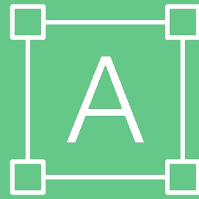# Web Design 101

Paula Saunders

Website Designer

www.techphix.com and www.fashionphixpro.com

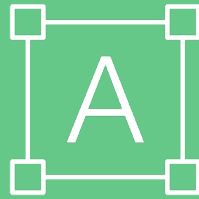# What We'll Cover

Why make a website?

Understanding your goals

Creating your Site Map

Gathering / Organizing your content

Building a website using WIX AI

Why make a website?

Brand Consistency

Credibility

Saves Money and Time

Always Accessible

Additional Sales Tool

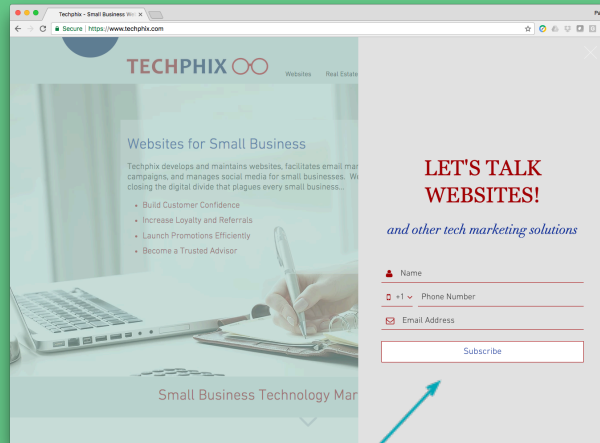# Goals

(Setting Your Goals)

Goal Setting

- Receive a call or email inquiry from visitors
- Join the Mailing List
- Follow you on social media
- Get contest entries or event registrations
- View or download documents
- Buy products or services

Secure | https://www.techphix.com

TECHPHIX ∞

Websites   Real Estate Websites   Marketing Solutions   Blog   Contact

Websites for Small Business

Techphix develops and maintains websites, facilitates email marketing campaigns, and manages social media for small businesses. We're closing the digital divide that plagues every small business...

- Build Customer Confidence
- Increase Loyalty and Referrals
- Launch Promotions Efficiently
- Become a Trusted Advisor

Main Menu

Lightbox

Text Links
& Social Links

Set Your Goal

.

What do you want your site to do for you?
What do you want visitors to do on it?
How do visitors accomplish that goal?
Are you guiding them to what you want them to do on every page of your website?

Create Site Map

(page navigation)

Page Titles

- Home
- About
- Key Offering #1 (Product or Service)
- Key Offering #2
- Key Offering #3
- Blog
- Contact

Main Menu

Websites
Real Estate Websites
Marketing Solutions
- email marketing
- social media
Blog
Contact

