock logo, featuring the word "shutterstock" in a sans-serif font. The "shutter" part is red and the "stock" part is grey, with a small red square icon between "st" and "ck".

shutterstock

The Pixabay logo, featuring the word "pixabay" in a lowercase, rounded sans-serif font.

pixabay

The iStock logo, featuring the word "iStock." in a bold, sans-serif font.

iStock.

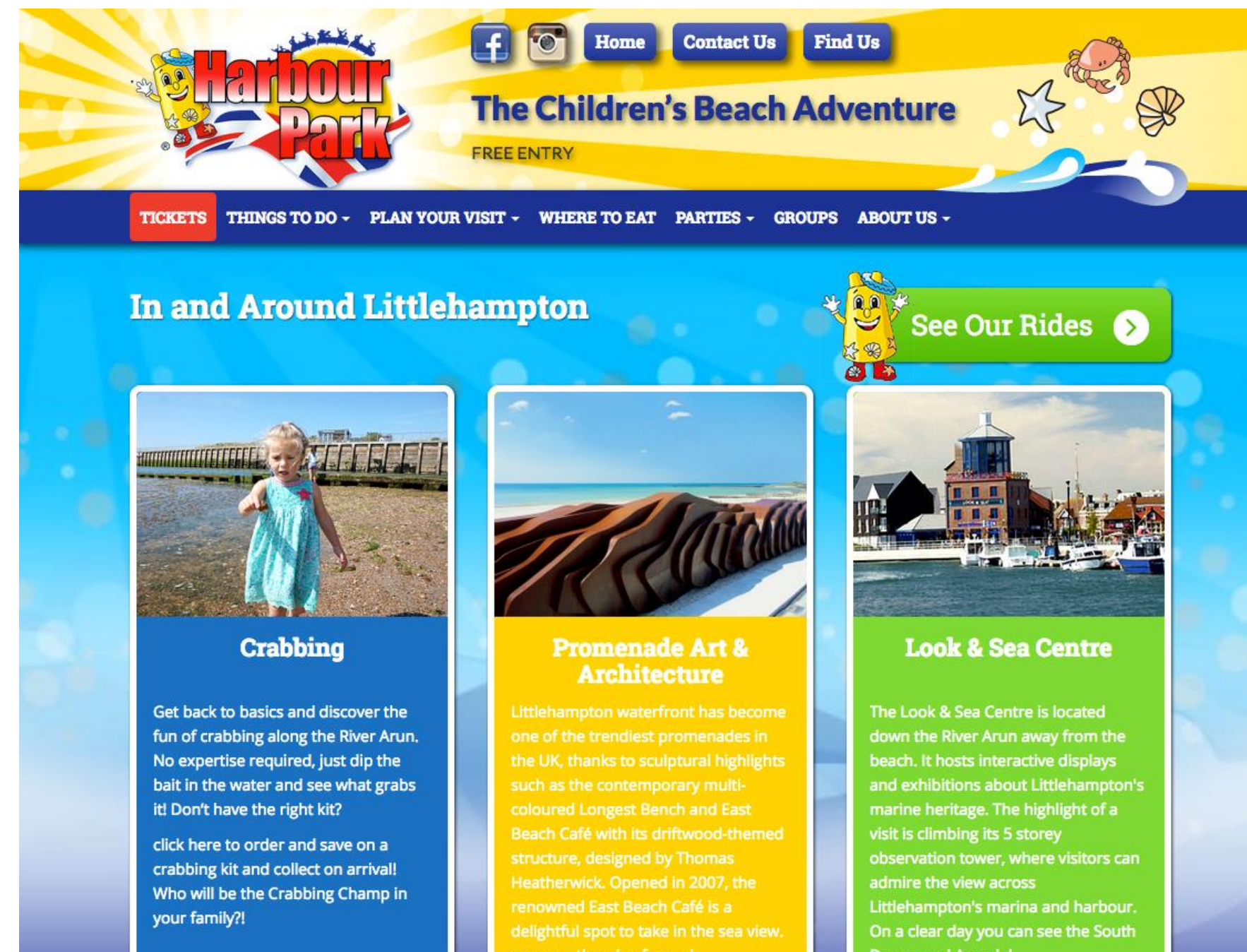
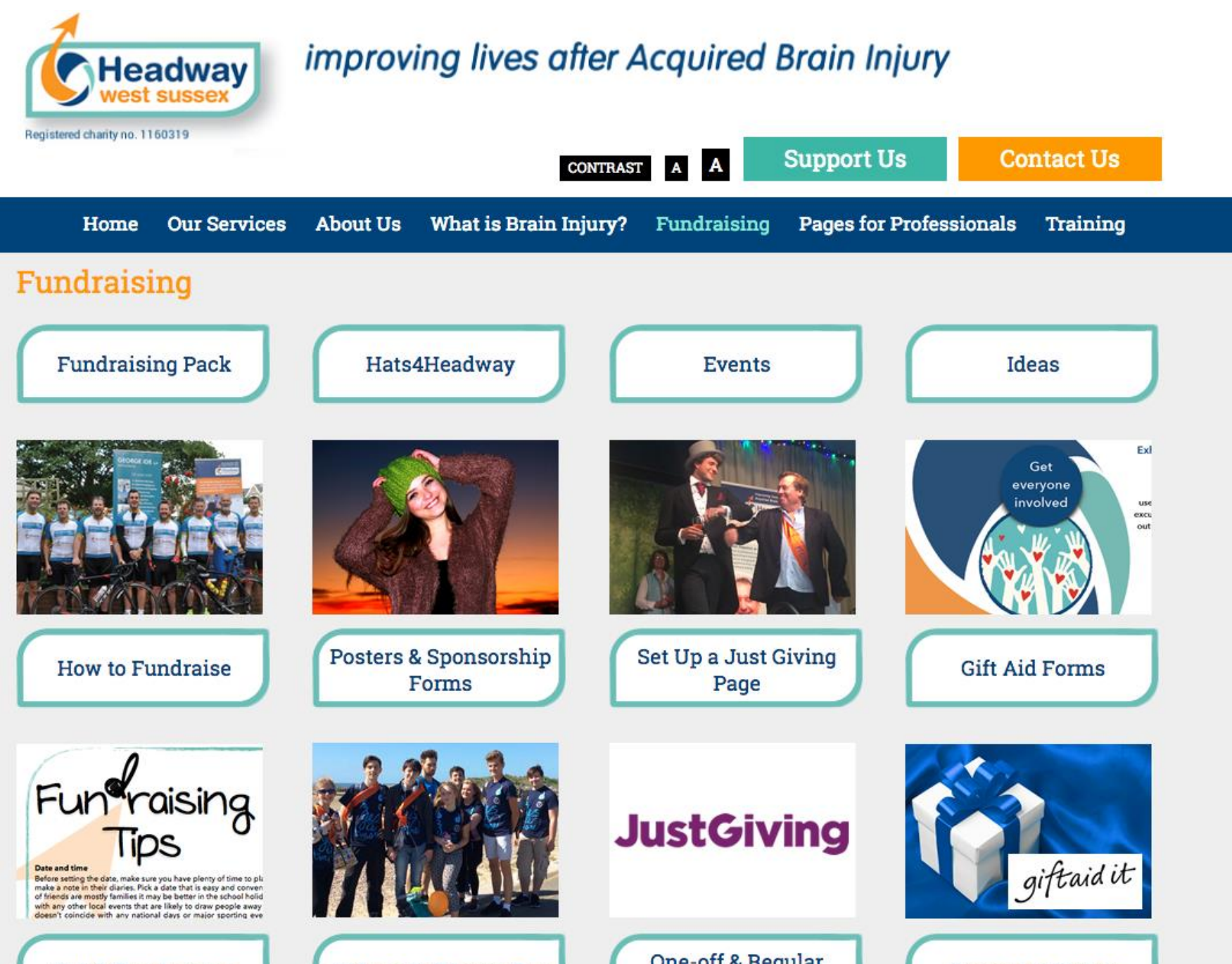


