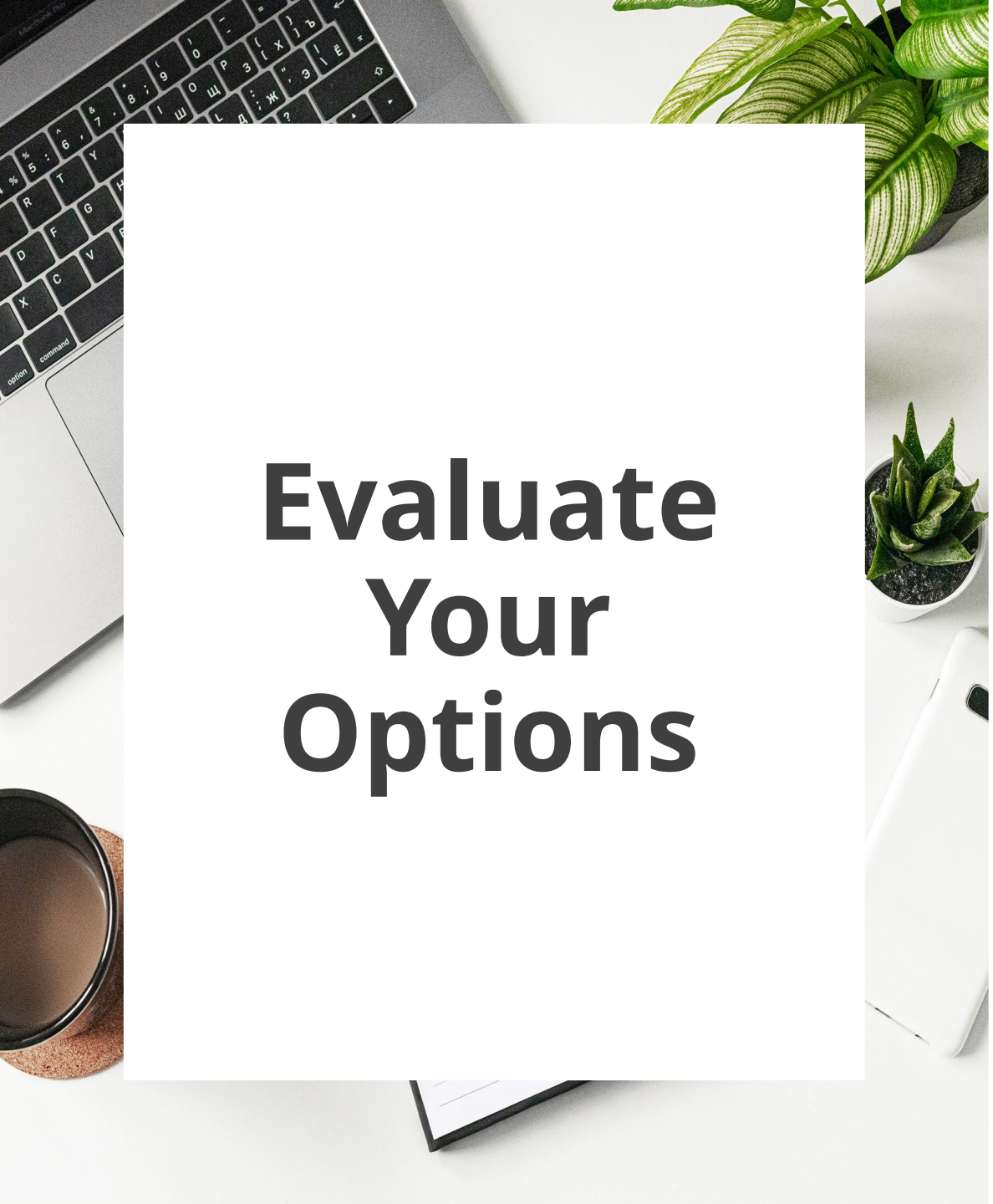
Building a Website

Without Breaking the Bank

Your Website’s Power

“Most of us don't have millions to spend on a marketing campaign, but that's okay. These days we can get serious traction just by paying attention to our digital presence. A great digital presence starts with a clear and effective website.”

