

# CREATING A WEBSITE

## A STEP-BY-STEP GUIDE

### WHERE TO BEGIN?

PRIOR TO YOUR INITIAL CONSULTATION, IT IS IMPORTANT TO GATHER THE FOLLOWING INFORMATION:



#### STEP ONE: DEFINE GOALS

Clearly define your business goals, target audience, and website goals



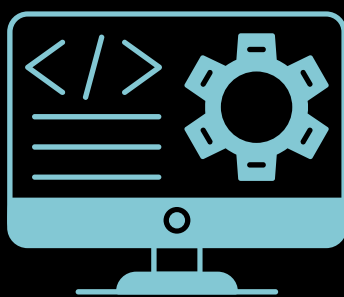
#### STEP TWO: RESEARCH & PLAN

What type of website are you wanting to build?  
How many pages do you want on your website?  
How much information do you want on the website?



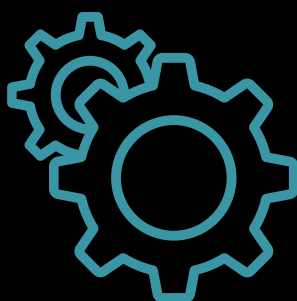
#### STEP THREE: DESIGNING

Choose the right color scheme for your business and target audience. Select videos, images, graphics, and content to help establish your visual and digital identity.



#### STEP FOUR: DEVELOPING

Work with RL Designs to choose the right CMS for your business and collaborate as we build the site using chosen content.



#### STEP FIVE: LAUNCH & MAINTENANCE

Launch your website & manage website using basic upkeep tips from RL Designs!