

## Web Design 101

### Content:

- Communicates who you are and what you do (values, vision, personal motto, etc.)
- Your brand is visible to EVERYONE. So be honest.
- Each piece of content must have purpose
- Set goals & objectives – this requires strategy

### Design:

- Unify your visual design concept with a theme --> brand must be consistent(Use templates!)
- Less is more! This might mean leaving aside personal preferences that might not seem appealing to your audience (i.e media)

### Function:

- Page structure must be carefully planned & consistent
- What will be easiest for your audience in terms of navigation?
- Social Media is VERY helpful!
- How will your audience contact you? I would recommend **not** displaying your email address
- Create a sensible domain name – not “SailorMoonFreak94435.biz” (<http://collegeinfo geek.com/personal-website/>)

## Website Builders

Weebly	Wix	Wordpress	Squarespace
<ul style="list-style-type: none"> <li>• Responsive Design</li> <li>• Theme templates</li> <li>• Free Domain(.weebly)</li> <li>• Blogging</li> <li>• Multiple Editors</li> <li>• Customer Support</li> <li>• E-Commerce</li> <li>• Unlimited Storage</li> <li>• Statistics</li> </ul>	<ul style="list-style-type: none"> <li>• Theme templates</li> <li>• Free Domain(.wix)</li> <li>• Blogging</li> <li>• Customer Support</li> <li>• E-Commerce</li> <li>• Statistics</li> </ul>	<ul style="list-style-type: none"> <li>• Responsive Design</li> <li>• Themes &amp; Plug-ins</li> <li>• Free Domain(.wordpress)</li> <li>• Blogging</li> <li>• Customer Support</li> <li>• E-Commerce</li> <li>• CMS</li> </ul>	<ul style="list-style-type: none"> <li>• Responsive Design</li> <li>• High Quality themes</li> <li>• Blogging</li> <li>• Multiple Editors</li> <li>• <b>Customer Support</b></li> <li>• E-Commerce</li> <li>• Unlimited Storage</li> <li>• Visitor metrics</li> </ul>
<ul style="list-style-type: none"> <li>• Not incredibly flexible</li> <li>• \$\$ for more features</li> </ul>	<ul style="list-style-type: none"> <li>• Non-responsive themes</li> <li>• Limited storage</li> </ul>	<ul style="list-style-type: none"> <li>• Abstract (not D&amp;D)</li> <li>• Requires some Code</li> </ul>	<ul style="list-style-type: none"> <li>• Domain ≠ Free</li> <li>• Plan starts @ \$8 (+ 14 day free trial)</li> </ul>
<ul style="list-style-type: none"> <li>• Easy-to-use</li> <li>• Basic tools</li> </ul>	<ul style="list-style-type: none"> <li>• Easy-to-use</li> <li>• Customer Support</li> </ul>	<ul style="list-style-type: none"> <li>• Powerful &amp; Flexible</li> </ul>	<ul style="list-style-type: none"> <li>• Sleek &amp; professional</li> <li>• Best Customer Support</li> </ul>



## Web Design Glossary of Terms:

**Responsive Design** - optimal viewing and easy reading/navigation--resizing, panning, and scrolling--across different devices

**Search Engine Optimization(SEO)** - the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine

**Content Management System(CMS)** - backend tool for managing a site's content that separates said content from the design and functionality of the site

**Plug-in** - third party code that extends the capabilities of a website. It's most often used in conjunction with a CMS or blogging platform.

**Cache** - Cached files are those that are saved or copied (downloaded) by a web browser so that the next time that user visits the site, the page loads faster.

**E-Commerce** - a feature that enables buying and selling of goods online

**Favicon** - a tiny, customizable icons displayed in the web address bar in most browsers next to the web address

**HTML** - Hypertext Markup Language - It's the primary language used to write web pages

**Hyperlink** - a link from one web page to another, either on the same site or another one

**Landing Page** - the page where a visitor first enters a website

**Template** - a file used to create a consistent design across a website

**Uniform Resource Locator(URL)** - A site's URL is its address, the item that specifies where on the Internet it can be found

## Questions? Contact me!

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