— Excerpt from "Building a Storybrand" by Donald Miller



Evaluate Your Options

Key Site Elements

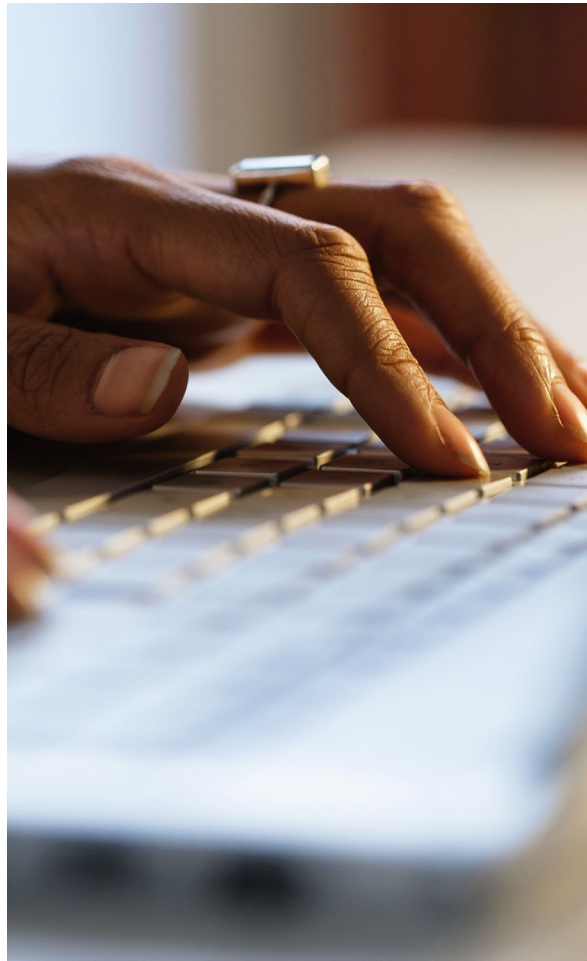
Domains

CMS & Site Builders

Hosting

Domains

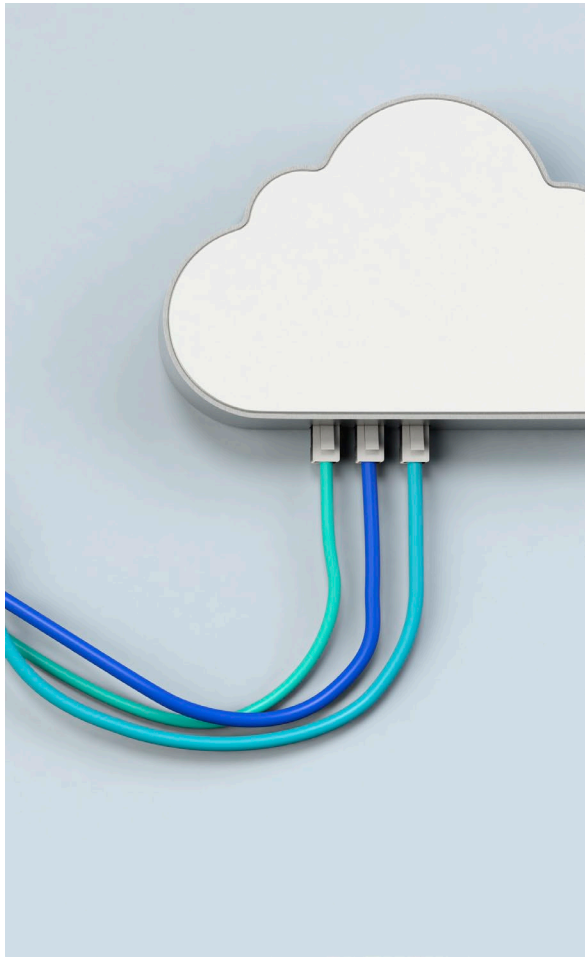
- Choose a domain that is short, memorable and relevant to your branding.
- Consider purchasing more than one domain.
- While some site builders allow you to purchase a domain through them, it can be cheaper to purchase through a domain registrar.
  (Ex. Namecheap, GoDaddy, etc.)