Design

Branding / brand guidelines

Colours / graphics





Web layout



Website planning checklist

Type of website For what type of business?	Website platform web builder or professional	Content Messages, images, menu	Design Branding
What is their product or service?	Who is going to create the website? The business owner or a web designer?	It is important to plan both content and images	The design will be led by the company's branding
Who is the target market?	Business owners who build their own websites using web builders benefit from advice and guidance.	The business owner usually plans the content but might hire a copywriter or content planner to help.	There might be brand guidelines to follow. The web layout will need to accommodate the planned content.

Website technical checklist

Domain name	Hosting	Email	SSL
			
URL	The place a website 'lives'	Company email for your website	Website security
Points to the web hosting	Hosting is essential for self-hosted (non site builder type) websites	Email is usually included in hosting packages.	Some hosting companies include this with host packages. Always ask.

Deconstructing a '*Landing*' page

What is a landing page?



Why are they important?

They are valuable for lead generation, list building, increasing sales and web traffic



How do you measure its return on investment?

You can track landing pages through web analytics



Examples:

Sales page, promotion, competition, ad campaign, service packages, client testimonials, case studies, stats

ENJ BURGE
ING NOT STRIVING

ABOUT ME ABOUT YOU CONTACT BLOG

The Awakened Woman



We all have different sides to us, sometimes known as your archetypes, these are your 4 Womanly Aspects. When you fully embody these parts of yourself, you awaken the EXTRAORDINARY woman within you. And that works in every area of your life - your business, relationships, how you view the world, and how you view yourself. You'll be able to create a full, beautiful life, not just a good one.

[START YOUR QUIZ](#)

Example of a landing page



The Box of Extraordinary

www.renewedlivinginc.com

Your must-have starter kit for Clean Eating and the Extraordinary Lifestyle.








Box of Extraordinary

What's in the Box of Extraordinary?

