



Building a Website

In this class we'll learn about:

- What skills are needed to build a website and when to outsource?
- Buying a domain
- Build a free basic website or blog with wordpress.com or blogger.com
- Build a DIY professional website with SquareSpace.com
- Build an advanced, fully customizable website with wordpress.org

Vocabulary

Domain = Website's address. i.e. estesvalleylibrary.org is the library's domain.

Hosting = The storage space for and access to your website.

Website Builder = Tool to create a website without knowing how to code or program. i.e. SquareSpace or Wordpress

Theme / Template = The look and feel of your website.

Plug-in = extra tools you add to your website. i.e. Facebook sharing, sign-up calendar, PayPal button

What Skills Do I Need To Build a Website?

- Patience
- Time
- How to use the Internet
- How to save and find files on a computer
- Decent writing skills
- Take decent pictures or videos

**** You don't need to know how to build a website to build a website ****

Resources

estesvalleylibrary.org > Research tab > under Students click Universal Class > Create a free account and use Computing and Technology Courses



GCFlearnfree.org/blogbasics

GCFlearnfree.org/socialmedia/wordpress-resources



Search Google or YouTube with your website building question

The Help section on your website builder's website

There are many, many more builders than the sample listed here
Research builders for your specific business, interest, or budget

Purchase stock photos at Shutterstock. Get free stock photos at Pixabay.

If you don't have the time or money to build a website (or in addition to your website), consider social media like a Facebook business page, Instagram, YouTube, Yelp, GooglePlaces, Etsy, Tumblr, Twitter, and Pinterest.

Outsource if you have a national or global business or a business that demands a professional, high-end feel or if you want a marketing company to create your brand, logo, website, message, and social media postings.

Build a Free Basic Website Or Blog



- Free!
- Domain, hosting, builder all in one
- Great for casual blog to share with friends and family
- Practice building a website for 1st time
- Not recommended for business
- Domain includes the builder's name i.e. Diana.blogspot.com
- **More free options include:** Weebly, Wix, Webs.com, Yola, Google Sites

Build a DIY Professional Website



- Domain, hosting, builder, theme, and support all in one
- Domain name of your choice
- Easy to get started and customize
- Choose an eCommerce site to sell products
- Typical costs = \$10 - \$25 / month
- **More DIY all-in-one options include:** BigCartel, Wix, Strikingly, Jimdo

Build an Advanced, Fully Customizable Website



- Most freedom to customize, design, add advanced features
- Must find and install plug-ins for advanced tools like commerce, social media links, contact forms
- Options to edit at code level for advanced users
- Create email addresses with your domain name- @estesvalleylibrary.org
- More complex steps and more accounts to manage:
 1. Buy a Domain for \$10 - \$20 / year from Domain Name Registrars including NameCheap, Hover, Gandi.net, Bluehost, Dreamhost, GoDaddy, Name.com.
 2. Buy hosting for \$60 - \$200 /year from Bluehost, Dreamhost, Hostgator, A Small Orange, GoDaddy, 1&1, Media Temple Web Hosting.
 3. Create a free Wordpress.org account and link to your domain and hosting account(s).
 4. Buy or choose a free template from wordpress.org and start building your site.