Popular CMS & Site Builder Options

Hosting

- There are different types of hosting (Shared, VPS, Cloud, etc.) → **This blog explains key differences.**
- You want to pick a hosting plan that balances cost with performance.
- Hosting is built into the subscription cost for many popular site builders (ex. Squarespace, Wix, etc.)



Define Purpose and Goals

- **Clarify Your Purpose to Set Clear Goals**
  - Decide on the main action you want users to take on your site
- **Prioritize Features**
  - Based on your goals, identify the essential features: contact forms, blog, store, etc.
- **Make Your Message Count**
  - Make sure you position the customer as the hero of your story.

Save Money on Design

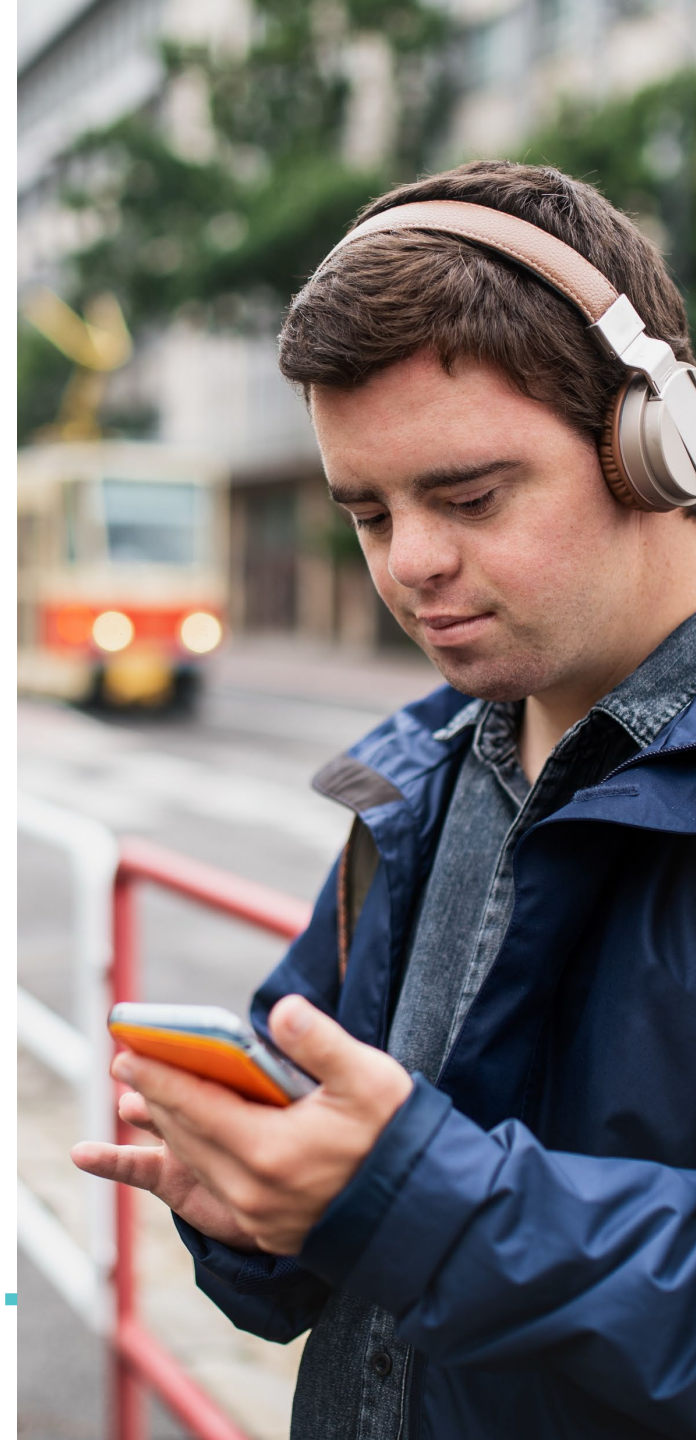
- Harness the power of free built-in templates or fixed-price template kits that can be ***customized to your brand***.
- Consider working with local designers, small businesses or students who can offer more ***affordable pricing***, discounts or pro-bono work.