The Box of Extraordinary is your unique, one-of-a-kind starter kit for a life lived in health and joy. It's got everything you need to start enjoying Clean Eating and Living, the way Nature intended. Are you ready to step into the world of Extraordinary Living and create the life you are meant to live?

The Box of Extraordinary

INCLUDES:




Get your Box of Extraordinary now and begin your journey to Clean Living and the Extraordinary Lifestyle today!

Box of Extraordinary, including the bonus essential oils and clean eating program:

Total value \$293.35
Your investment just \$199.99

[Click Here](#)



Landing page checklist

Offer/Promo

Your offer or promotion needs to be clear, concise and of interest to your audience.

Examples: e-book download, hints & tips, 'buy now' special offer, information with up to date/real time content.

Headline

Clear title saying what the landing page is for.

Include an image to make the page attractive and on brand.

CTA

Call To Action

Your CTA is what you want users to do once they land on your page.

Could be a buy now button, click to call/email, or an online form.

Analytics

Tracking your landing page will show you how effective it is.

You can A/B test with two different styles of landing pages or different CTAs & see which performs better.



Using WordPress

A marketer's overview



A theme based web platform, popular with businesses of all types and sizes. Incredibly versatile and offers different solutions such as portfolio, brochure, e-commerce and membership web solutions.

WordPress

An overview

All WordPress sites have a theme (off-the-shelf or bespoke) which determines the layout and the design.