Get Organized

Gather Content
(Notepad, Google Docs, Microsoft Word)
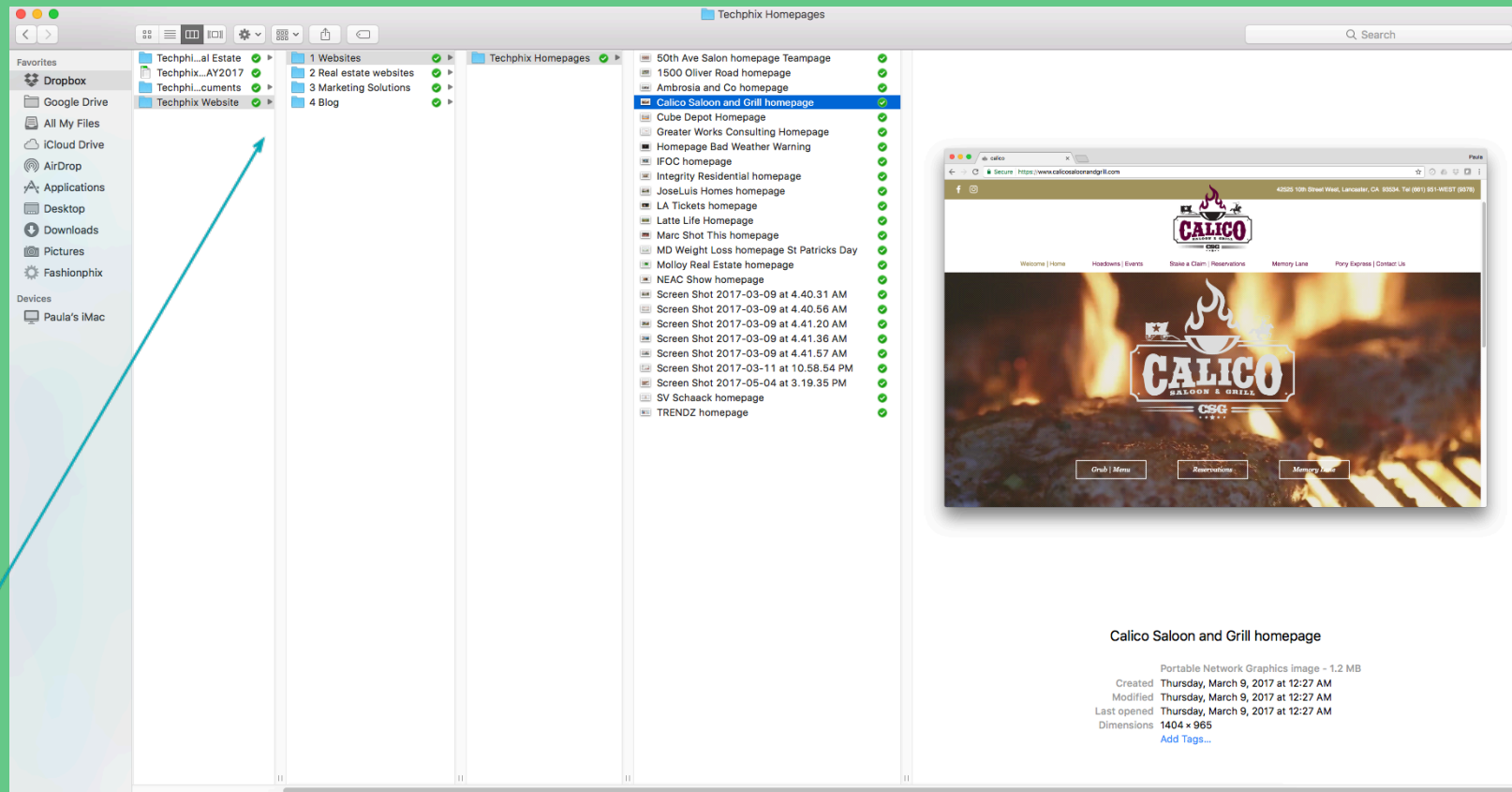
Type Text for all pages:

Company Name
Contact Name
Phone/Fax
Address
Email
Domain Name
Slogan

Homepage text
About page text
Key offering text 1, 2, 3
Three Blog entries text
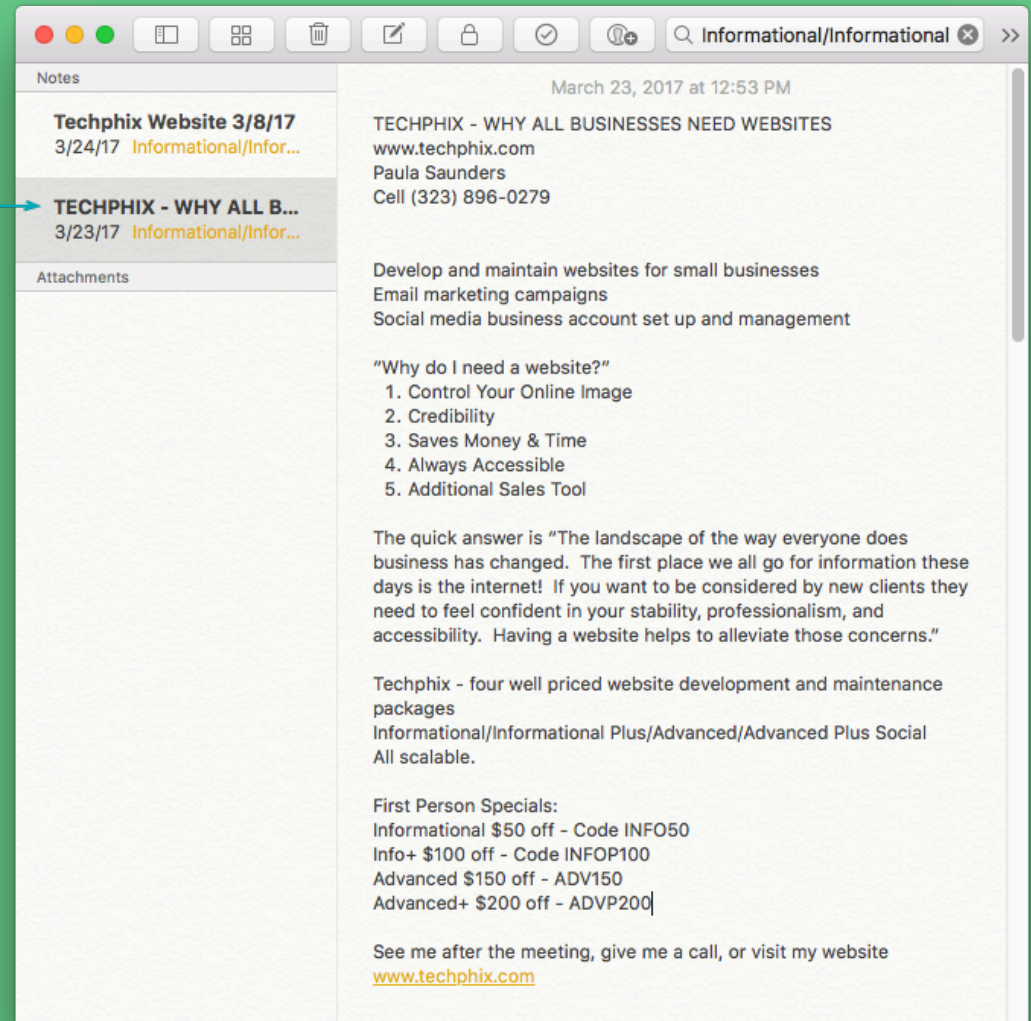
Save images & videos
In Folders:

Homepage
About
Key offerings 1, 2, & 3
Blog

Folders for images and video files

This is the notepad that includes all of the text used throughout the website.

March 23, 2017 at 12:53 PM

TECHPHIX - WHY ALL BUSINESSES NEED WEBSITES
www.techphix.com
Paula Saunders
Cell (323) 896-0279

Develop and maintain websites for small businesses
Email marketing campaigns
Social media business account set up and management

"Why do I need a website?"
  1. Control Your Online Image
  2. Credibility
  3. Saves Money & Time
  4. Always Accessible
  5. Additional Sales Tool

The quick answer is "The landscape of the way everyone does business has changed. The first place we all go for information these days is the internet! If you want to be considered by new clients they need to feel confident in your stability, professionalism, and accessibility. Having a website helps to alleviate those concerns."

Techphix - four well priced website development and maintenance packages
Informational/Informational Plus/Advanced/Advanced Plus Social
All scalable.

First Person Specials:
Informational $50 off - Code INFO50
Info+ $100 off - Code INFOP100
Advanced $150 off - ADV150
Advanced+ $200 off - ADVP200

See me after the meeting, give me a call, or visit my website
www.techphix.com

Notes

Techphix Website 3/8/17
3/24/17 Informational/Infor...

TECHPHIX - WHY ALL B...
3/23/17 Informational/Infor...

Attachments

Q Informational/Informational

RECAP

Steps to Building Your Website:

Step 1 – Define your website goal

Step 2 – Create Site Map

Step 3 – Organize content (text = notepad; images = folders)

