



Create-Lab: Creating your website in a day

Kadeza Begum

27th January 2025

Enterprising
Futures at **LSBU**

DIY WEBSITE

Getting set up online for success

Cancel Start

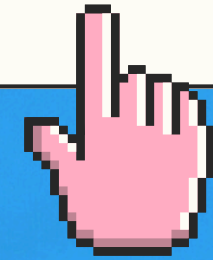
AGENDA

Topics Covered

WEBSITE AIMS

KEY PAGES

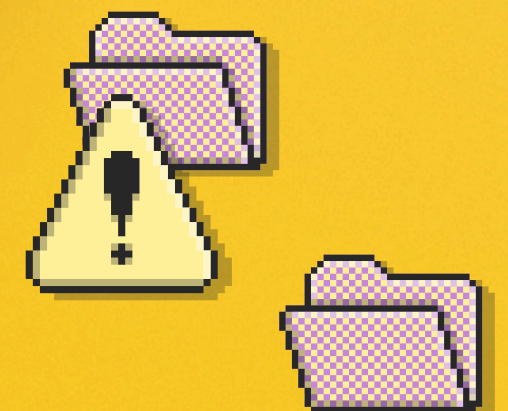
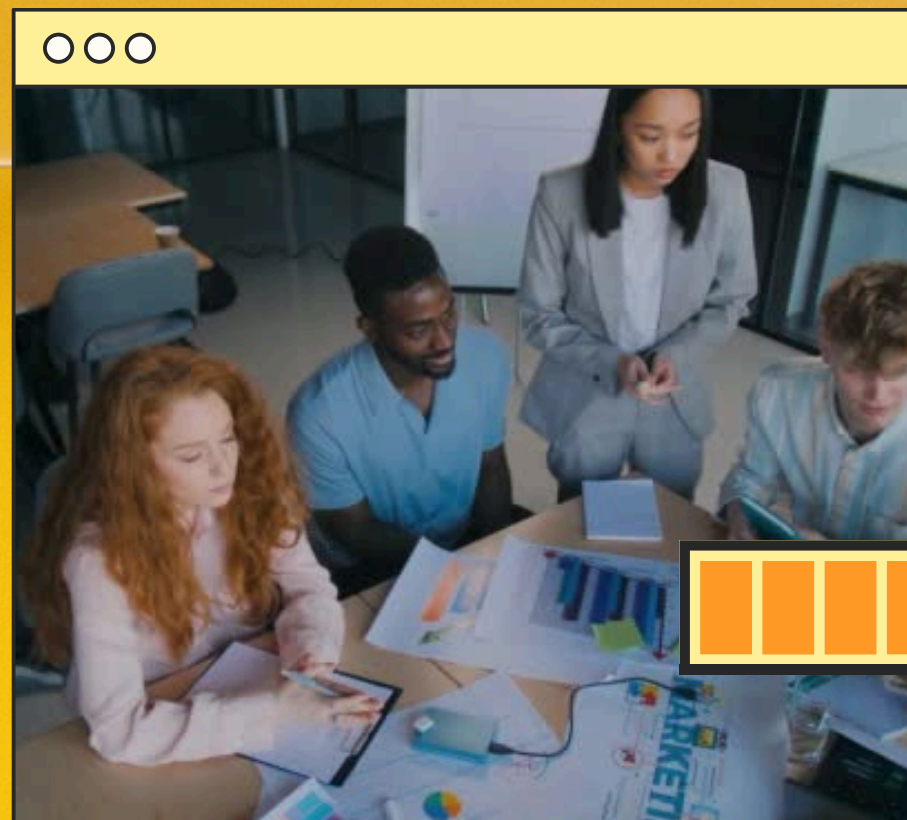
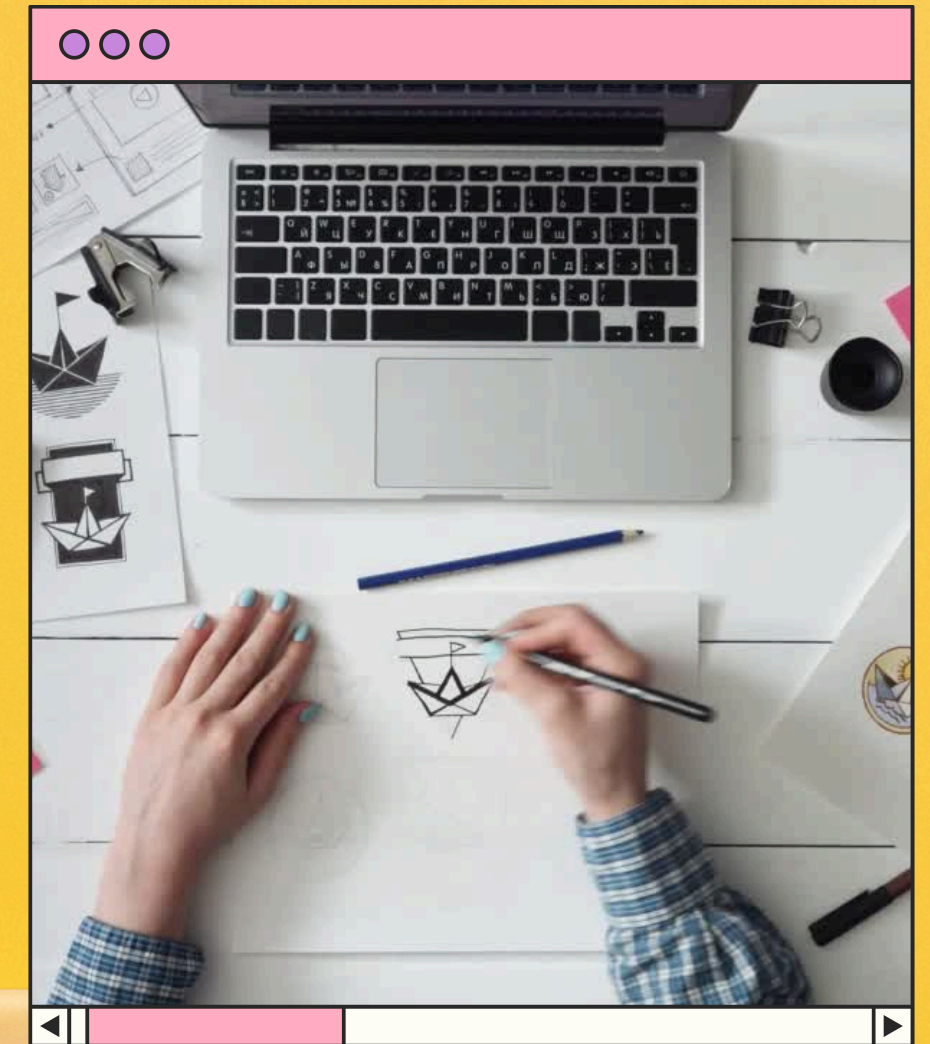
ALTERNATIVES





WHERE TO BEGIN?

Briefly discuss what you already have in place



REASONS WHY A BUSINESS NEEDS A WEBSITE



✕

BUILDS
CREDIBILITY AND
TRUST WITH
CUSTOMERS

✕

CONTROL OVER
BRANDING AND
CONTENT

✕

CONVINIENCE-
24HR ACCESS,
ALL INFO IN
ONE PLACE

✕

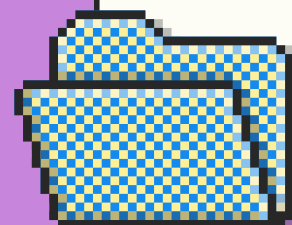
SCALABILITY-
WEBSITE
GROWS WITH
YOU

✕

SEARCHABLE-
ONLINE
VISIBILITY
TAKING SPACE

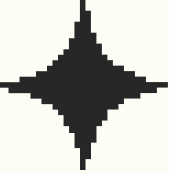
✕


DATA
COLLECTION
AND
ANALYTICS





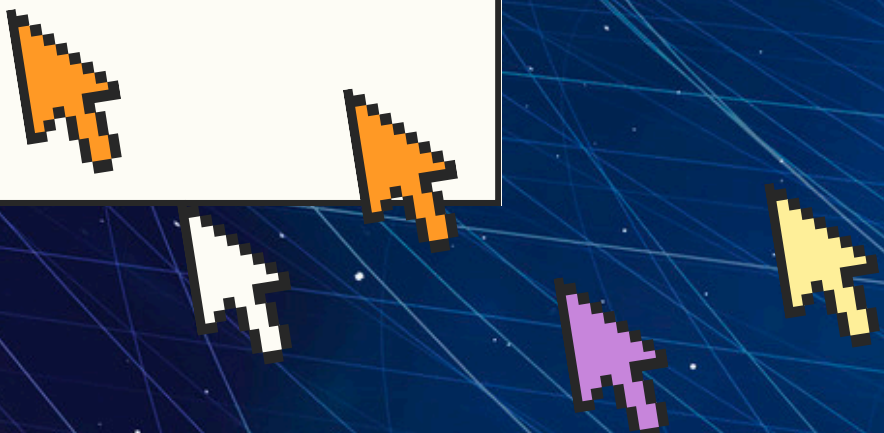
WEBSITE REVIEW



 Let's get feedback on your website!