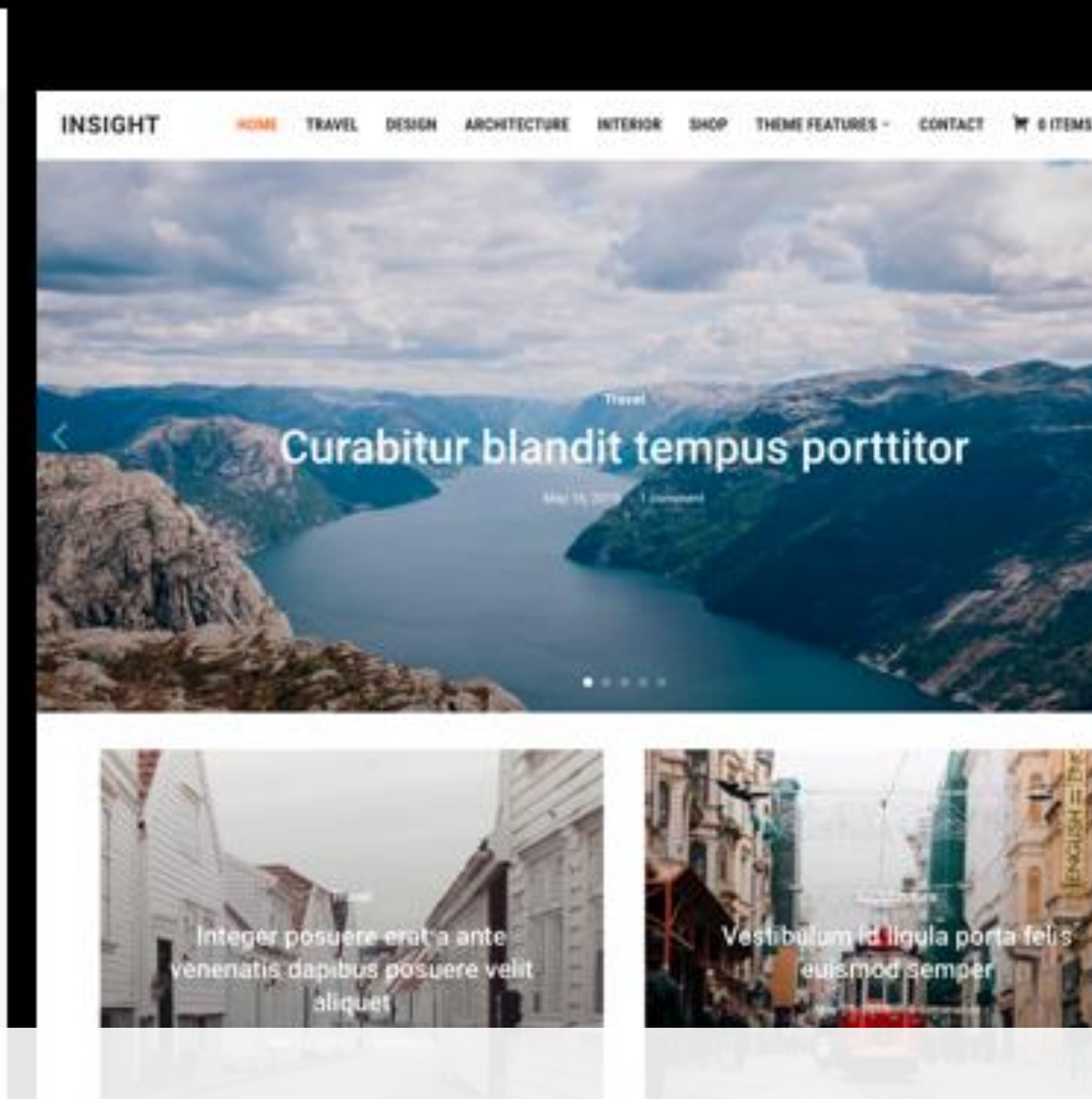
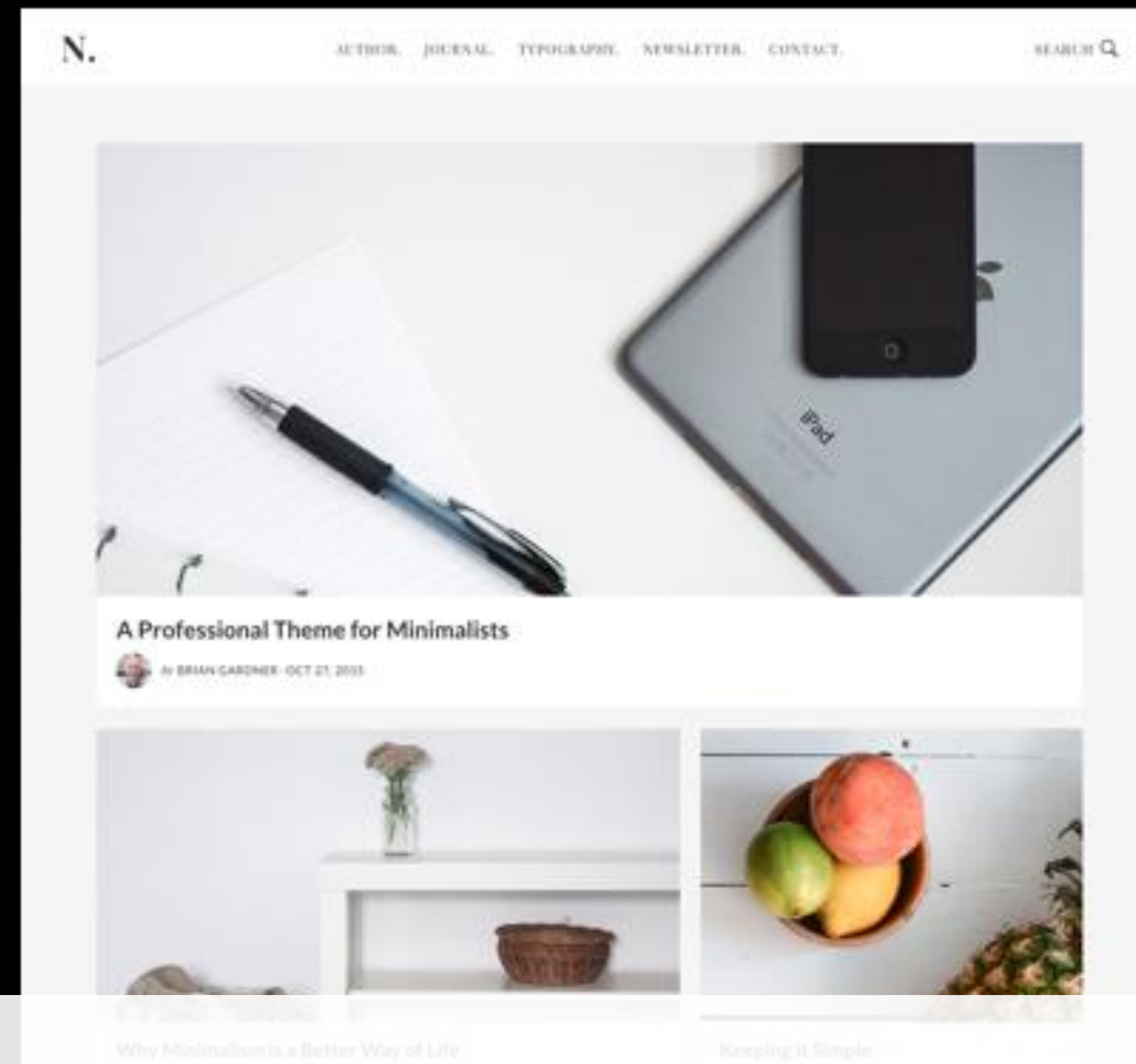
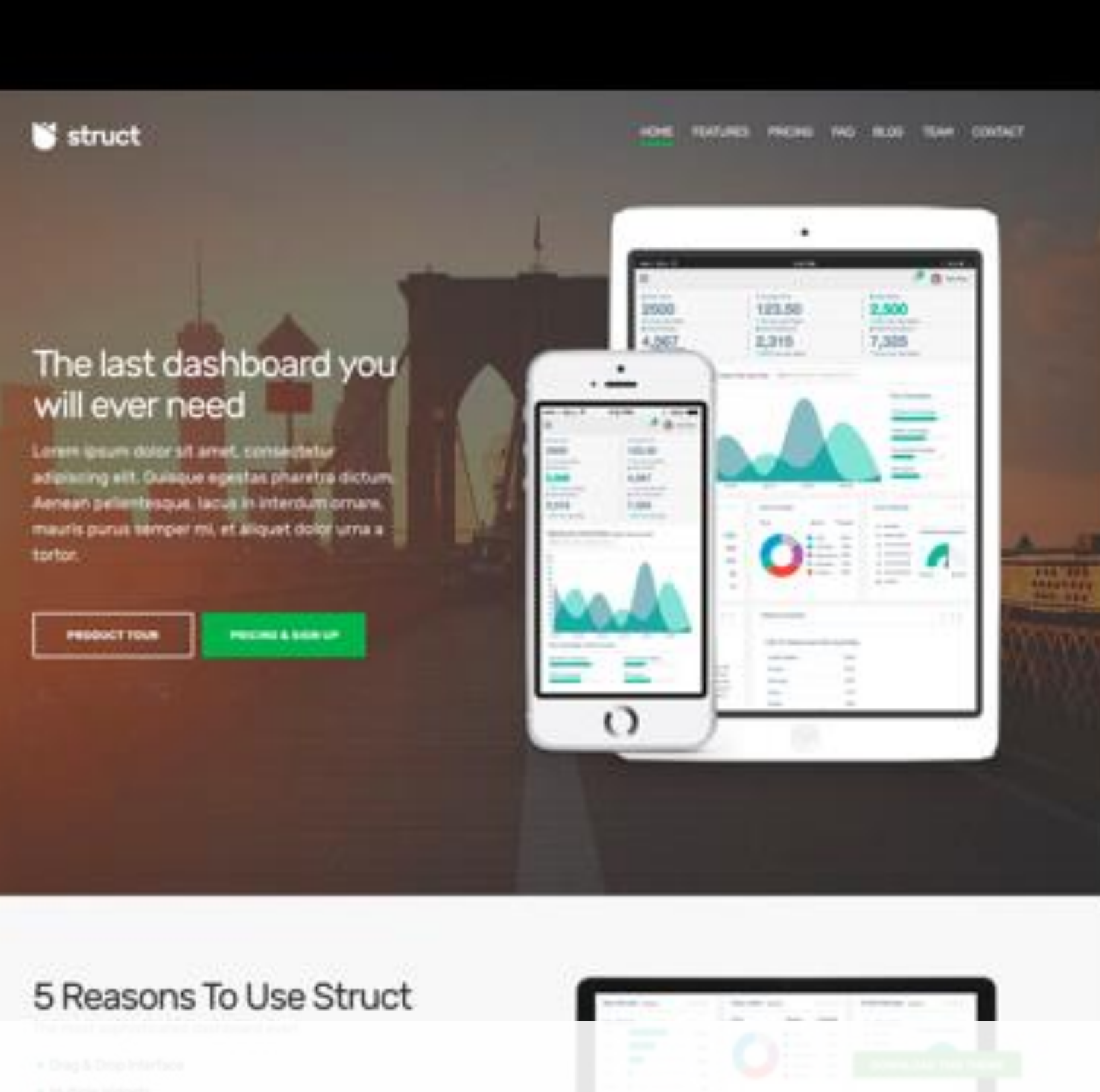
Pages are normally for information content such as services, about the business, contact page.

