

# YOUR DIY WEBSITE ROADMAP

The Create. Launch. & Flourish Process



## Prep & Plan

Plan your website strategy! Identify your goals and they will inform your decision on which pages and features you'll have.



## Design

Create your mood board or style tile which will be a visual guide for your overall aesthetic: fonts, colors, buttons, header design, etc. Sketch out your page layouts ("Wireframes").



## Collect

Gather your content like photos for pages and your listing photos. Write copy for your pages. You can organize all these files into folders.



## Setup

Sign up for web hosting / a website platform and set up your site. Connect your domain. Then publish a "coming soon page!"



## Create

Time to execute on your plan! Add your pages and navigation menus. Customize your theme to match your branding. Then you will build out all your pages.



## Launch & Flourish!

Test your site and give it a final proofread. Ask your friends, family, or most loyal customers to test it and offer feedback. Once it's ready, share and promote your website! Celebrate!