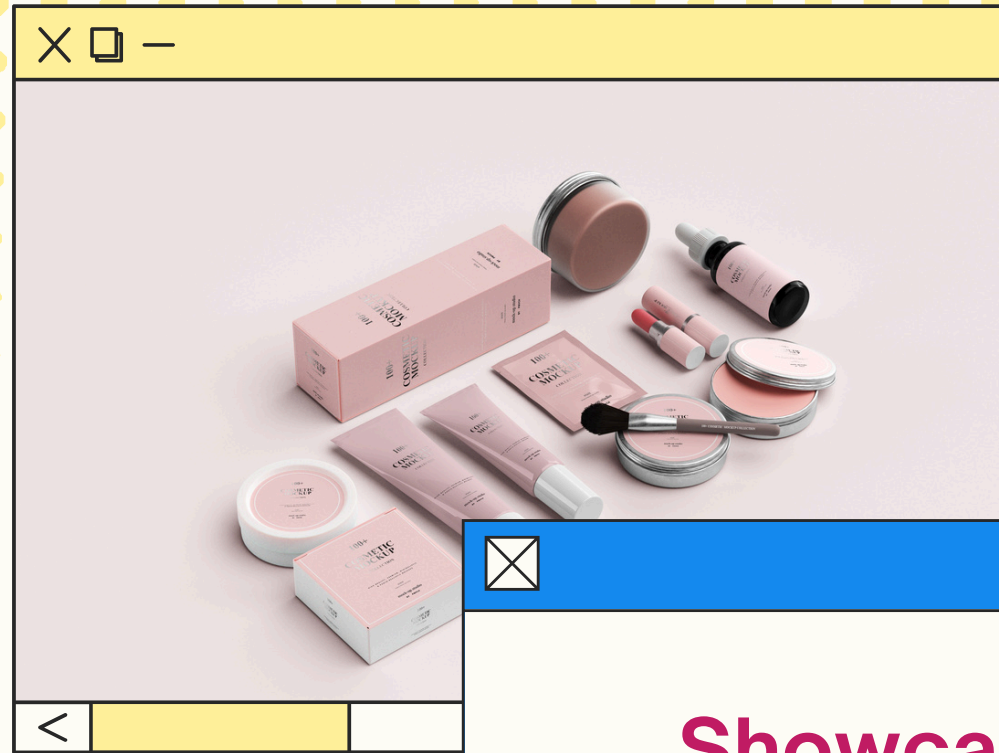
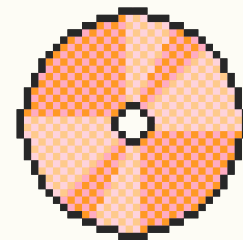
Cancel

Start





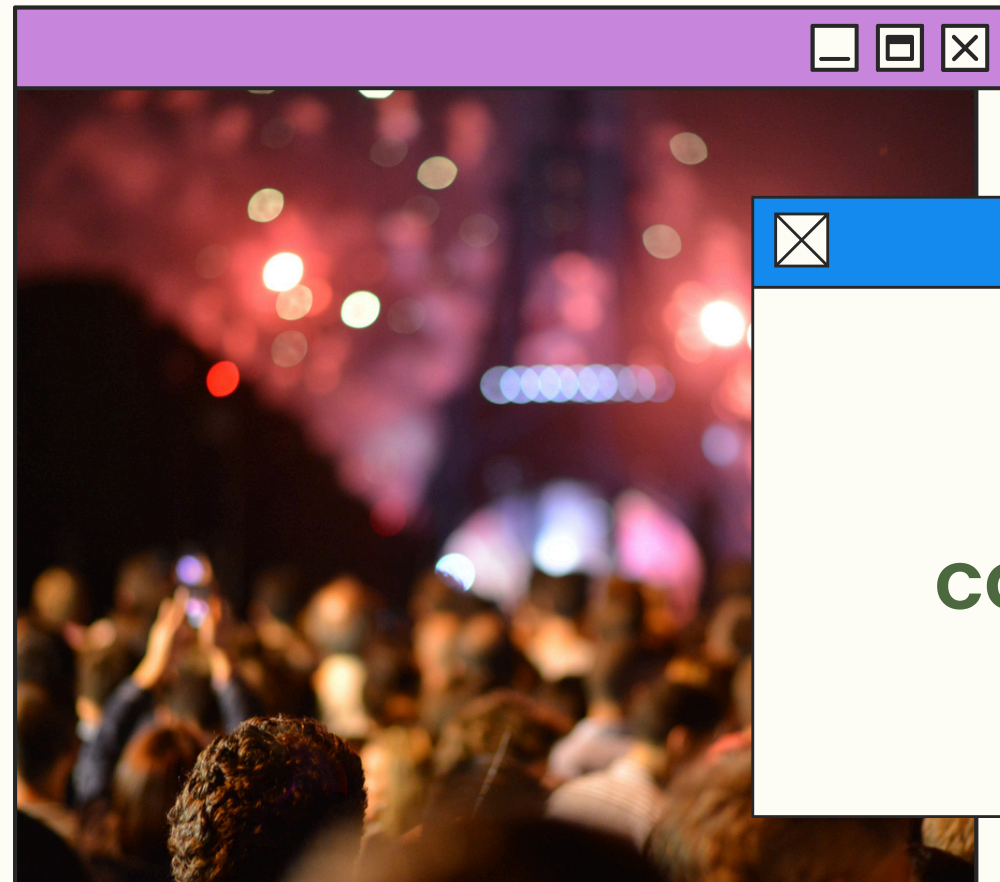
KNOWING
THE GOALS
HELPS YOU
BUILD WITH
PURPOSE



Showcase
products /
services?

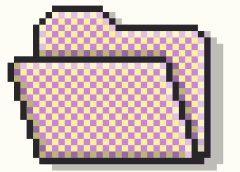


Generate leads?

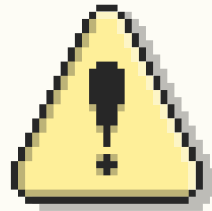


Build a
community?



