

Six stages to build your next website

1

Planning

Clarify your goals, define target audience, create site structure, and identify key functionality.

2

Backend

Choose your content management system (CMS) and then set up hosting, domain, and CMS.

3

Content

Draft initial text content for each of the main pages of the site. Gather photos and other media.

4

Design

Prepare your color scheme, define typography (font and sizing), and shop for a CMS theme or template.

5

Functionality

Install and configure plugins for key interactions on the site, such as calendars, forms, payments, etc.

6

Launch

Test the site on mobile, desktop, and a variety of devices, refine as needed. Send out the launch notice!

