



# ThatEnglishDesignGal.com

Websites, Care Plans + SEO

## First Steps to Your Website

### Your domain

1

Choosing a domain name (or URL) is your first task. It should be the name of your business or some other easy-to-remember word or words. Check availability. Add privacy to your domain if you'd like it (I do) and make your purchase. Domains renew annually. I recommend getting a .com as that's what most people remember best. But you don't have to - any extension will work. I'll help you through this process.

### Hosting

2

All websites need a place to house their data files, just like a building needs land to sit on. This is provided by a hosting company. There are many different companies. Some are great, some good and some not so good. I'll go over the details with you when we chat and help you decide who to use. I offer hosting for small websites if you're on one of my Website Care Plans - read about those on the FAQ page of my site.

3

### Your Website

#### Now the fun part begins!

- We'll have a chat about your business and how you'd like your website to work for you 24/7.
- There are lots of factors and I'll have questions and suggestions for you.
- We'll talk about content: images, text and your logo.
- We'll decide on your Call To Action, what you want your website visitors to do on your site (call you, stop by and see you at a brick and mortar, make an appointment, sign up for a newsletter etc.).
- We'll figure out what group of customers you're looking to attract and how to design the site with them in mind.
- We'll discuss a time frame for the project and what to expect from each other.
- We'll talk about budget and affordability.