Step 4 – Plan Calls to Action

Step 5 – Build out your website on Wix.com

Ready to Start?
Choose a template!
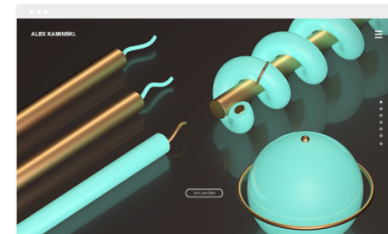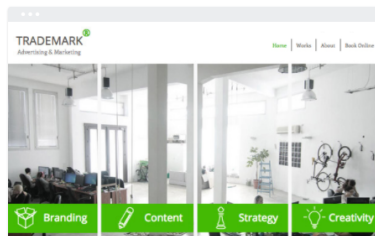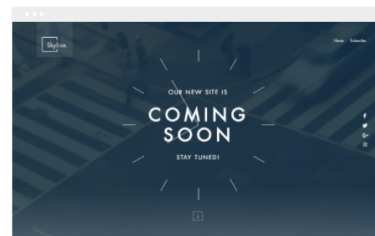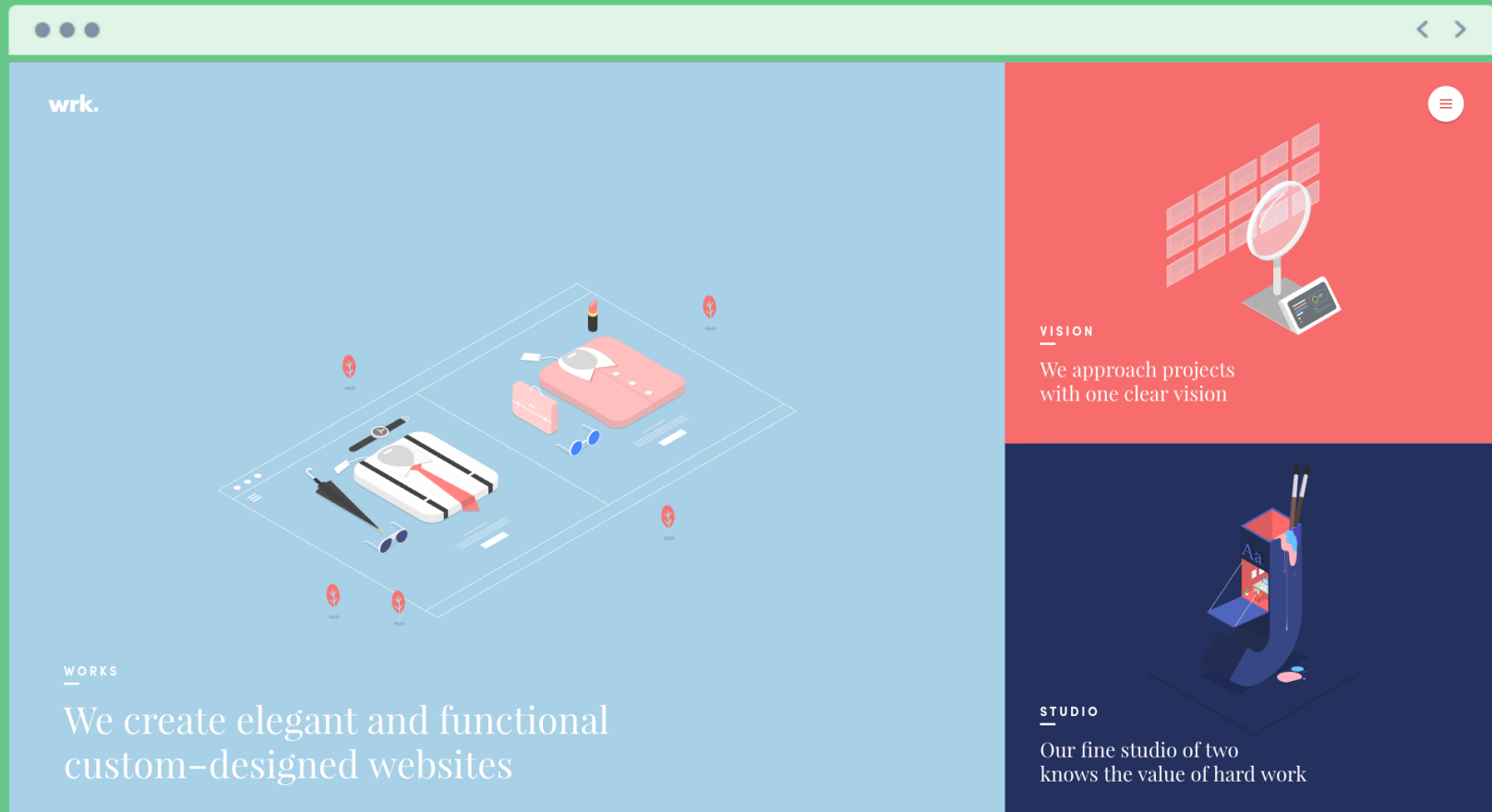
We create experiences for the Web that give more value to your website or software

