

The Non-Techie's Roadmap to Website Success

Paving the Way for a Hassle Free, Professional Website



with Christina Hills

Do you know the biggest challenge people face when choosing to build their own website?

Knowing where to start!

It may seem like a small thing. After all, as long as you're moving forward you're making progress, right?

Unfortunately, this isn't always true.

Many people are so enthusiastic to get started that they don't think through the planning stage, which causes the entire process to take longer, cost much more, and typically leaves you more than a little frustrated.



Christina Hills

Here are some of the typical mistakes people make trying to build a website for the first time:

- Setting up the hosting and installing WordPress without knowing what they're doing. This is a HUGE problem that I see often! (There are some technical challenges that can come up if you do things out of order.)
- Being focused on the design and layout without thinking through what content they have to populate the pages. If you put one before the other you may find yourself re-doing a lot of work!
- Spending too much time creating and perfecting everything which causes delays and overwhelm. Remember, perfection is the enemy of progress!

In order to save you from wasting hours of your life (and a few headaches as well), I'd like to share with you the road map I developed and personally use in my own business.

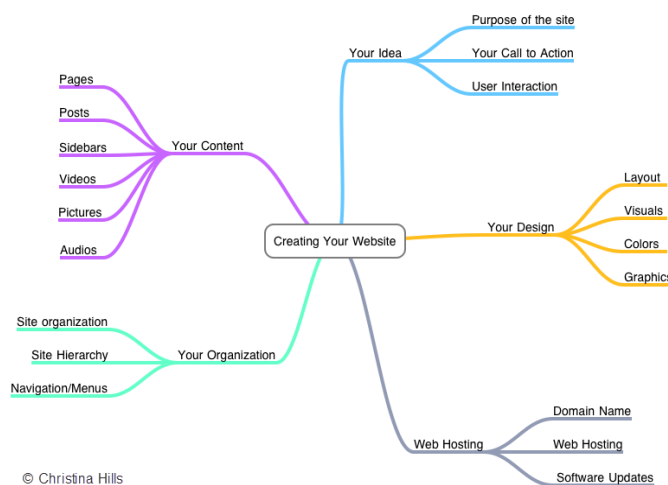
This "mind map" helps me clear my mind to build sites in the most effective way possible and I know that it will help you as well!

What is a Visual Mind Map?

A Mind Map is a visual way to organize information or explain a concept. When you have a project, such as building a website, drawing a mind map will help you think through what needs to be done, how different elements are related with each other, how to prioritize them, and so forth.

In this report and accompanying video, I'm using this Mind Map to explain different aspects of website building and different approaches to handling them.

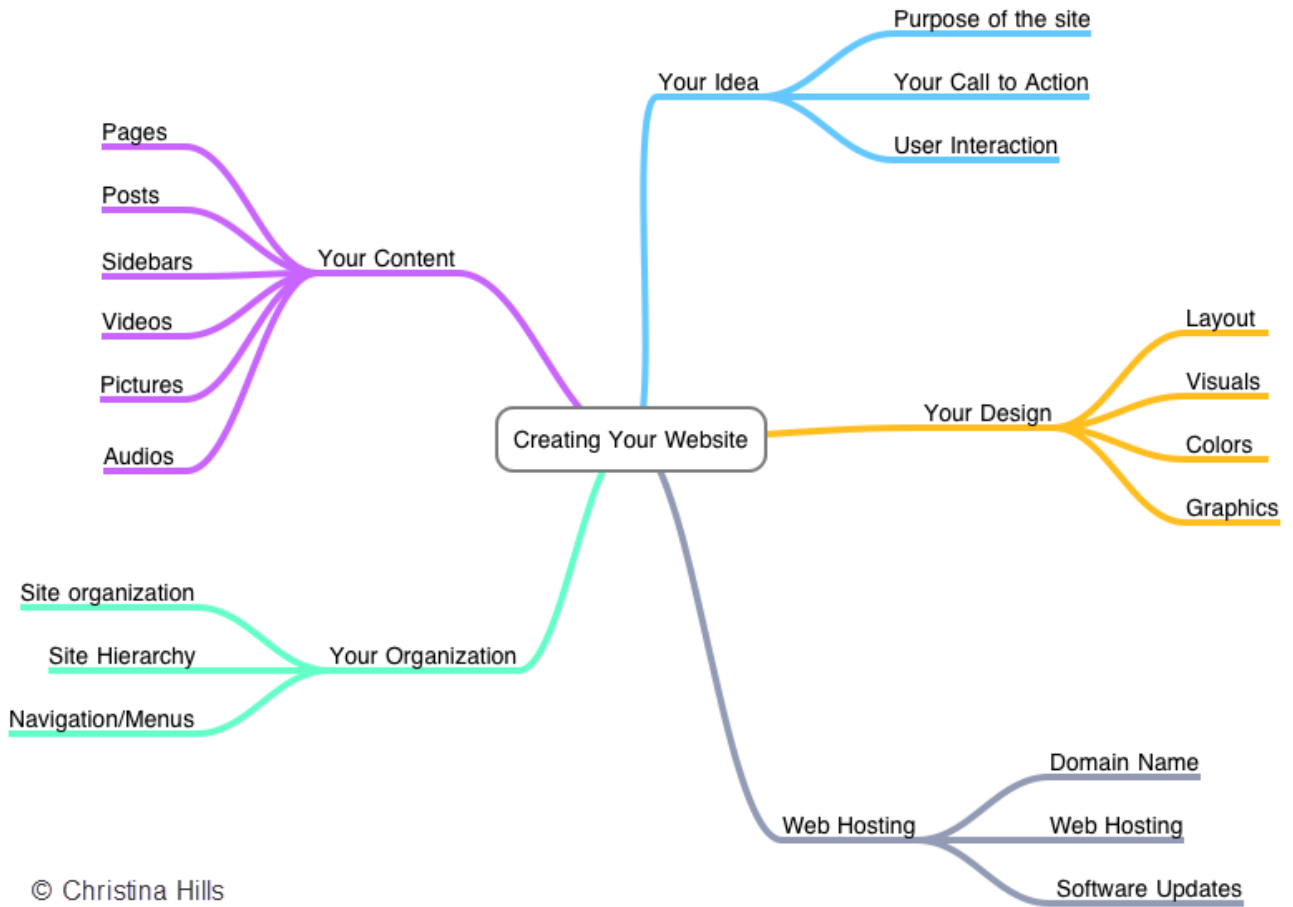
Take a look at the “Non-Techies Roadmap to Website Success” on page 3. You'll see 5 different aspects of website building:



1. Your Idea
2. Your Content
3. Your Design
4. Your Organization
5. Web Hosting

Each has several branches showing the components of each aspect, as explained in the following pages.

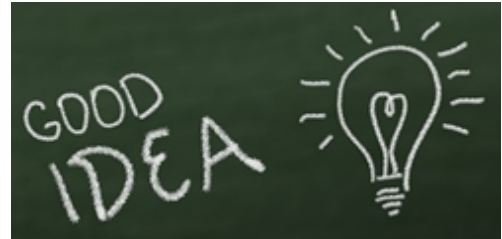
“The Non-Techies Roadmap to Website Success”



5 Key Components of Building a Website

1. Your Idea

While you may initially think, “I need a website to promote my business,” it’s important to flesh out the idea a bit more and know EXACTLY what you want to accomplish on your site. For example:



- Purpose of the site: *What is the website about? Who is your audience?*
- Your Call to Action: *What do you want the website visitors to do on your site? Make a purchase? Opt in to your list?*
- User Interaction: *Do you want your website visitors engaged, like commenting on your blog post?*

Knowing the purpose for your site and exactly what role you want it to play for your business will affect every other decision you make. It will also make those decisions easier, so definitely start with this step!

2. Your Content

The content will be the “meat” of your website. Depending on the purpose of your site, you will need different types of content, which will, in turn, affect the other aspects of building out your site, like the design. (Are you starting to see how each component affects the next and how essential this planning stage really is?)



Here are some examples of the main types of content you can have on a website:

- Pages
- Posts
- Sidebar
- Videos
- Pictures
- Audios

3. Your Design

There is a reason that companies spend enormous amounts of time and money on branding and design and why they pay attention to the psychology of color. Website design has a huge impact on how well a website resonates with an audience... and you definitely want a design that will resonate with YOUR ideal client!



The right design can attract and keep your visitors on your site and, together with the organization, increase the usability of the website. Here are some of the most important components you should think about before building the site:

- Layout
- Visuals
- Colors

4. Organization

Even if you build a site with pages and pages of content, your website visitors will not be able to navigate easily or even find the content without the right organization. It's *extremely important* to carefully plan the organization with your visitors in mind. Here are the elements you need to consider as you organize your website.



- Site Organization
- Site Hierarchy
- Navigation/Menus

5. Website Hosting

When you are ready to build a website, you need to set up website hosting. I can already feel you cringing at the idea of figuring this part out.

This is mainly technical work that non-techie people typically don't feel comfortable doing. In fact, **this is where a lot of people get stuck** as they try to figure out how hosting works or what all the jargon means. If you're building your site completely on your own, this stage has to come first. Unfortunately, if you don't know what you're doing, this process can really make your head spin!



It's actually for this reason that I provide each of the students in my **Website Creation Workshop** with their own "Student Project." It's a fully-functioning "practice" website that's pre-installed in our own hosting account. It's only after you get the hang of working on the site that I move on to more technical things like hosting. This means that decisions like "who should I use for hosting" and "what should my domain name be" can be left until the very end!

And this stage of the website building process actually requires more than just figuring out which website host you should select. It includes:

- Domain Name
- Web Hosting
- Software Updates

So, Where Should You Start?

The great thing about the Road Map is that now that you've thought through and planned out the different aspects of your website, you're fully prepared to start the building process. And you can do so with confidence since you know you won't be wasting any time backtracking or redesigning. You now have a strategic plan in place that makes sense for your goals and your target audience!



So where should you start building your site?

It pretty much depends on how you like to work... Some people like to start with creating content while others like to start with the design or the organization. A lot of people (myself included) in fact work in all three areas at the same time as they go.

I would recommend that you don't focus too much on the design aspect at the beginning.

Many people, when building their website, start by selecting a domain name and a theme. While this may sound logical, as they begin to work through the purpose of their site and the content, they realize that another domain would have worked better or another theme would be more appropriate. This is almost guaranteed to happen if you haven't planned out your site.

While they may have selected a free theme over a paid one, the bottom line is that they have to start over with a new theme and major changes to the design, wasting easily 10 or 20 hours in the process. And for many entrepreneurs, time is their most valuable resource.

These changes also mean significant delays for getting your new site up and running, and if you anticipate your site being a major source of income for your business, unnecessary delays could be costing you a lot of money.

For all of these reasons, I encourage you to spend the time to carefully think through the purpose, content and organization of your site before you move on to design and web hosting. And definitely before you begin to actually build! I promise that it will significantly reduce the likelihood that you'll have to start over at any point during the process.

It will also ensure that your site is up and running smoothly in the shortest time possible... which could very well mean more money in your pocket!

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