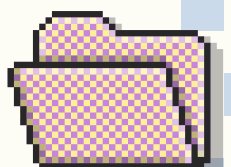
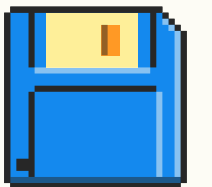
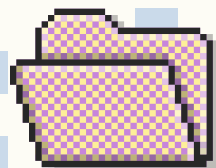


LANDING PAGE VS WEBSITE

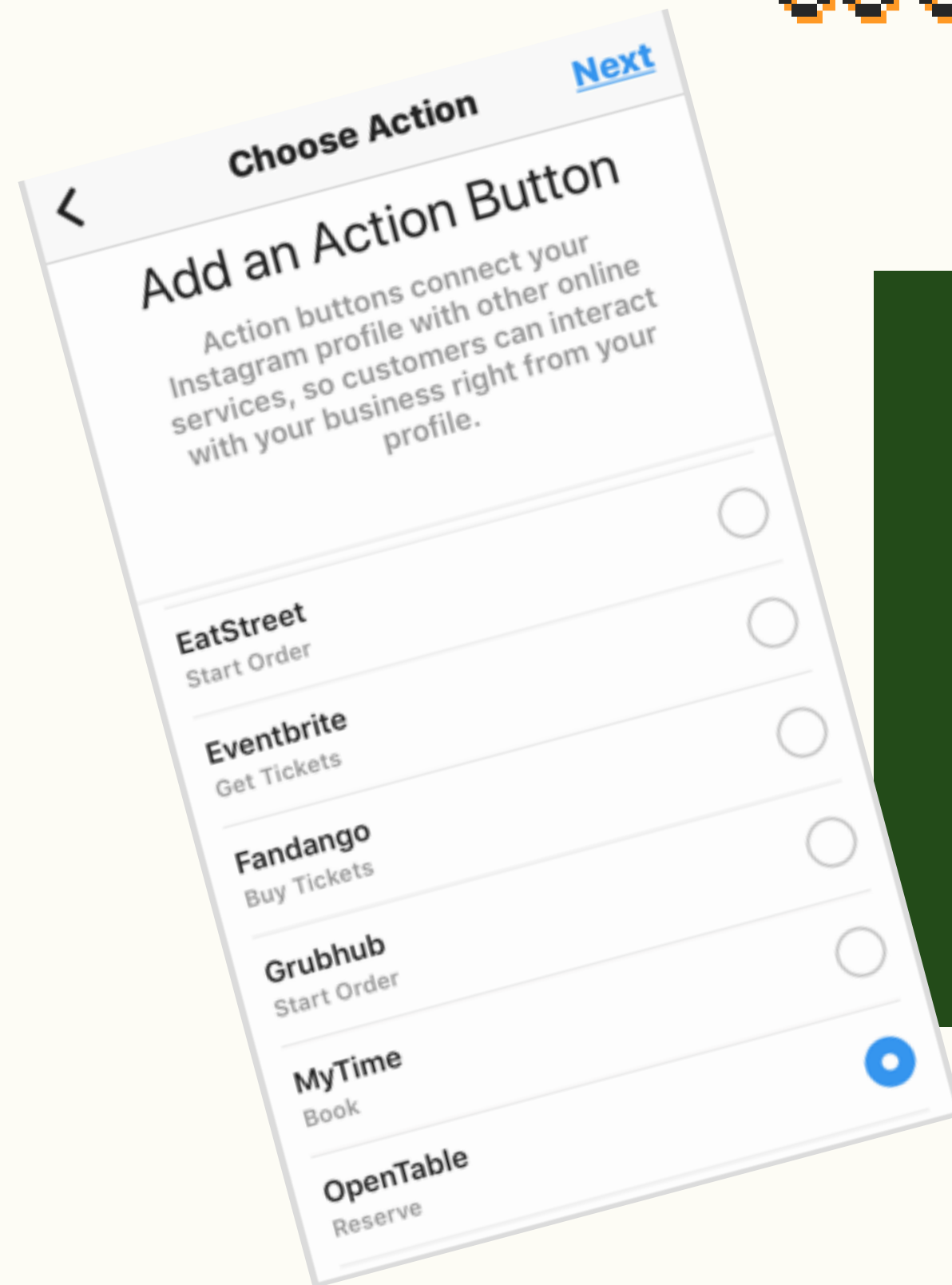


Which do you need and why?

	Landing Page	Website
Audience	Users most interested in the offer	Users with a general interest in your business type
Navigation	Limited navigation	All pages accessible
Purpose	To sell or capture leads	To explain and present the business
Cost	£-££	££-££££