web Design

user interface

online branding

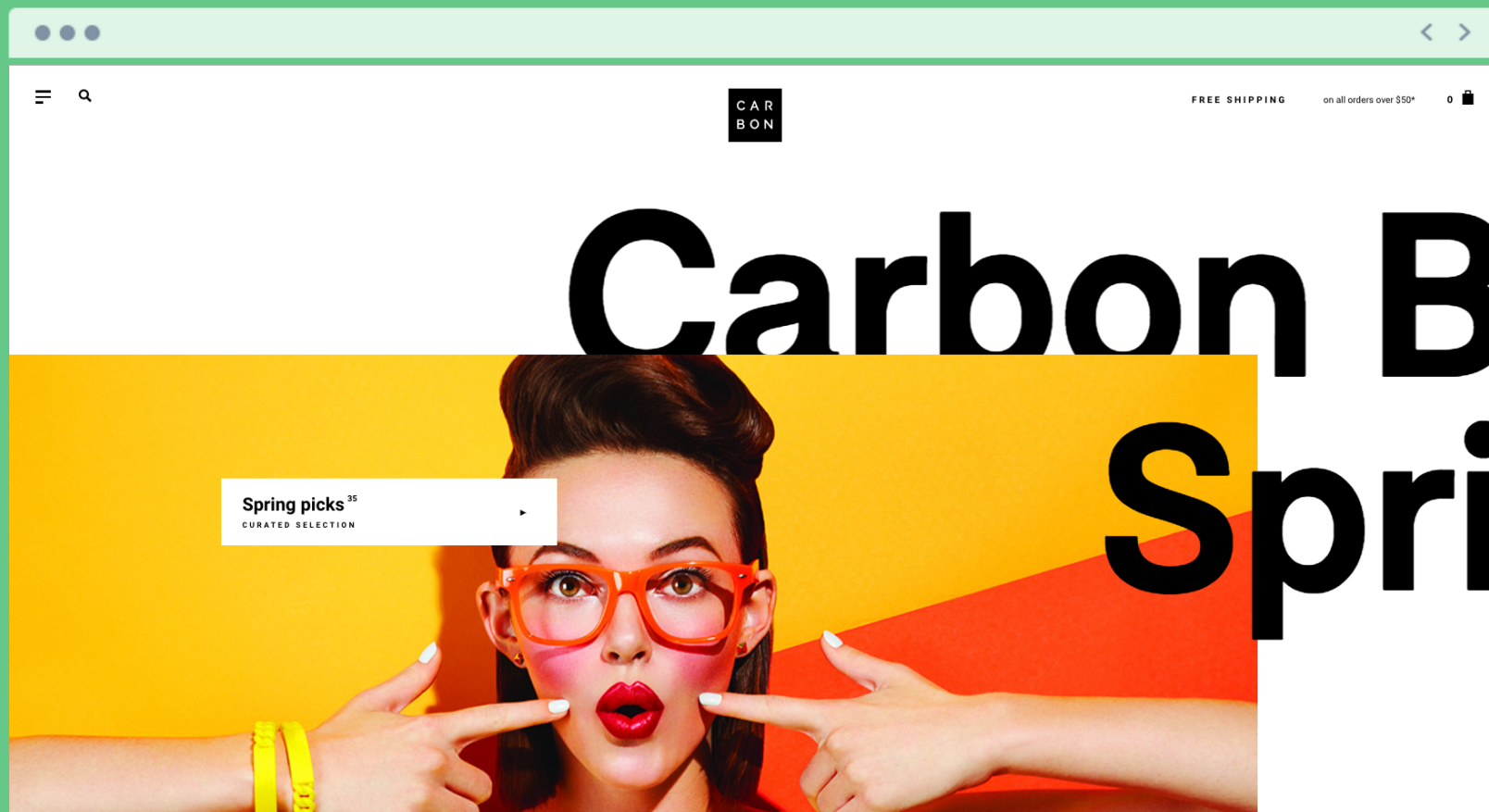Development

Color Counts

CAR
BON

Carbon B
Spri

Spring picks 35
CURATED SELECTION   ▸

www.encycolorpedia.com

Red
passion,
anger,
vigor,
speed

Orange
invigoration,
fun,
liveliness,
energy

Yellow
friendliness,
happiness,
youth,
cheer

Green
nature,
refreshment,
growth,
balance

Blue
knowledge,
tranquility,
security,
trust

Purple
royalty,
wisdom,
spirituality,
authority

Pink
nurture,
warmth,
friendliness,
softness

Brown
seriousness,
reliability,
earthiness,
toughness

White
purity,
virtue,
cleanliness,
peace

Black
formality,
luxury,
secrecy,
glamour

Gray
impartiality,
compromise,
maturity,
composure

Font & Center

(Body copy)

SANS SERIF.