Posts are split up into categories and contain blogs, articles or events.

Plugins and widgets help to add functionality such as a gallery or form and to improve performance.



PREMIUM WORDPRESS THEMES



Themes vary and can be free or premium (paid for). Some themes are industry specific such as travel or photography or are for a specific type or style of website such as an online magazine, blog, product or corporate.

Dashboard

Posts

Portfolio

Media

Pages

All Pages

Add New

Comments 18

Projects

Appearance

Plugins 4

Users

Tools

Settings

SEO 1

Custom 404 Pro

Divi

Collapse menu

Pages [Add New](#)

GeneratePress has an update available. [Update now.](#)

All (30) | Published (29) | Draft (1) | Cornerstone content (0)

Bulk Actions [▼](#) [Apply](#) All dates [▼](#) All SEO Scores

<input type="checkbox"/>	Title
<input type="checkbox"/>	About us
<input type="checkbox"/>	Blog — Posts Page
<input type="checkbox"/>	Client feedback
<input type="checkbox"/>	Client Testimonials
<input type="checkbox"/>	Consultations and Training
<input type="checkbox"/>	Cookie Policy

Dashboard

Posts

All Posts

Add New

Categories

Tags

Portfolio

Media

Pages

Comments 18

Projects

Appearance

Plugins 4

Users

Tools

Settings

SEO 1

Custom 404 Pro

Posts [Add New](#)

