



West Design

1432 East Main St.
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Website Design Process – Getting Started

Here's a good way to get your creative juices flowing to start pulling your website together—

1. Create an outline of what you want your website to say—the information you want to provide to your potential customers.
2. Collect URLs (web addresses) of sites you like (for their color scheme, layout, theme, etc.), preferably of businesses similar to yours.
3. Write the content—flesh out your outline. It doesn't have to be a lot—people usually don't want to read essays. If you can get the main points on paper, I can help you refine it.
4. Assemble photos. Take photos or hire a photographer, if you haven't already. Depending upon your product, a professional photographer may be a wise investment as you want to present your product in the best possible light. If you're not sure what photos you might need, let's discuss it.
5. Think about and write down your keywords—keyword phrases that people will search on to find your website. Keep your keywords in mind when writing your content. We will want to include them in the page titles, headings and body copy to help search engines index your site most effectively.
6. Arrange a meeting (with me, of course!) to discuss your ideas for getting your business on the Web with a professionally designed website.

If you complete these tasks, you will be well on your way to creating an attractive and useful vehicle for advertising your products and services and communicating your company's value to potential customers.