

Do you want to have your own website?

This **presentation guide** from watcher.am will **explain** all the **7 steps of website creation** in a **very simple** form



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Follow these 7 steps

1. Copy-Write
2. Domain name/Hosting
3. Design
4. HTML/CSS coding
5. Programming
6. Database implementation
7. Publishing the website online

* The action of each of the 7 steps will be explained in the next slides



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Step 1: Copy-Write

The purpose of this initial step is to prepare the content of your future website.

Things to do:

- **Collect all the available material you have:** brochures, press releases, previous website, logo, type specs, fonts, photos and images, videos etc.
- **Prepare the list of the main pages in website:** the standard set of site pages include “Home”, “About us”, “Services”, “Contact us”
- Prepare the **texts and images** for each of the pages



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Step 2: Domain Name/Hosting

On this step you will need to choose a Domain Name and a Hosting plan for your website.

Domain Name is the address name, that will open your website. It looks like this: **www.example.com**. You are able to choose the both: the “example” and “.com” parts.

Hosting is the physical place in the Internet, where the files will be placed. So, you need the both to publish a website in the Net.

The average cost for domain name +hosting might be around **\$60/year**.

I would suggest to check one of the most popular domain and hosting services, www.godaddy.com if you need to buy one.



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Step 3: Design

The design is one of the most important steps in the whole process.

This process needs to be worked out, **having the copy-write** of the site: graphical elements, texts and photos brought by the client.

Design is done in graphical editors like **Photoshop or Corel**, and as a result of this step, the client gets normally upto 2 revisions of his future website design in either **.jpg, or .png, or .psd, or .cpt** formats.



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Step 4: HTML/CSS coding

Now, that the design is ready, you need to get the HTML/CSS coding. This is actually the initial step of putting your site into the browser.

HTML is the hypertext, that helps to cut the full image of the website into little parts of texts and images, and recreate the same appearance of the design in a browser.

In other words, **HTML is the translation of an image into a website.**

CSS is the styling “language” for the HTML.

As a result to this step, the client will **see his website in a browser**, and will be able to **click and open the pages** inside.



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Step 5: Programming

The Programming will solve more complicated tasks, than HTML.

For example, if you need your website to have a **membership facility**, where people can log into the site and access certain information; or, say, you need a **Feedback form**, so that visitors can contact you; or if you need an **e-commerce** website etc.

As a result, after the programming, you will be able not only to browse pages in your website, but also to (for instance) create an account, login, logout, send message etc.



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Step 6: Database implementation

The purpose of Database implementation is to store, sort and filter data in your website.

For example, if you have an online shop, and want to know **how many** of the products type A were sold this month, or just **track expenses** etc. you will need to have a database.



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Step 7: Publishing the website

As soon as all the 6 steps are successfully finished you (or the web-developers) will **upload the files** of the website onto your hosting and have your domain-name connected to your hosting, by the DNS (Domain Name Server) usage.

Afterwards, you only have to open your browser, **type your website address and Voilà !**



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Good Luck in your business!

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