DIY WEBSITES WORKSHEET

☐ CUSTOM DOMAIN

CHOOSING A NAME
Pick a Name that is
- Unique
- Short
- Easy to spell

REGISTERING YOUR DOMAIN
- Enable WHOIS Privacy to protect personal information

BRAINSTORM:

☐ WEBSITE PAGES & CONTENT

ADDING CONTENT
- Create pages and content before doing the visual design for the site
- Add text and keywords to improve search engine discoverability
- Make sure your site has a Robot.txt file or sitemap for search engine crawlers

MY SITE PAGES:
- ☐ About Us
- ☐ Contact Us
- ☐ _____
- ☐ _____
- ☐ _____

☐ WEBSITE HOSTING

KEY HOSTING FEATURES

BANDWIDTH
The amount of data a website uses. Websites with a high number visitors or files available for download need more bandwidth.

STORAGE
Amount of space your hosting company gives you on their servers for files, media and documents. Sites that feature a lot of images, videos, and files need more storage.

SPEED
Hosting speed contributes to how fast your site loads. Sites running critical applications need more speed.

UPTIME
Too much traffic, outages, or errors cause hosting servers to crash occasionally. Websites with critical functions need more guaranteed uptime.

DEDICATED vs. SHARED HOSTING*
Multiple sites share the same server in a shared hosting plan, making it more affordable for smaller sites. Consider dedicated hosting for large, popular, or critical websites.

**For DIY Website Resources & Discounts visit
WaltonBirch.com/DIYresources**

*Some site builders include hosting with paid plans (ex. Shopify stores)

DIY WEBSITES WORKSHEET

HOW A WEBSITE SUPPORTS THE MARKETING FUNNEL

- Awareness
- Interest
- Consideration
- Intent
- Evaluation
- Purchase

Content
(Blogs, Articles, Videos, eBooks, Demos/Webinars, etc.)

CTA, Email Marketing, Coupons, Freebies, etc.

Trial/ Demo

NOTES:

_____

_____

_____

_____

_____

_____

"Passion is energy.
Feel the power that comes
from focusing on
what excites you."

-Oprah Winfrey

_____

_____

_____

_____

_____

_____

DIY WEBSITES WORKSHEET

RESOURCE LIST:

POPULAR DOMAIN REGISTRARS

- GoDaddy.com

- Google.com/Domains

- NameCheap.com

- Shopify.com (Domains can be purchased with or without a Shopify store)

SEO/KEYWORD RESEARCH TOOLS

- Ubersuggest.com

- AnswerthePublic.com

- Google Search Console

- Moz Academy for free SEO courses

SITEBUILDERS

- Carrd.co

- WordPress Elementor Plugin

- Wix

- SquareSpace

- Shopify Themes

- GoDaddy SiteBuilder

LOGO GENERATORS

- FreeLogoDesign.org

- Hatchful.Shopify.com

- Studio.tailorbrands.com