OVERVIEW
Crafting a website blueprint
Determining which tools to use
Creating a functional space
Integrating into a marketing plan
Putting it all together

1. Craft a blueprint

What’s the point?
Who?
What?
… So, why?
WHAT'S THE POINT?

**Function?** E-Commerce

**Function?** Blogging

**Function?** Info. — Static
2. Determine your tools

3 Essentials

URL  “Street Address”
Hosting  “Landlord”
Design  “Storefront”

Tools  “Easy Websites”

Wix.com
Squarespace
3. Create a functional space

Review blueprint
Tools: Capabilities

Creating
Maintaining
Securing

Pros: Ease of use
Quickly up and running; in-house support; updates

Cons: Flexibility
Limited by their in-house developers; no transfer
**Cost**

$144 - $480/year;
+ After first year, domain name $20-$50/year

**Pros:** Flexibility

Thousands of plug-ins and themes; room for growth

**Cons:** Ease of use

A lot to learn: Getting set up, plug-ins, integrations
Cost

URL/Hosting combo: $80-$100/year
Themes: $30-$80 one time
Plug-ins: $15-$60 one time
Designer: $60-$100/hour

You!

Text/Messaging
Photos/Graphics

Branding
4. Integrate with marketing

Why come back?

Google
Marketing: Basic
Match/update current materials
Prominent contact info on site
Calendar

Marketing: Intermediate

Putting it all together
lindseyengelhardt.com
Thank you!

Let’s connect
lindseyengelhardt.com
/in/lindseyengelhardt
@lindsengelhardt
/lindsengelhardt