WEBSITE HACKING

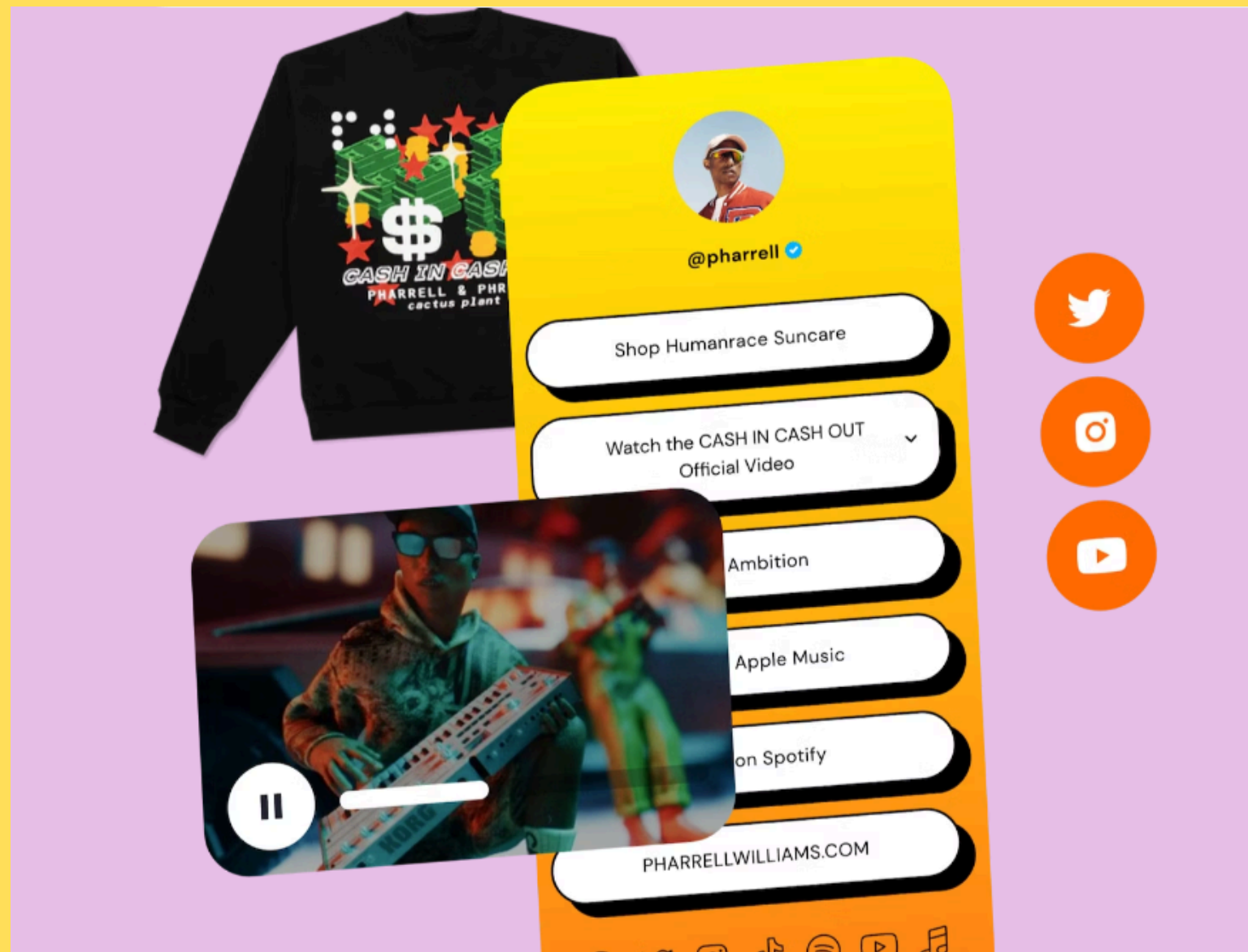


linktr.ee/me

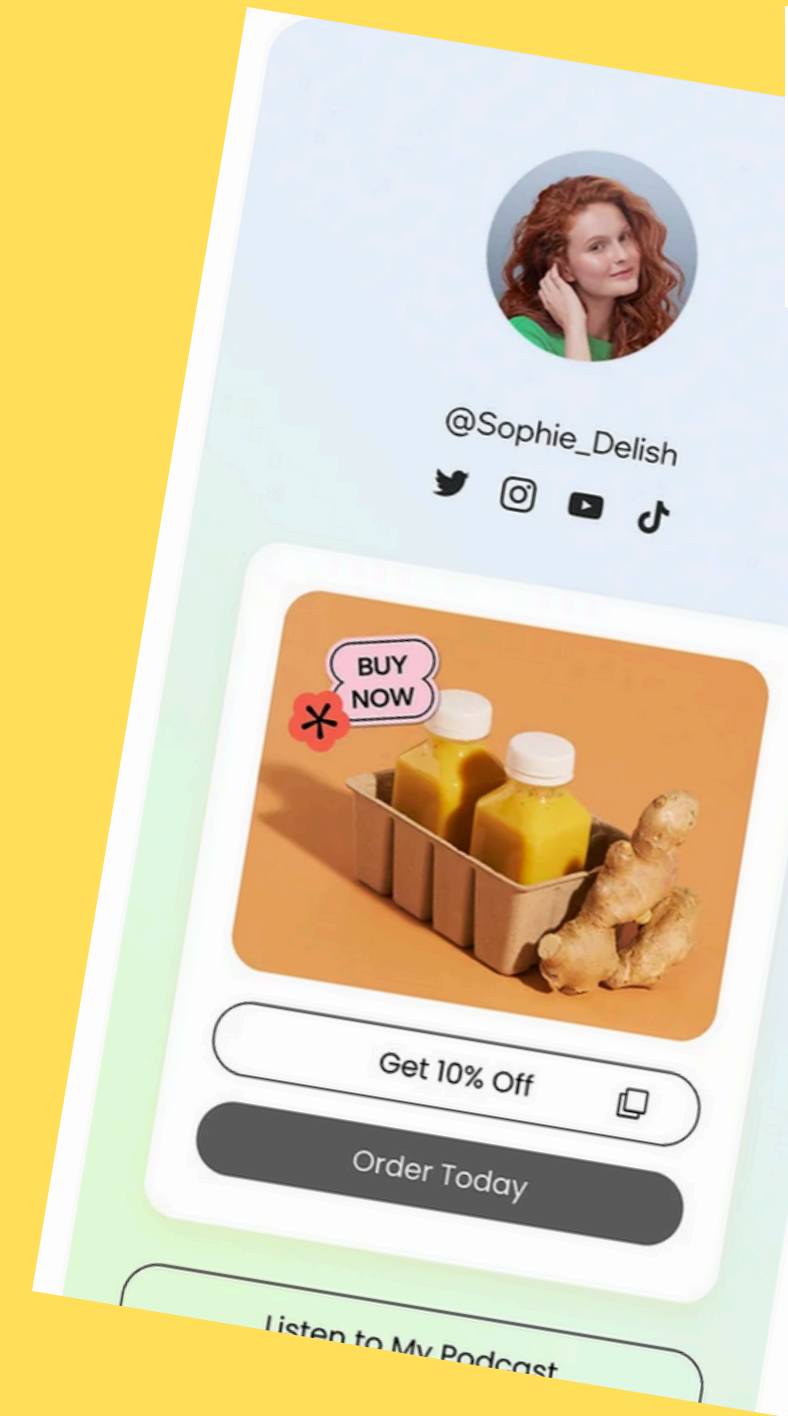
Integrate with your platforms

Use Linktree on every social platform, and connect it to other platforms like Mailchimp, Vimeo, Google Sheets, Zapier, Amazon, Spotify, Google Analytics, plus more!

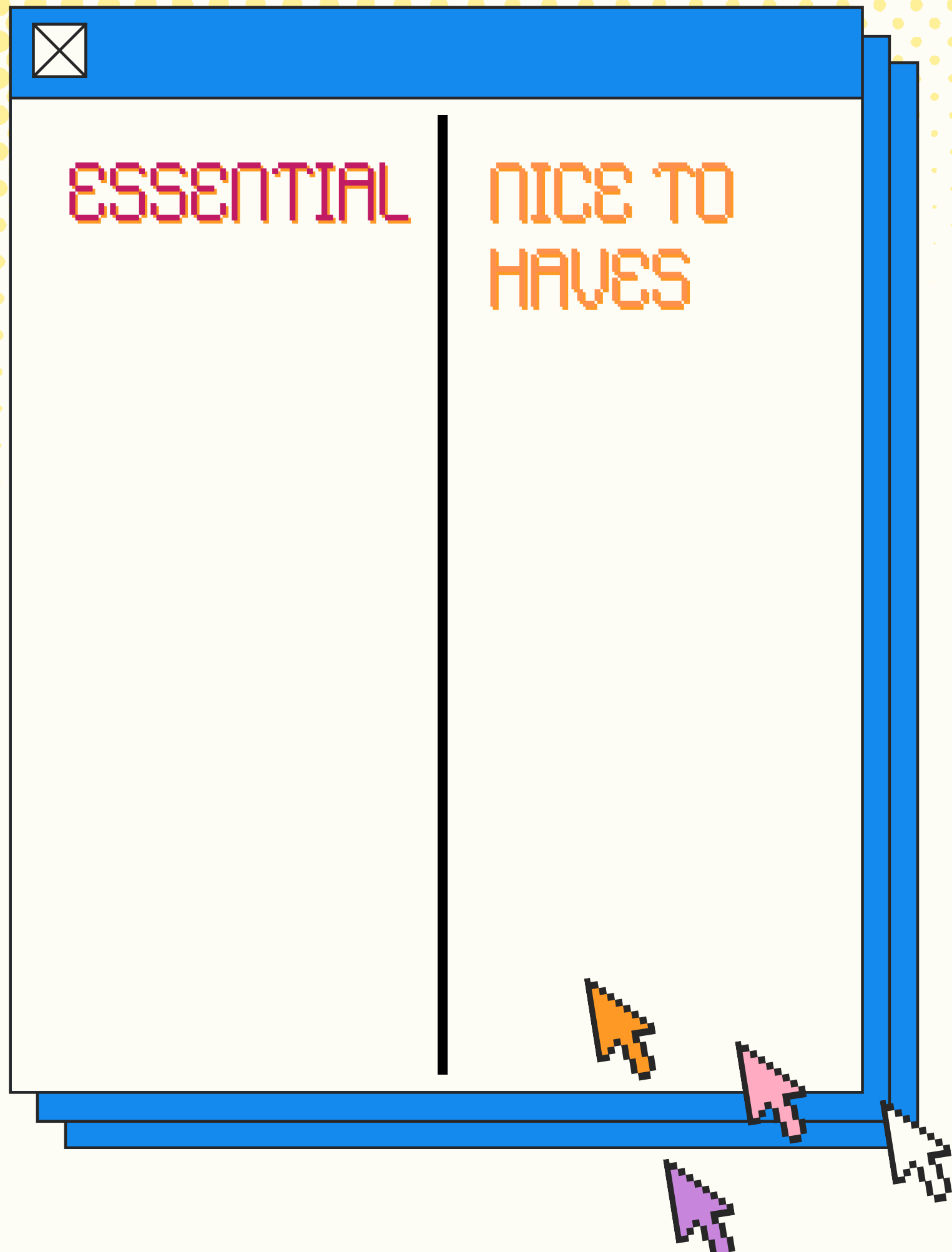
WEBSITE HACKING



Linktree*



HOPP by wix



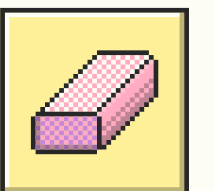
WEBSITE PLANNING

Look at your favourite websites, what do you like and dislike about them?

How are they on mobile devices?

What elements would you like to have in your own site?

Do you need a website to achieve this?