Accessibility Matters

- It provides a ***user-friendly experience*** for all people, with or without disabilities.
- It allows you to ***reach a wider audience***.
- It's not just a good idea; it's also a ***legal requirement*** (ADA Compliance).
- It's an ethical ***commitment to equality***.

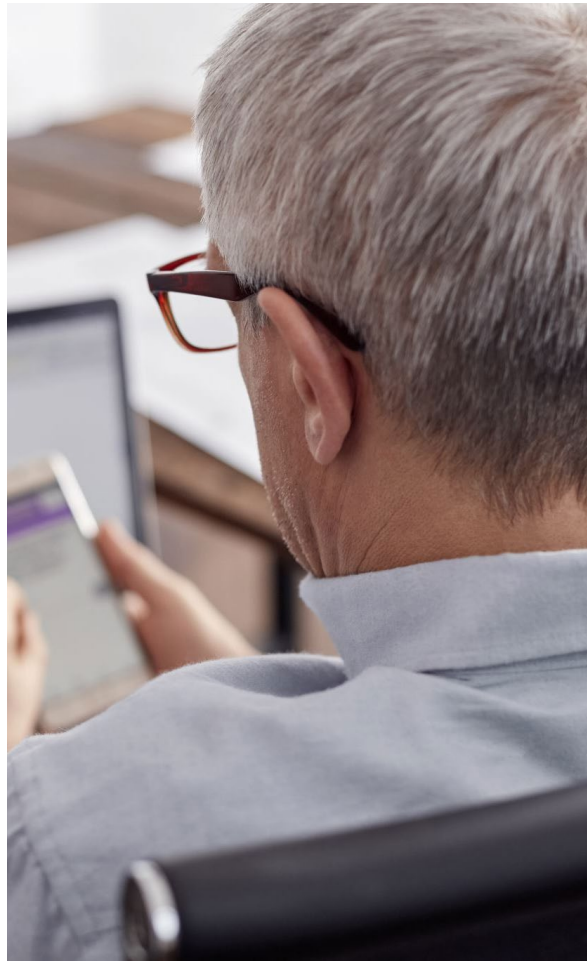
Key Accessibility Features

- Alt Text for Images
- Color Contrast
- Keyboard Navigation
- Descriptive Links
- Responsive Design for Devices



