

SHAWN IS GOING TO HELP YOU...

GET IT DONE

WEBSITE ESSENTIALS WORKSHEET

1

WHY

Why do you need a website?

2

WHAT

What do you want it to do for you?

3

WHO

Do-It-Yourself or need some help?

4

WHERE

Have hosting or need to get some?

5

WHEN

How soon do you need it done? Do you have a specific deadline?

Hate paperwork? Just text me "HELP"
and we'll make it happen (510) 575-0734
-ST

TOP 3

WHAT & WHY

Here are a few items to help you get organized so you get the results you are looking for...

ACTIONS

What are 3 things you want your users to do?

AESTHETIC

Choose 3 websites you like the look of & why...

EASE

Choose 3 more websites that you find easy to use and why...

THANKS FOR READING MY GUIDE!
WOULD LOVE TO HEAR YOUR THOUGHTS ON IT
SHAWN@LIARPHOTO.COM

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TIME & MONEY

WHO, WHERE & WHEN

Before you get started, there are two primary factors you need to weigh out that will impact how your site is accomplished.

HOSTING & PLATFORM

There are a few ways to control costs...

1) FREE Hosting/Profiles on blogging or social media sites

***PRO:** Cost, it's FREE and they offer easily integrated add-ons for a price*

***CON:** The cost of the add-ons (custom domain and email, social media integration etc) add up fast and they limited control over brand and functions of your site*

2) OUT OF THE BOX website building services for DIYers

***PRO:** Great for self-starters and you don't have to be code literate, comes with a number of drag and drop ready to use themes*

***CON:** Higher hosting prices and hidden costs, time spent investing in learning how to use it*

3) SELF HOSTED site

***PRO:** Longer term cost is much cheaper than #2 and you get limitless expandibility, design and integration, quick turn around if you hire a developer. Recommended for professionals with an actual business. Low end \$42/year hosting.*

***CON:** Slightly higher upfront costs but the monthly fees tend to be 1/10 of the out of box hosts, no added costs for most extras if you use the right hosting company (NOT GoDaddy).*

DO IT

So it all comes down to how soon do you need it done....

+MAKE realistic deadlines and follow them, if you miss one, reschedule it.

+COLLECT images/media/video you own the copyrights to or buy stock media to use on your site

+WRITE up and edit your site text (about/mission/services/products/contact info/etc) have others look over it

+GATHER important logins (hosting/domain registration/social media/etc) in case you need to hire someone to take over.

ON A BUDGET WITH LIMITED TIME? I OFFER A "SUPER SAVER" PLAN FOR
SIMPLE NO-FRILLS SITE DEVELOPMENT FOR \$375 +HOSTING COST
SHAWN@LIARPHOTO.COM