

# SEVEN STEPS TO BUILDING A WEBSITE



W E B S I T E   D E S I G N

401-663-6329 / [mmwebsitevideodesign@gmail.com](mailto:mmwebsitevideodesign@gmail.com)  
[www.mmwebsitedesign.com](http://www.mmwebsitedesign.com)

I hope you find this information helpful

# Did you know?

Building a user friendly website that is engaging and clearly represents your work or message, can be a bit overwhelming. Here are a few things to think about to help you get started. If you are still overwhelmed after reading this, I've got you over here at MM Website Design & Marketing! I offer **FREE** consultations.

## # 1 – Create a Logo



Logos help you develop your website brand, design and color choices. When you use your logo on all of your platforms it creates continuity.

## #2 Plan by Asking These Questions

**What is the goal for my website? Sales, education, information?**

- Who is my target audience?
- How can I keep them engaged and coming back?
- Do I need photos, graphics or videos to compliment words?

## #3 Create your domain name

A **Domain Name** is your website's URL (example [www.mmwebsitedesign.com](http://www.mmwebsitedesign.com)).

TIP: Find something original that grabs the attention of your potential clients and customers and helps them understand what type of business or service you are providing.

## #4 Find a Host for Your Website?

**Web hosting** is where your website lives. Does this make your eyes cross? We are getting into the technical stuff now! MM Website Design & Marketing can help.



TIME TO BRING YOUR IDEAS TO LIFE! FUN RIGHT?

## #5 Building a website with WordPress

### Why a WordPress Website?

WordPress is a free and open-source content management system written in PHP and paired with a MySQL or MariaDB database. **Say What???** All that tech talk stuff is merely telling you where your content lives. Features with WordPress can include a plugin architecture and a template system, referred to within WordPress as Themes. I feel WordPress also offers much more than a Wix, Square, and like site content management systems. Why?

WP is the most widely used and gives you unique features that Wix and Square, for instance do not.

- WordPress is flexible and adaptable to changing needs
- More user friendly for you, your clients or customers
- Lots and lots of theme choices
- Most Themes come with Plugins to increase functionality on your website
- WordPress is one the highest ranking on Google and other search engines
- More mobile friendly
- Better Blogs – some built in
- Great Support if you need it

## #6 Write the Content

**Good content is very important on a website.** It needs to be clear, engaging and to the point. If you need support in this area, I have someone I can refer you to.

## #7 Launch and Market

**You have created a great website so now it's time for your customers to find you.**

Tips:

1. If you have an email list, send a “welcome to my new website” email.
2. Put your website URL on all of your social media. The “about” section is a great place to start.
3. Create social media posts letting people know you have a new website
4. Talk to MM Website Design & Marketing about audio ads. These are fun, catchy and easy for us to do for you.

Feeling Overwhelmed?



ASK YOURSELF

DO YOU WANT TO ...

Focus on what you love to do and  
not on all of THIS!



**We work with you every step of the way. We provide you with samples of your project to ensure it is what you want for your business**

I am here to help you focus on doing just that. Running your business. I appreciate you! I appreciate you as a business and I want you to be successful doing what you love to do!

I offer **Free Consultations** to make sure I am the best fit for you. No commitment. No obligation.

If you don't want to figure all of this out for yourself, we can take this leap together!

Lisa Markovich, Founder

<https://www.mmwebsitedesign.com/get-a-website/>