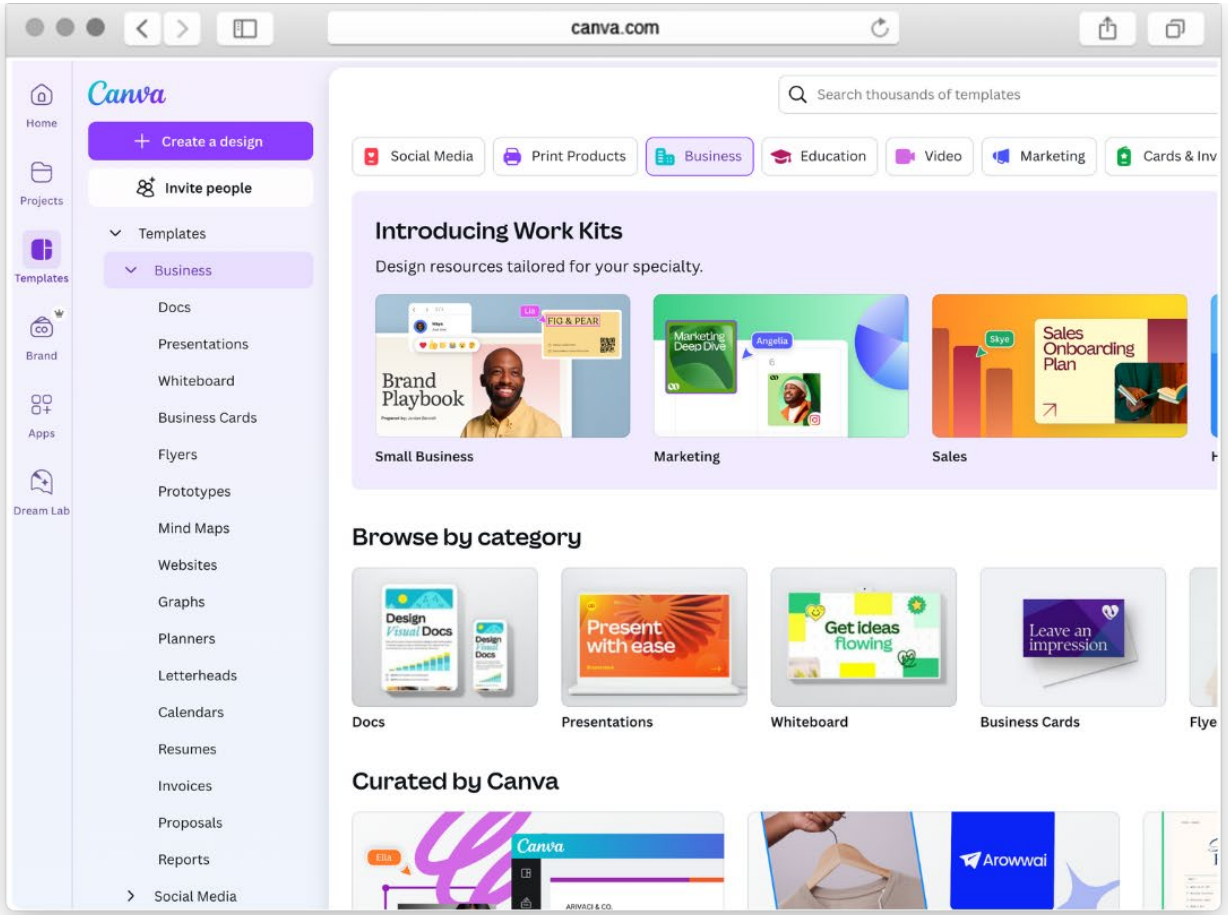
Capture **Data** to Drive **Conversions**

- Email marketing is one of the most effective ways to engage with your audience and drive conversions.
- Businesses can’t always rely on social media.
- Offer incentives, such as discounts or freebies, to encourage sign-ups.