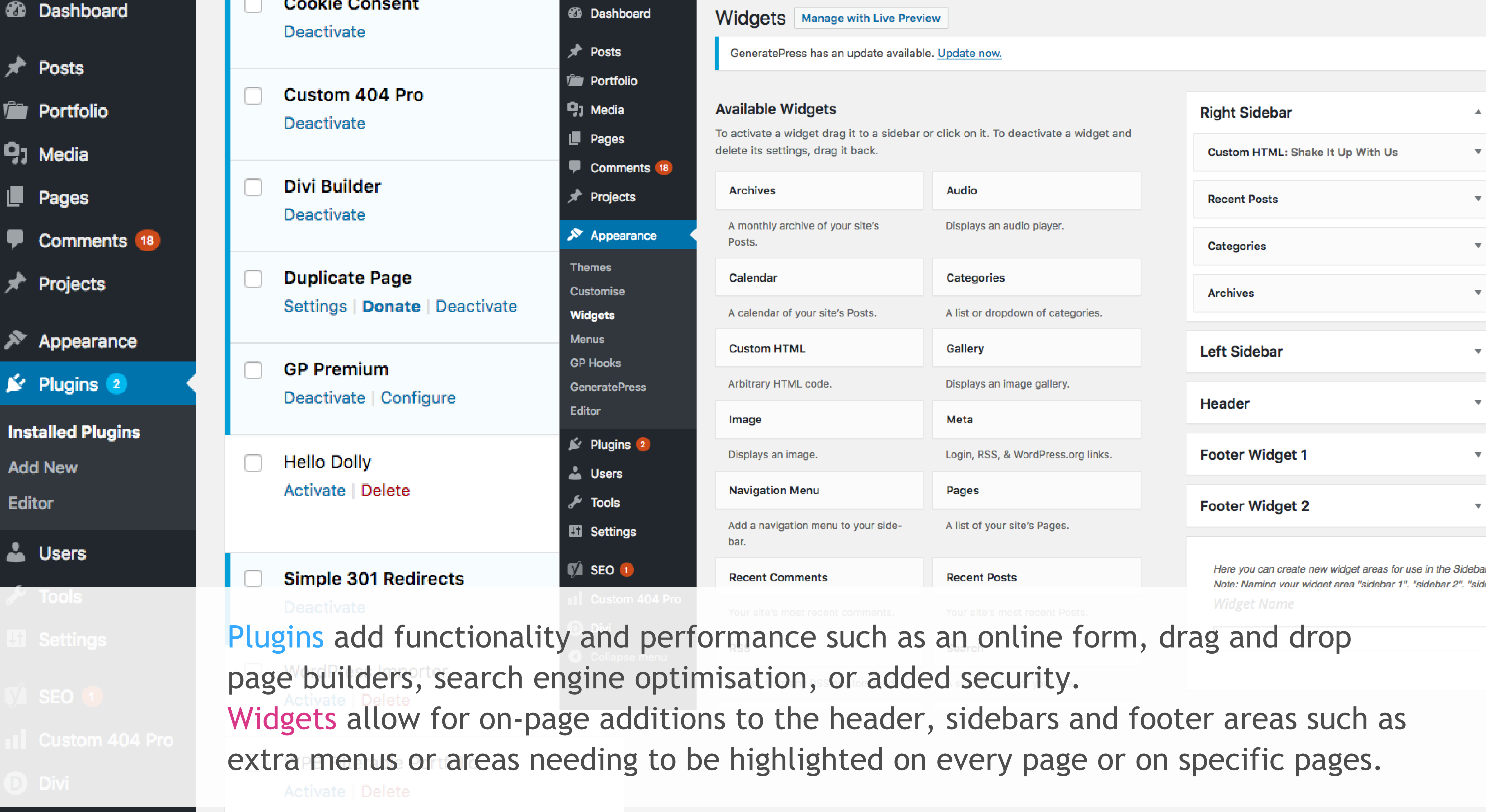
GeneratePress has an update available. [Update now.](#)

All (39) | Published (38) | Draft (1) | Cornerstone content (0)

Bulk Actions [▼](#) [Apply](#) All dates [▼](#)

<input type="checkbox"/>	Title
<input type="checkbox"/>	Hosting a successful business event can really put you on the map!
<input type="checkbox"/>	With the rise of freelance marketplaces, how do you know which designer to choose?
<input type="checkbox"/>	How to rescue a PR crisis and save your brand image
<input type="checkbox"/>	How Digital has Changed Logo Design — Design

Pages and **posts** contain the website content. Posts can be organised by category or filtered using tags and contain blogs, articles, events or case studies, for example. The main website navigation helps guide users around the content and on-page breadcrumb menus helps to improve user experience (UX) and ease of navigation.

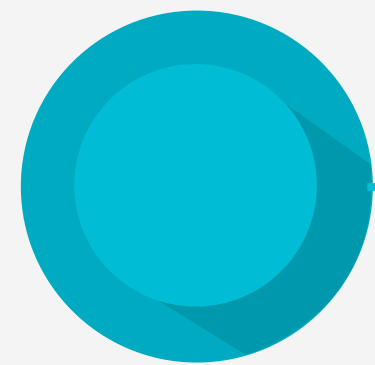


Plugins add functionality and performance such as an online form, drag and drop page builders, search engine optimisation, or added security.

Widgets allow for on-page additions to the header, sidebars and footer areas such as extra menus or areas needing to be highlighted on every page or on specific pages.