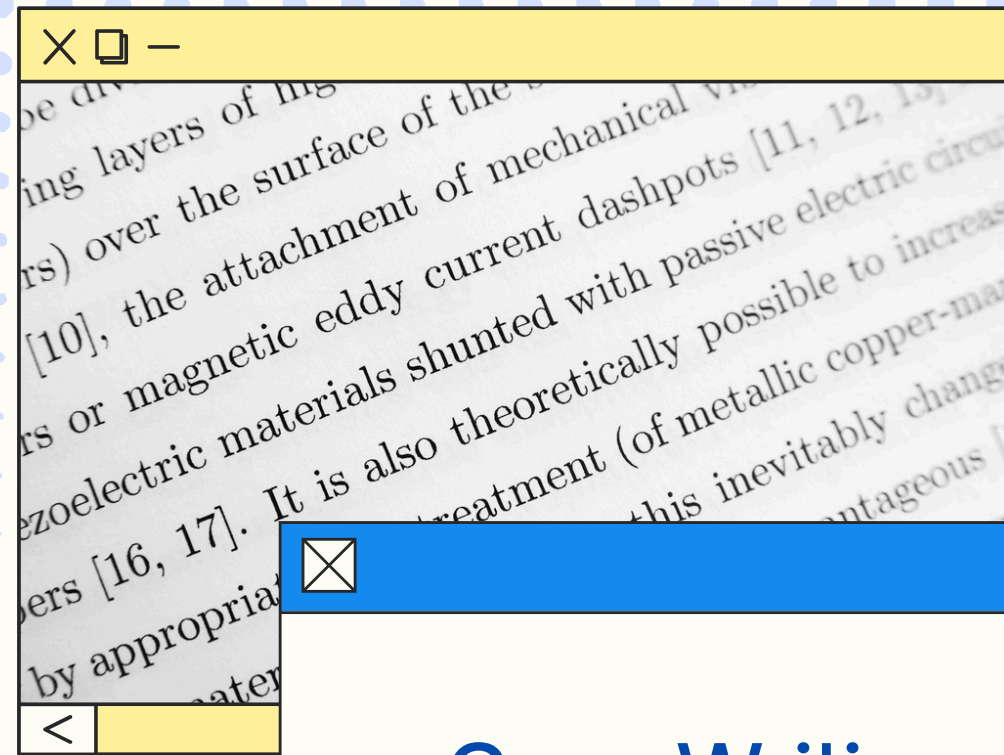
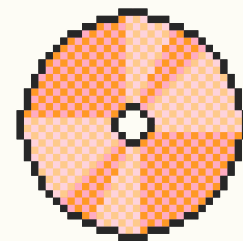


WEBSITE WIREFRAME

PAGE NAME	CONTENT	MEDIA	CONNECTING PAGES	PRIORITY
Home page				
About				
Shop / main function				
Blog / FAQ / Terms				
Contact				

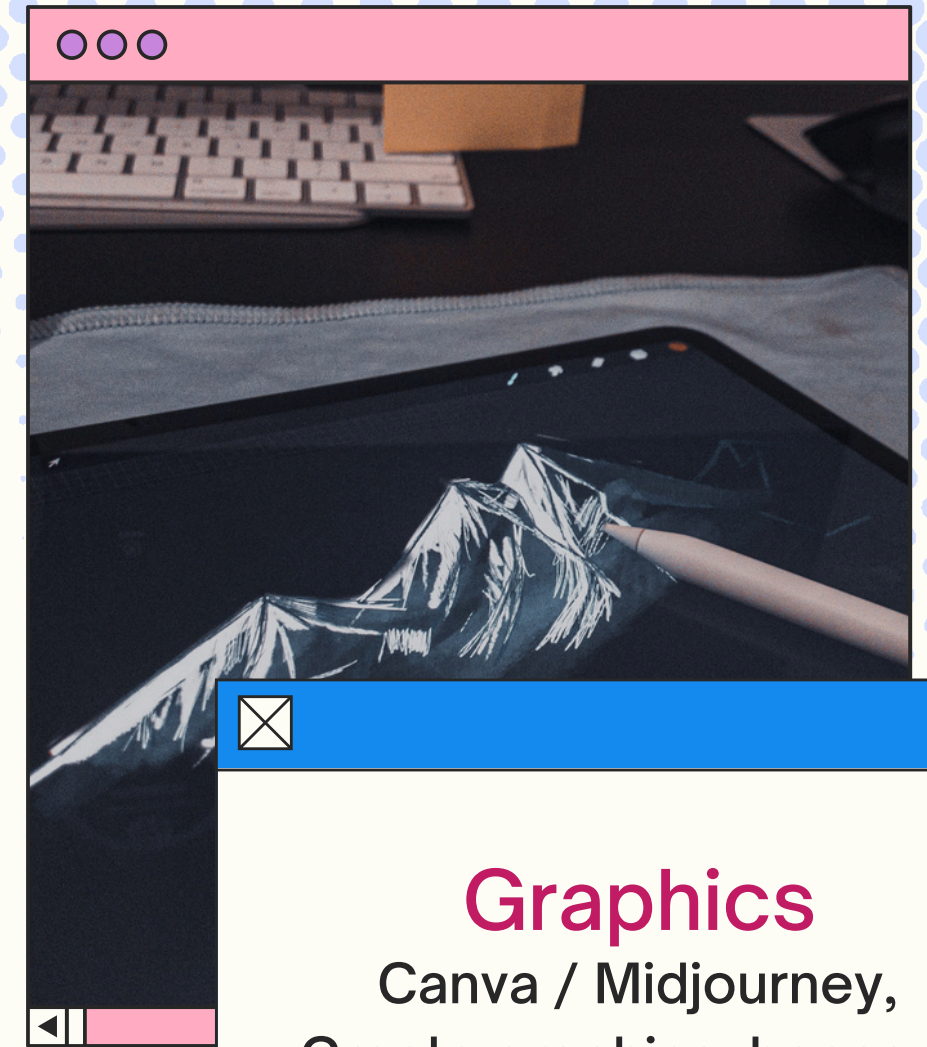


TOOLS TO GIVE YOU A HEADSTART



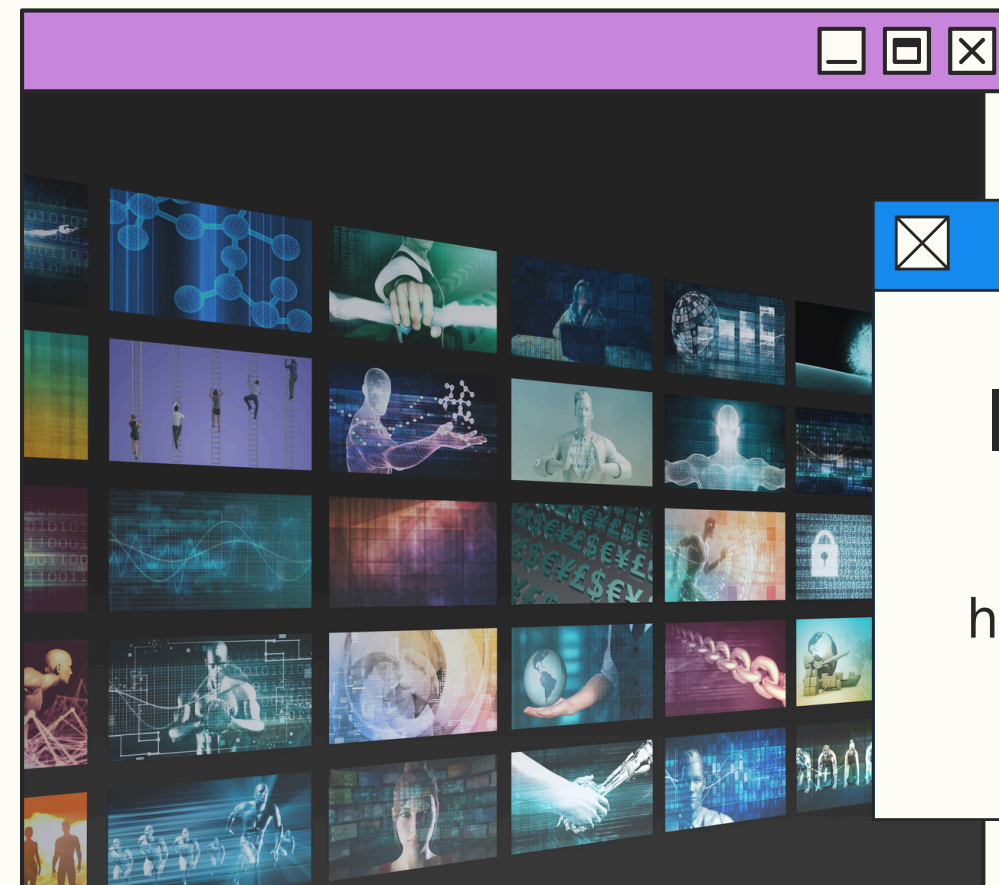
Copy Writing

Copy.ai / Jasper.ai: AI tools for generating copy



Graphics

Canva / Midjourney, Create graphics, banners, and visual elements.