Stock Image Options

Design Tools & Templates



Key Takeaways

01 Choose the right components

02 Keep goals in mind & stick to your budget

03 Don’t compromise on essential features

04 Give yourself room to grow & re-evaluate

For More Information

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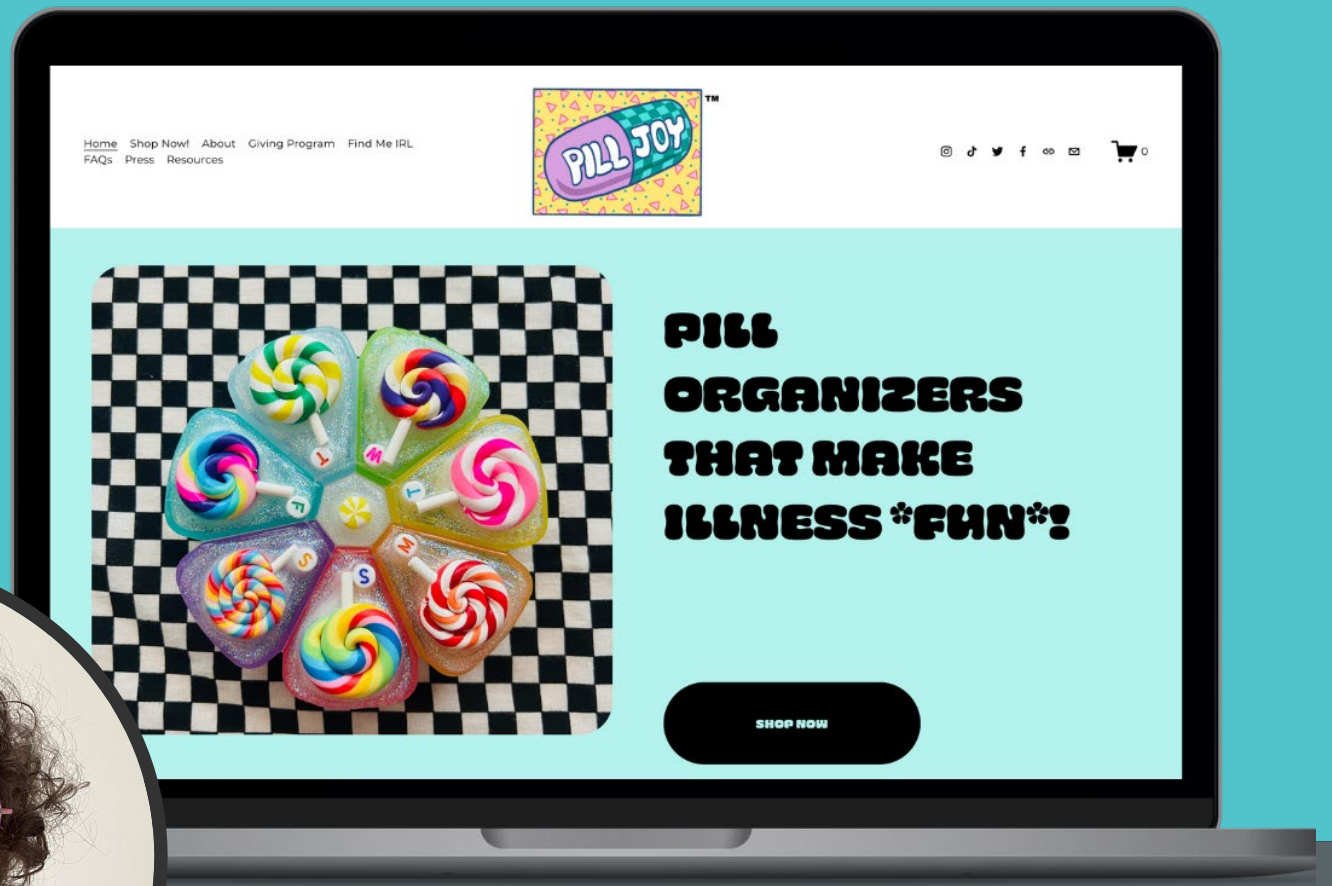