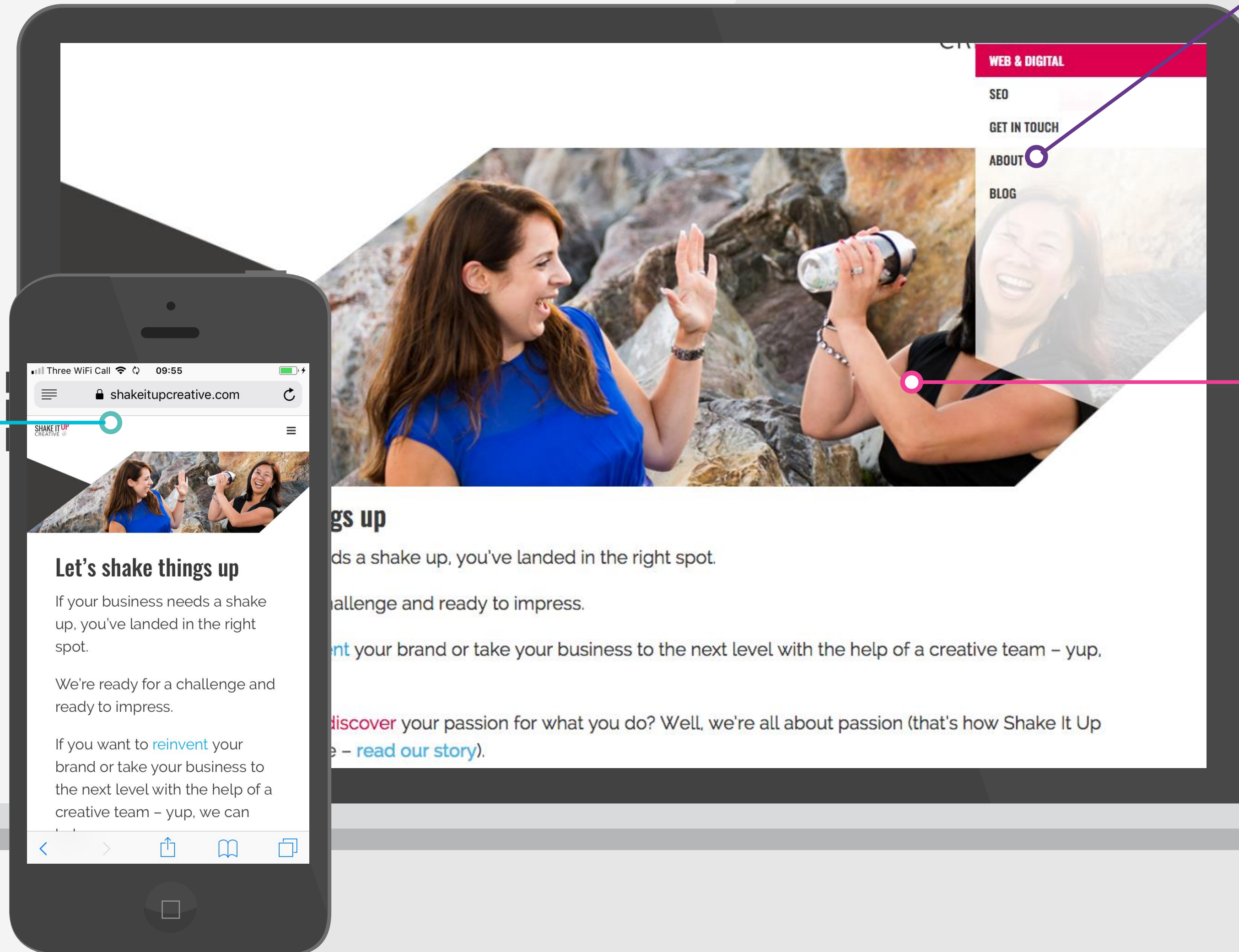
Responsive design

All websites need to be mobile-friendly for optimal user experience and for SEO.



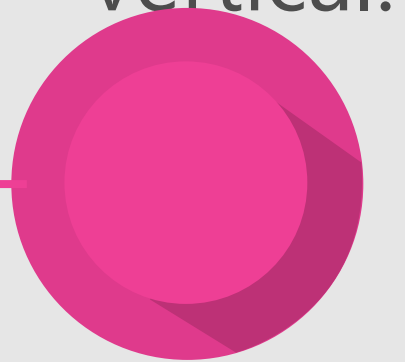
Responsive theme

Choosing a responsive theme is a good starting point but some layout designs will need additional styling for different devices.



Menu bar

On desktop, it can be expanded or collapsed, horizontal or vertical. But on mobile, it will be collapsed and vertical.



Images and text

All content will be re-sized to fit different size screens so the website should be checked across a variety of devices.

When to use plugins



Compliance:

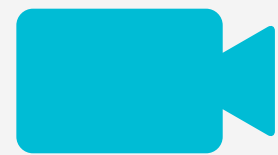
UK cookie consent plugin is a good one to use to ensure compliance.

