Website Planning & Development

Moderator:  
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RI Small Business Development Center

Presentation by:  
RISBDC Marketing
We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
You have a domain and want to move forward on building a great website. Great! Now what?

In this webinar, learn how to pull together a budget for your website project and identify what resources may be required to pull it off. From hiring a website developer, freelance designers and content creators, get a broad overview of the types of roles to consider for your new website.
1. Your Browser
   Your visitor types http://yourdomain.com into your browser

2. Domain Registrar
   Your address is looked up and found at ben.wpmastered-host.com

3. Web Host
   Your WordPress site is sent from Envato to your visitor

4. Your Website
   Your website is displayed. Woohoo!
# Website Building Checklist

## Before You Build:

<table>
<thead>
<tr>
<th>Action</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find your purpose</td>
<td>P. 3-15</td>
</tr>
<tr>
<td>Decide how to build</td>
<td>P. 3-15</td>
</tr>
<tr>
<td>Pick your platform</td>
<td>P. 3-15</td>
</tr>
<tr>
<td>Test it out</td>
<td>P. 3-15</td>
</tr>
<tr>
<td>Choose a price plan</td>
<td>P. 3-15</td>
</tr>
<tr>
<td>Pick a website address</td>
<td>P. 3-15</td>
</tr>
</tbody>
</table>

## Build Your Site:

<table>
<thead>
<tr>
<th>Action</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose a template</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Choose your color scheme</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Design a logo</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Edit your page layout</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Add pages</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Write your content</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Say hello to SEO</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Don’t forget images</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Set up a professional email address</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Want to sell online? Add a store to your site</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Make it mobile friendly</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Link to social media</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Preview social media</td>
<td>P. 16-35</td>
</tr>
<tr>
<td>Publish your website</td>
<td>P. 16-35</td>
</tr>
</tbody>
</table>

## After Publishing:

<table>
<thead>
<tr>
<th>Action</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set up Google Analytics</td>
<td>P. 36-40</td>
</tr>
<tr>
<td>Run a site speed check</td>
<td>P. 36-40</td>
</tr>
<tr>
<td>Analyze Google Analytics results</td>
<td>P. 36-40</td>
</tr>
<tr>
<td>Add Hotjar to check your site’s UX</td>
<td>P. 36-40</td>
</tr>
<tr>
<td>Keep going!</td>
<td>P. 36-40</td>
</tr>
</tbody>
</table>
Put Together Your Website Wishlist

80 Things to Check Before, During, and After Launching a Website

Written by Shanna Kurpe @shannakurpe

https://blog.hubspot.com/marketing/website-launch-checklist
Find A Dream Website For Inspiration

Home-cooked meals, without the cooking.

Dinner is the time to unwind, relax and enjoy a wholesome meal. Fresh, local, gourmet meals. Delivered directly to your door.

TRY IT NOW

LEARN MORE

Get $25 off your first week. Discount Code: WELCOME25
Create A Sitemap
Write Keyword & Consumer Friendly Content

Copywriters and Freelance Writers to Power Your Content Marketing

Work with thousands of professional copywriters to increase website traffic through superior white papers and more.
Gather Photos & Videos & Graphics

Find the perfect stock asset for your next creative project
Bells & Whistles

Shopify App Store

1 - 24 of 3302 results

Shopify Email
by Shopify
Email marketing made for commerce
4.4 (655)
Free to install

Shopify Chat
by Shopify
Use the power of live chat to grow your business
3.6 (210)
Free

Shopify Local Delivery
by Shopify
Get more out of local delivery and share optimized routes
3.4 (66)
Free

Facebook channel
by Shopify
Bring your products to Facebook and Instagram users.
4.5 (2856)
Free to install

Oberlo - Dropshipping App
by Shopify
Find products to sell on Shopify
4.2 (2392)
Free plan available

Point of Sale
by Shopify
Unify online and in-person sales.
2.8 (175)
Free plan available

Store Importer
by Shopify
Embed social media feeds on any digital service

Gather and display Instagram images, Tweets, Facebook posts, and more on any digital service to increase time spent on site and drive conversions.
Find quality freelancers and agencies for web development

Hire for any scope of work:

- **Short-term tasks**: Build a pool of diverse experts for one-off tasks
- **Recurring projects**: Have a go-to team with specialized skills
- **Full-time contract work**: Expand your staff with a dedicated team
Website Developer
Website Developer
"We are budgeting $30,000 – $60,000 for this website, with a potential additional $5,000 – $10,000 for a social media component, and a potential additional $5,000 – $10,000 for a digital marketing component. When constructing the budget, please list the website, social media and digital marketing as separate components."

"The results of Phase One will inform a budget of the full development and launch of the website, and therefore, we expect that the selected agency partner will work with us to identify costs for Phase Two. The budget for Phase One is between $25,000 and $50,000, depending on the services offered."

Source:
https://www.sayenkodesign.com/how-to-write-an-rfp-website-design-template-sample/
Timeline

RFP Release Date

The date you’ve sent out the RFP. This lets vendors see how recent the request is.

Response Deadline

When are you expecting proposals back by.

Vendor Selection

When should vendors expect to be notified of your decision? What are the next steps in the selection process?

Project Kickoff

What date should the vendor have their team ready to begin work on the project?

Desired Launch Goal Date
Identify Current Challenges

“While we feel the current site captures our tagline message and tone, it is not a tone that we feel will transfer well to our new target audiences and industries.”

“Improved navigation – Vendor should simplify what’s up on our website and create a very attractive, easy-to-navigate website that should allow people to fulfill their goals without getting lost”

“More targeted use of SEO – Vendor should also include keywords and tags on pages so that our search functionality should be exceptional, and should allow our site visitors to complete their goals”

“Calls To Actions are not converting enough leads”
How to Write an RFP for Website Design in 2020 (w Template Sample)

by Mike Sayenko
Welcome, Julie

"You may think I'm small, but I have a universe inside my mind." — Yoko Ono
Graphic Designer

Freelance Job Boards

https://careercenter.risd.edu/freelance-job-boards
Mozlow's Hierarchy of SEO Needs

1. Crawl accessibility
   - so engines can reach and index your content

2. Compelling content
   - that answers the searcher's query

3. Keyword optimized
   - to attract searchers & engines

4. Great user experience
   - including a fast load speed, ease of use, and compelling UI on any device

5. Share-worthy content
   - that earns links, citations, and amplification

6. Title, URL, & description
   - to draw high CTR in the rankings

7. Snippet/schema markup
   - to stand out in SERPs

Implements competitiveness

Essential to rankings
Check Analytics & Keep Active & Promote

Google Analytics
Track Keywords
Promote Your Website
Integrate Social Media
Get Links On Other Websites
Build More Pages Based On Search
Keep Homepage Current
Questions?

Type your question to the chat box

Contact Us:

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