Images/ Videos

Unsplash/Pexels: Free, high-quality stock images and videos





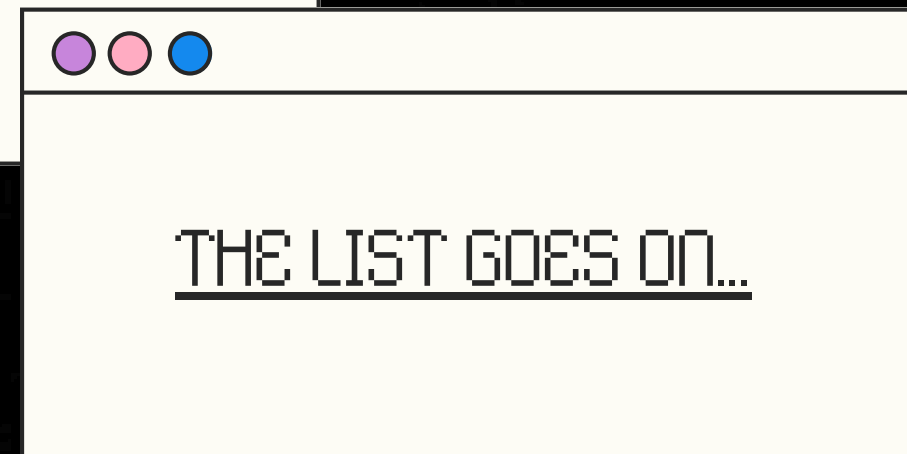
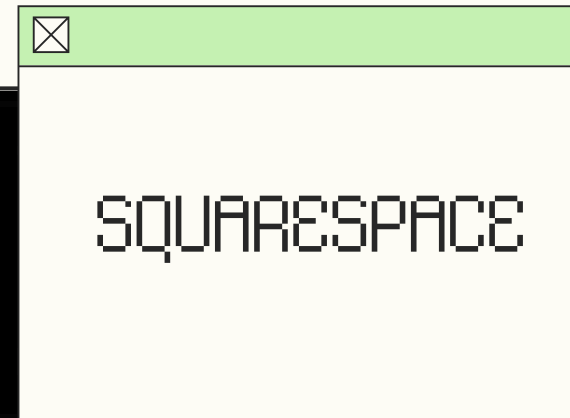
Tip: There are plenty of ready to buy templates you can begin with and customise

How: These will already have linked pages and flows that the most common in webdesign.

Using a template saves you time and money

SITE BUILDERS

free - £££££



A problem has been detected and Windows has been shut down to prevent damage to your computer.

UNMC

If t
rest
thes

Chec
If t
for

If p
or s
If y
your
select Safe Mode.

Technical Information:

*** STOP: 0x000000ED (0x000000D0, 0x0000009c, 0x00000000, 0x00000000)

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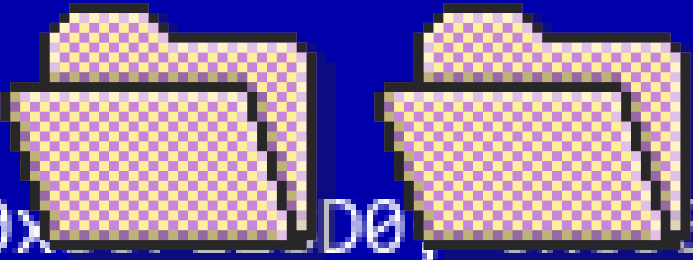
**ERROR
TIME**

en,
follow

properly installed.
software manufacturer

alled hardware

back in 10mins!





WHICH DOMAIN?

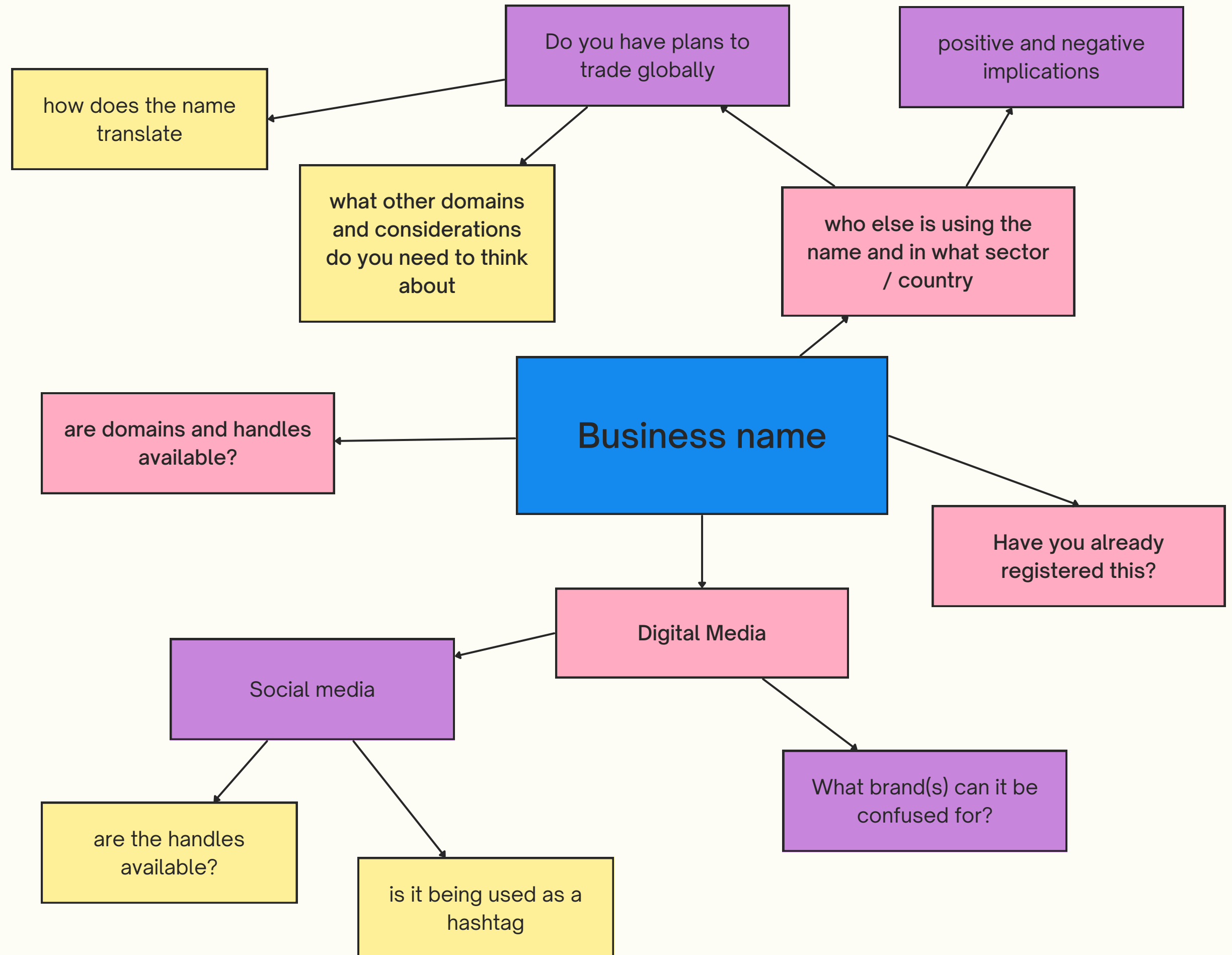


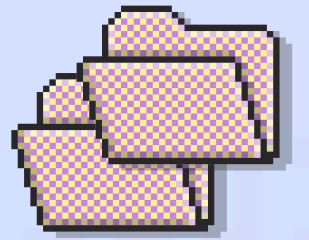
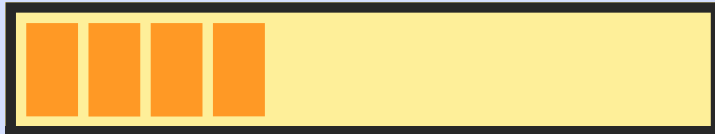
IS YOUR NAME AVAILABLE?