Hello

SERIF.

Hello

MARGO
WEATHERS

WORK   PLAY   ABOUT
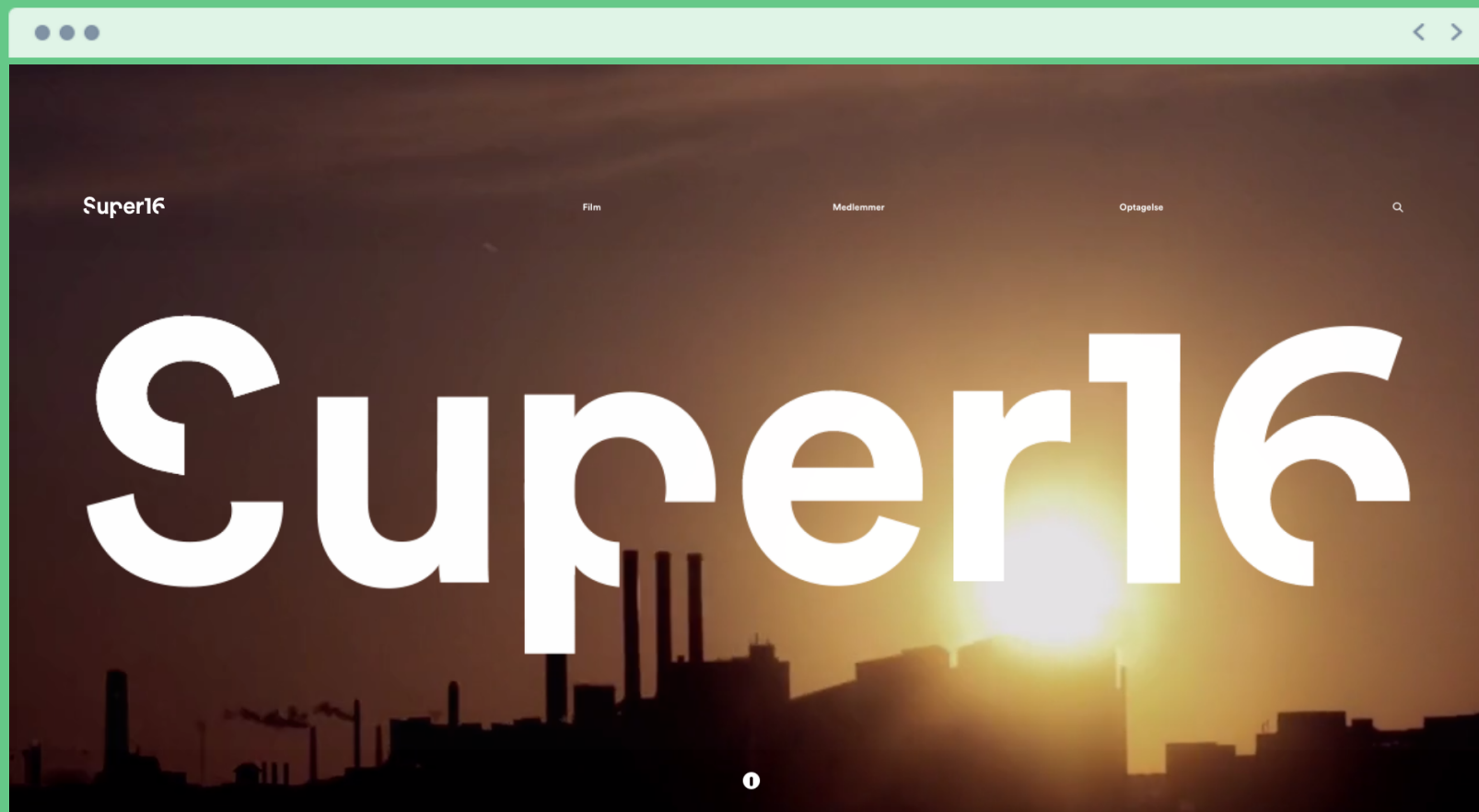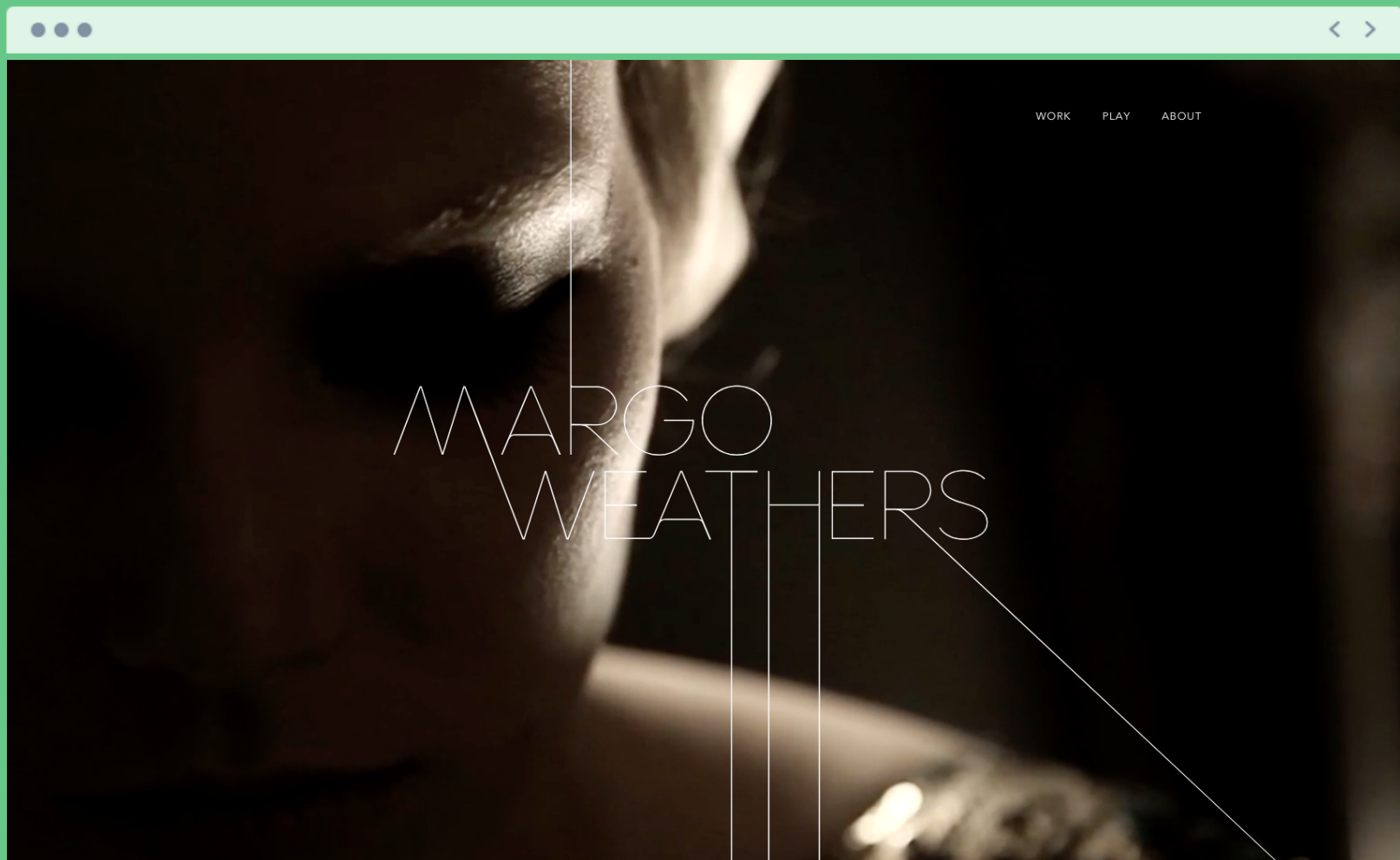
When in doubt, let the Wix AI be your guide
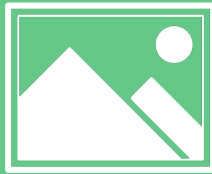
Lets check out Wix AI!

GO TO WIX.COM

TECHPHIX ○○

Technology Marketing Solutions for Small Business

Paula Saunders
Websites | Inbound Marketing | Social Media

w w w . t e c h p h i x . c o m

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20% OFF
Use Coupon Code "WeWork"
Call Paula (323) 896-0279

Average site development $750 - $1,499