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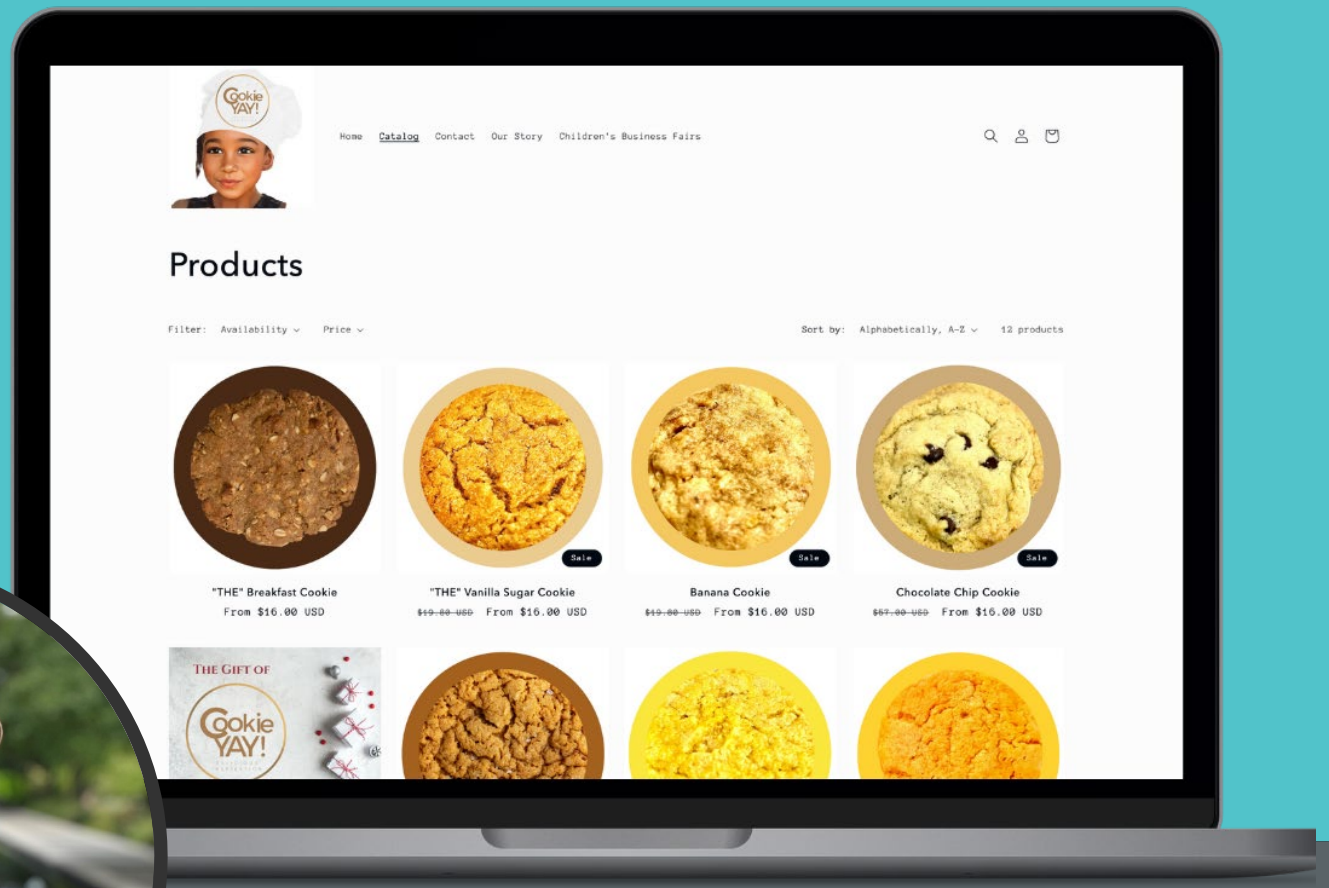

Q&A

Resources

Domains:
Namecheap | GoDaddy | Bluehost | Hover | 1&1 IONOS

Hosting:
Bluehost | Digital Ocean | WP Engine | HostGator | A2 Hosting

CMS/Site Builders:
WordPress | Squarespace | Shopify | Showit | Wix | Weebly

Stock Images:
Unsplash | Pexels | Pixabay | iStock | Shutterstock | Adobe Stock

Design Tools:
Canva | Adobe Express | Vista Create | Creative Market

Accessibility Tools:
WAVE | Contrast Checker (WebAIM)