.co.uk	.com	.club
.shop	.pro	.studio
.org	.cloud	.design
.health	.me	.travel
.io	.online	.es
.london	.art	.ky
.icu	.tech	.de
.xyz	.ninja	.ca

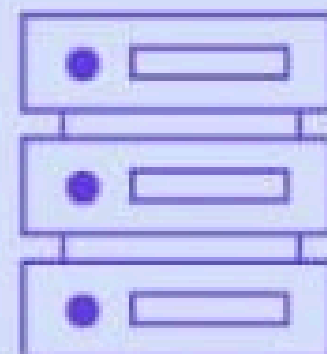
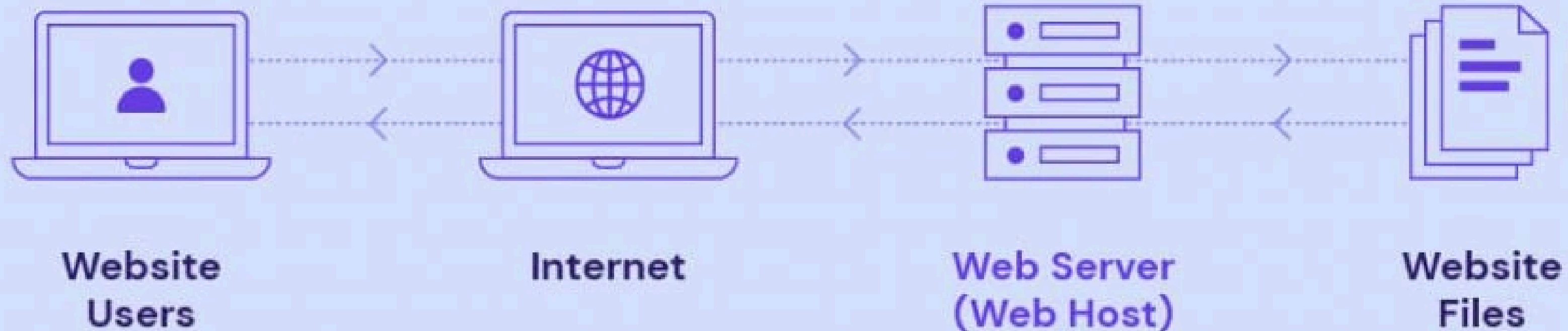
Tip: Sites like namecheckr are great to see domain and handle availability

Tip: For logos you can upload on google image search and sites like ---- to see how it compares with other existing brand logos.





How Does Web Hosting Work?



Web hosting is a service that makes the website accessible to the public. When you sign up for it, your website uses rented space on a physical server to store all its files and data.

THINGS TO CONSIDER

(best practice and legally)

