

Getting Started!

By now you should have your Domain, Hosting and WordPress set up.

For your website theme you will want to have a customizable design that is also mobile-friendly. We suggest Divi by Elegant Themes; once you become a member you will have access to a ton of support while designing your site.

Premade Layouts

Divi has premade layouts. These are great to help plan out your site. Simply load the page and replace the graphics, images, videos and text.

***Tip:** When replacing images, open the current image and find the dimensions. Before adding the replacement image, crop it to the correct size so your page layout won't change.*

Make some pre-planning notes here to refer back to as you design.

Describe your business:

Describe your target market:

Describe your purpose and goals:

DIYA

Designs you like:

Take some time to look at sites you find visually appealing and write down what you like and dislike about them.

Website URL	Likes	Dislikes
example.com	Strong, bold font Bright colours Employee bios on "About" page	Messy navigation Poor graphics and pictures No phone number

Look at your competition.

It is good practice to look at what your competition is doing. Write down their strengths and weaknesses.

Website URL	Strengths	Weaknesses
example.com	Professional photos Social "Follow" links easy to use Testimonials are well-written	Site is outdated Lacks information Graphics are low-quality

Creating Content

No one knows your business like you do. To get started, we suggest gathering as much information as you can before you start planning your design. Keep in mind you will be continuously adding and editing the content on your website. **Be aware of copyright infringement.**

If at anytime you want someone to take a look at what you have created, reach out to the DIYA Community.

Graphics

Branding is very important for identity and professionalism. High-quality vector graphics are the preferred format. Logos, banners, and other high-quality graphics can be created using Canva. (See Graphics Page in the Toolkit for more information.)

Images

The images you place on your website will make or break its design. Placing low-resolution and/or unprofessional images on a business website can ultimately destroy how your business is viewed by the public. There are many options for sourcing free images online. (See Images Page in the Toolkit.) **It is best to resize your images before you upload them.**

***TIP:** Renaming your files with relevant titles that are descriptive of the image will save hours of editing during the SEO process and should be done before you upload the images to your website.*

Video

Online users are more responsive to seeing information in a short video than reading pages and pages of wordy information. Videos can be used over and over again for marketing, pitches, general information and even training. To help make video creation simple, there are tools online with easy-to-edit premade videos. (See Video Page in the Toolkit.)

Text

Your text should be valuable, relevant, and on-topic. Be sure to write for your audience and target market. If you are writing your own content, have coworkers and friends help you edit what you have written. Always check and recheck for spelling and grammar. Be sure to use lists to appeal to visitors that will skim a page for information. Check out the **Brainstorming Document** DIYA created to help with ideas. (See Text Page in the Toolkit.)

***Tip:** Create your text in word documents such as Google Docs first, then simply copy and paste your text onto your website to ensure you always have a backup copy of your text.*