There are other website compliance rules too.*



Online form:

If an online form is needed which is not included in the theme or needs additional functionality.



Gallery/portfolio/video:

There are various gallery and portfolio plugins available to help showcase work, photographs and videos.



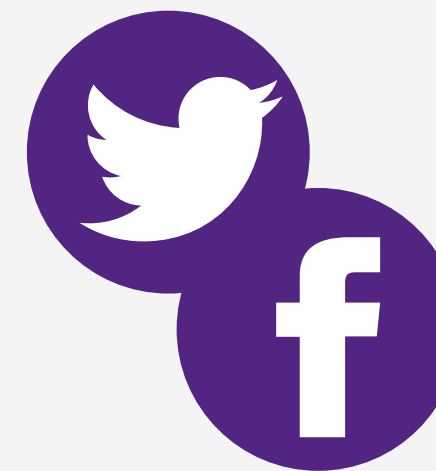
Page builder/layouts:

If a more complex web layout is required or if the website is very heavily image based, then a page builder plugin can help create a content-rich easy to update website.



E-commerce or booking:

Add a shopping cart, event or appointment booking section. Most are free and some have a premium** upgrade version.

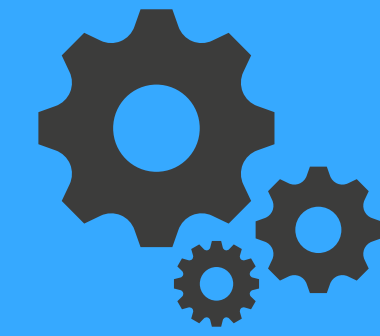


Social media:

Easily add social media icons, links and feeds using a variety of plugins, again, some may be premium.

**Premium version of plugins are available and the cost varies depending on the type of functionality.

How to use widgets



Widgets are blocks of specific functionality that enable content to be visible in either the side bar, header/footer areas.

Widgets are found in Appearance » Widgets page in the WordPress admin panel.

An easy way to add things like galleries, popular posts, social media feeds, CTAs and other dynamic items which might have been enabled via a plugin.

Media

Pages

Comments

Slideshows

Caldera Forms

Appearance

Themes

Customize

Widgets

Menus

Header

Background

#Weaver II Pro Admin

#Shortcodes + Pro

404 Error Page

Editor

Plugins6

Users

Video

Displays a video from the media library or from YouTube, Vimeo, or another provider.

Weaver II Per Page Text

Display text on a Per Page basis.

Weaver II Pro Social Buttons

Display Social Buttons as set in Weaver II Pro Social Shortcode Settings.

Weaver II Vert. Menu

Use this widget to add one of your custom menus as a widget. Use Weaver Menu Bar settings to display simple Rollover vertical menu.

Weaver II Login

Log in/out, admin

Weaver II Pro Link Buttons

Display Link Buttons as set in Weaver II Pro Link Buttons Shortcode Settings.

Weaver II Text 2

Text Widget with Two Columns - with HTML and shortcode support. Also adds shortcodes to standard Text widget.

Special Recent Posts FREE: 1

S2

WIDGET SETTINGS

BASIC OPTIONS

Widget Title

Type in the widget title text.

Post Type

Select what kind of post type to display.

Posts

Post Limit

Enter the maximum number of posts/pages to display.

1

☐ Show All Posts/Pages

Check this box if you want to show all of your blog's posts and pages. This option will override the 'Post Limit' option above.

NOTE: no pagination will be applied and if you have many entries, your website could be very slow.

☐ Show Sticky Posts?

Check this box if you want to show sticky posts.

f

You Tube

Email: info@storymassage.co.uk

Subscribe to our Newsletter▶

Chinese New Year Story Massage

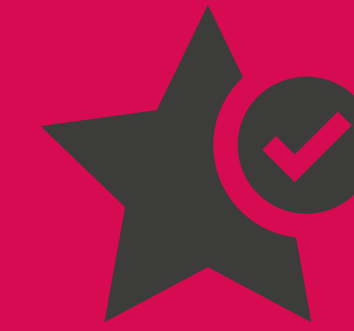
Here's a new sensory Story Massage to help celebrate Chinese New Year with children or adults. [read more...]

Benefits of Story Massage

"The children absolutely love it and I received absolutely amazing feedback from the management saying, that they enjoyed it very much and felt moved listening to the story and watching their interactions and

The example above shows a widget enabling a plugin to show up on the right hand side of the webpage to showcase the most recent post in a particular category. The plugin/widget allows different posts to show up on different pages/posts depending on their specific settings.

Keeping WordPress updated



New versions come out at regular intervals.

Keep WordPress updated to guard against security risks and ensure it functions as it should.

Plugins also need updating regularly.

Only install a plugin if it's compatible with your current WordPress version. Some plugins become unmonitored, so it is necessary to find an alternative for a particular website feature.

People
don't
just
come...



Thank you!

Enjoy the rest of Start Up 2020!

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