TERMS AND
CONDITIONS

SSL CERTIFICATES
PRIVACY POLICIES

WEBSITE
SPEED

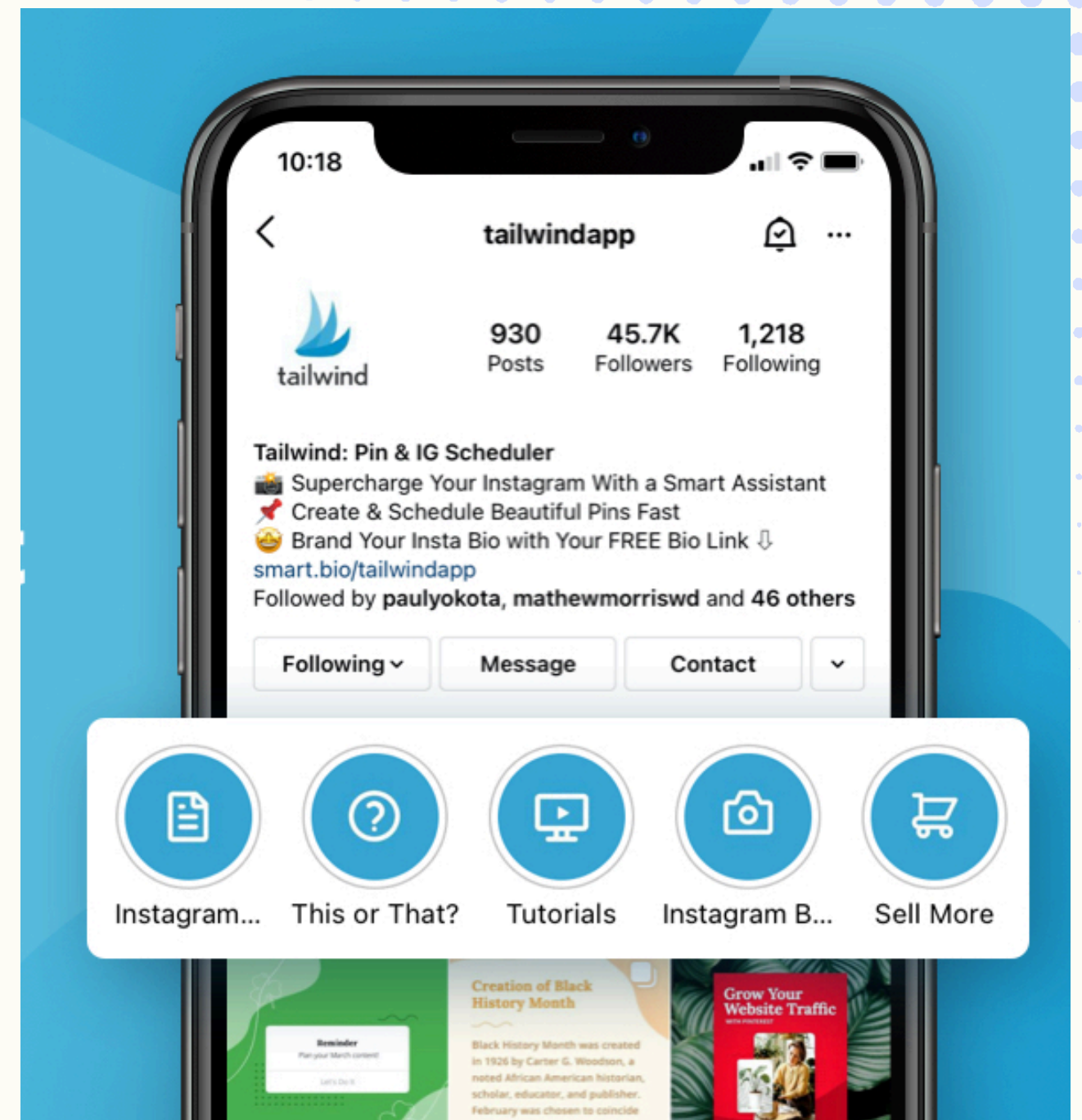
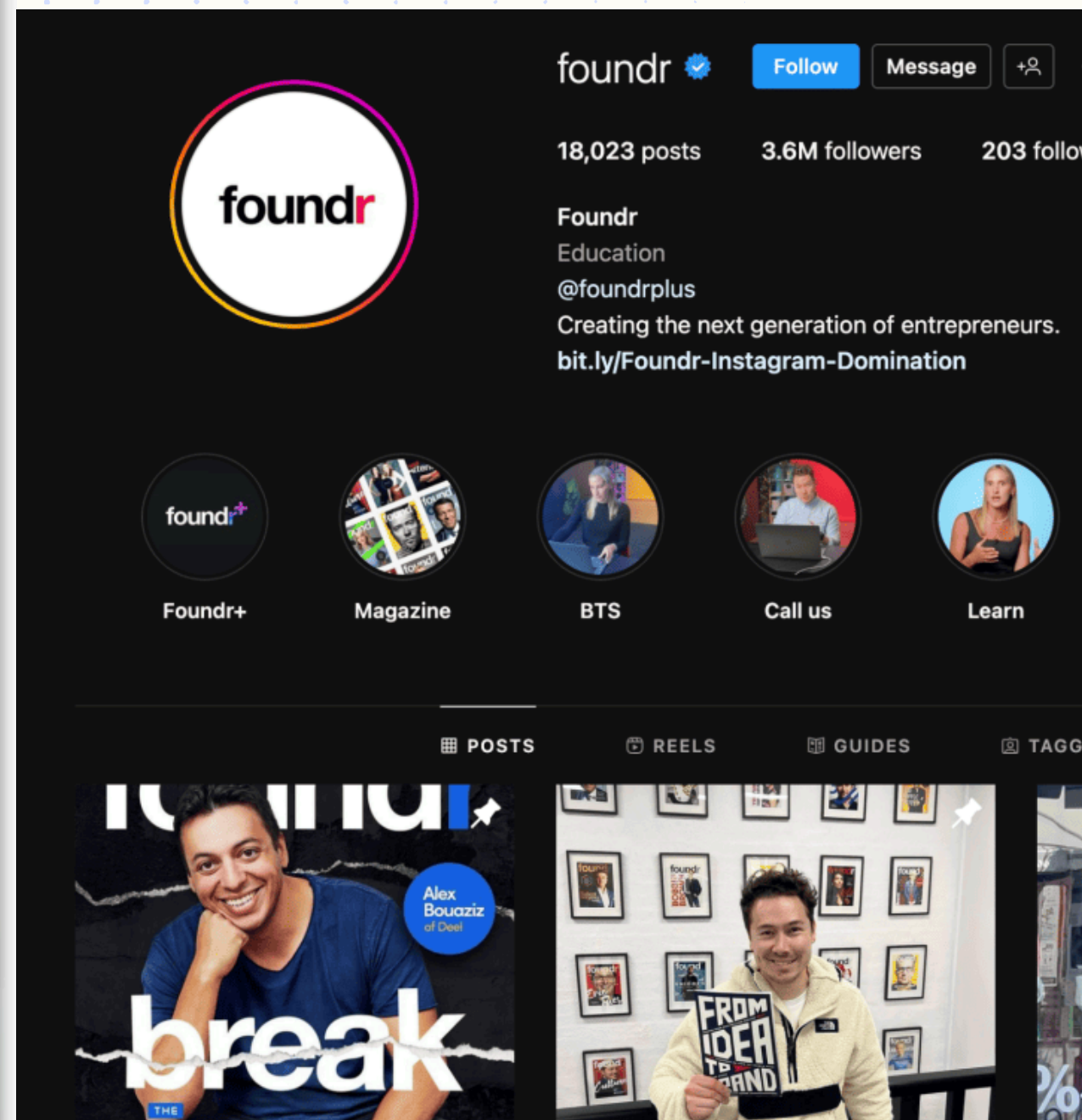
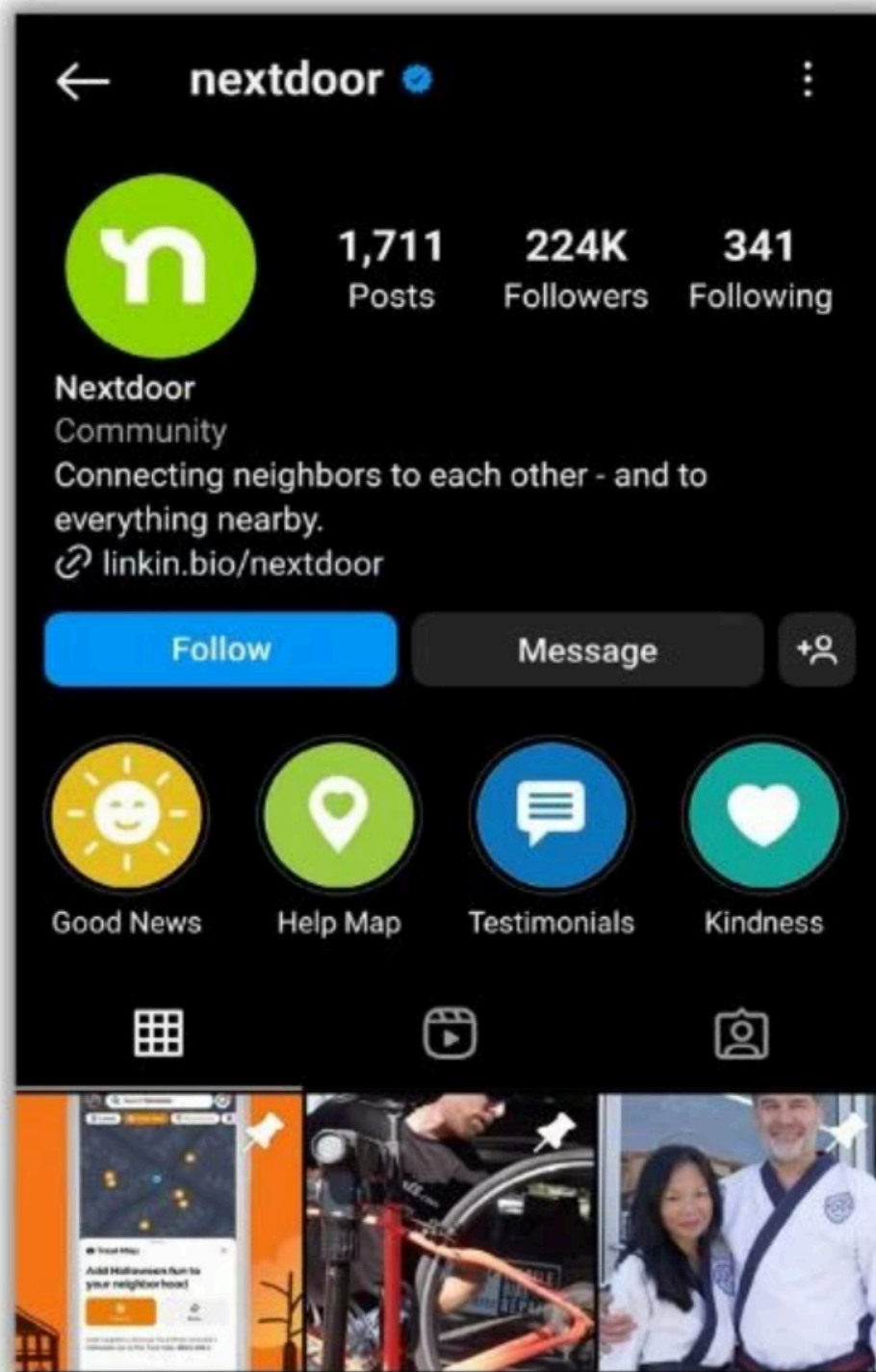
DATA STORAGE AND
COMPLIANCE

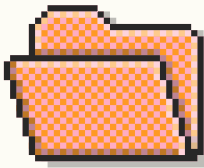
ACCESSIBILITY, ALT
TEXT AND NAVIGATION

PLUG-INS AND
EXTENSIONS

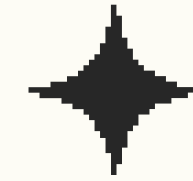


SOCIAL SITES AS A TEST





SOCIALS REVIEW



Let's get feedback on your social media!

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Start



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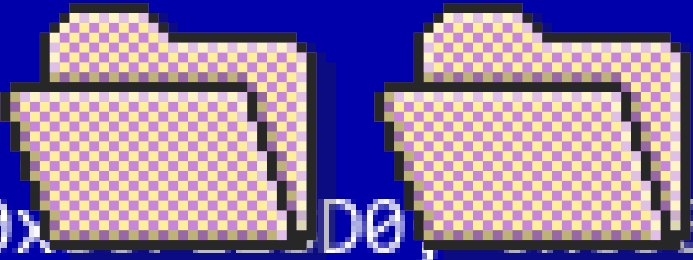
THANK YOU!

en,
follow

properly installed.
software manufacturer

alled hardware

Get started!



DEMO DAY – 17TH FEBRUARY 2025

Internal session with the cohort at the coworking space to review and share your development since you joined the programme.

- Stage of development of your business before joining the programme vs current stage of your business
- Milestones for the Build Sprint
- Main challenges to face to progress in your business now

5 minutes max for each entrepreneur, 1 slide in ppt

YOUR FEEDBACK IS VERY IMPORTANT TO US!!!

How was the masterclass, "Create-Lab: Creating your website in a day"?



Give your feedback:

- Scan the QR code
- Or click on the link <https://bit.ly/feedback270125>

Thank you!



