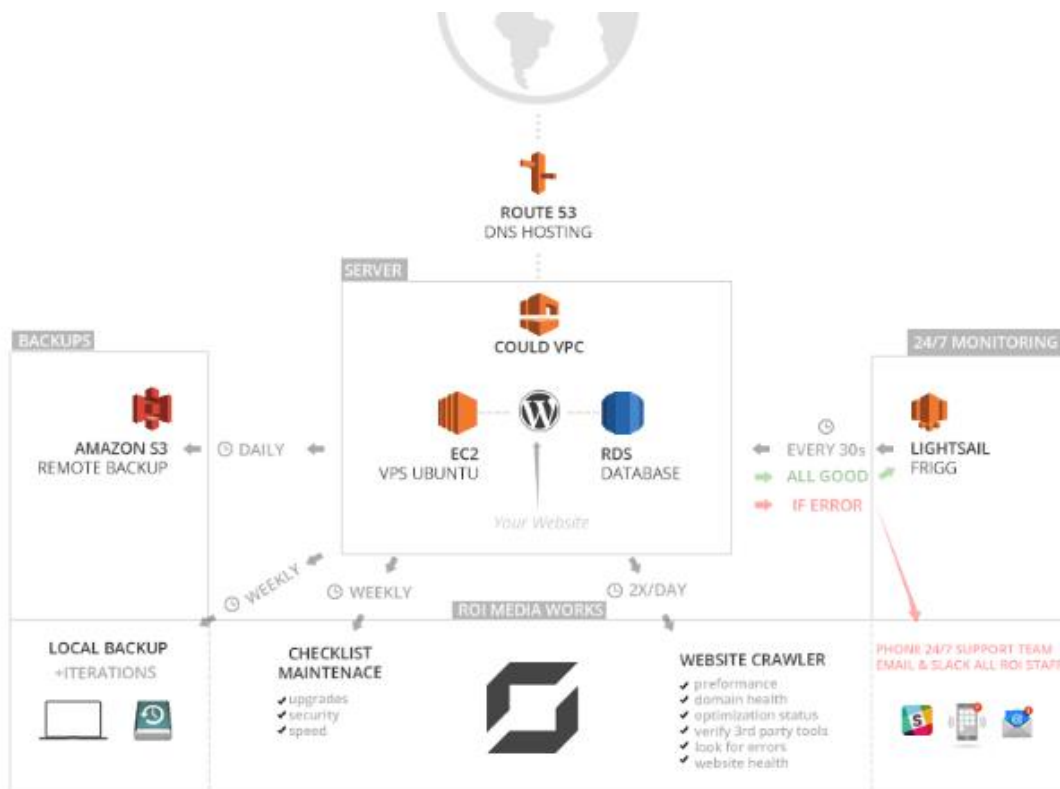


**So, you're thinking of starting a business or launching a website. That's awesome. We're excited to get started! Here's what you'll need:**

- ✓ A domain
- ✓ A web hosting service
- ✓ A content management system, or CMS

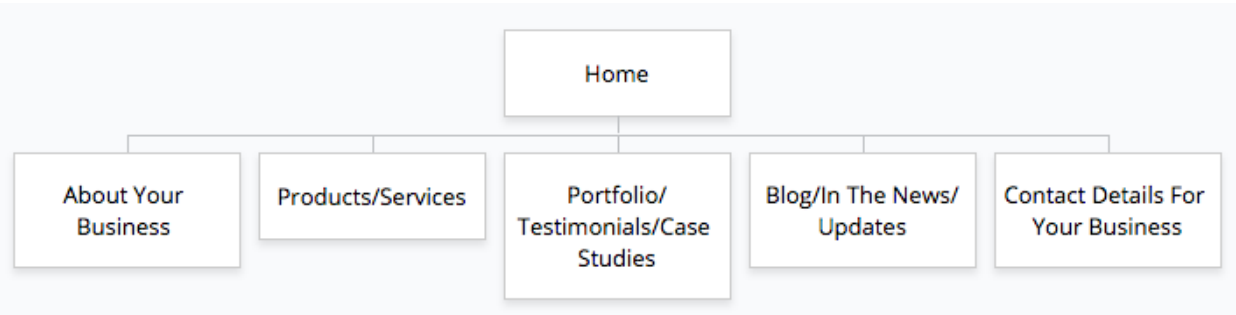
Let us know if you already have any of these. Don't have them? No worries, we'll take care of it:



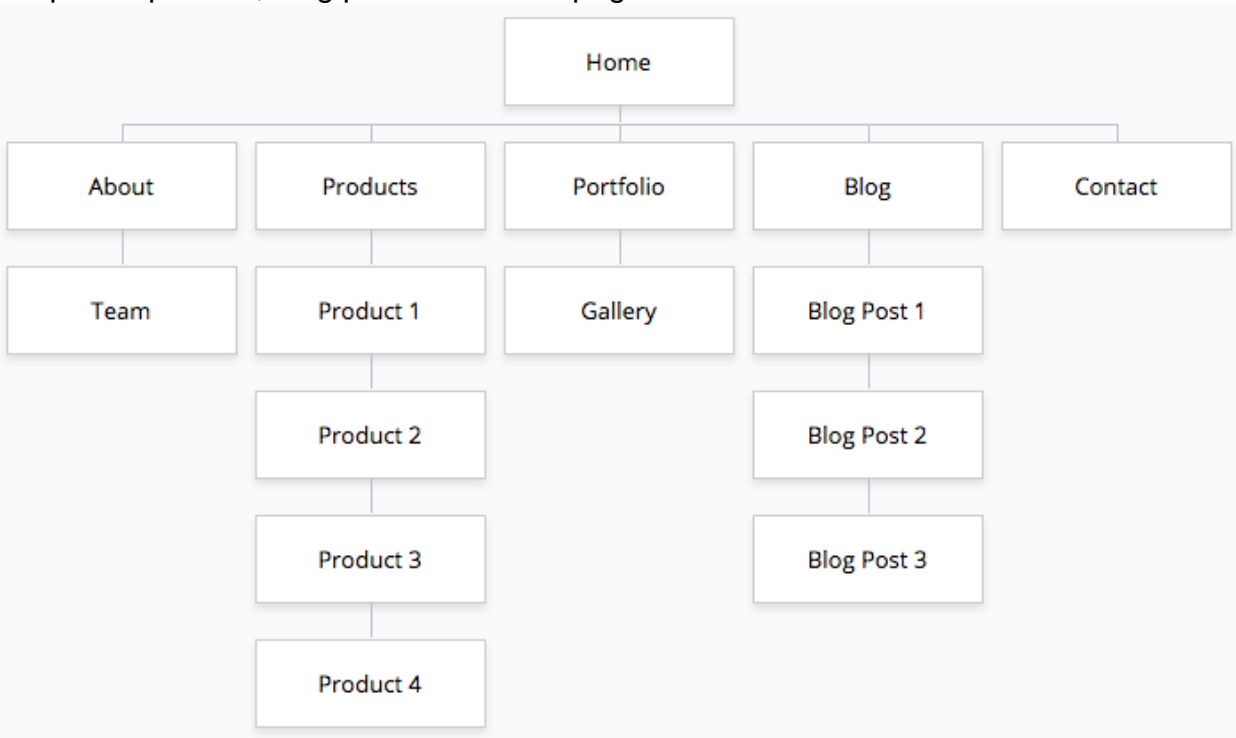
**You'll also need web content. You know, stuff to fill the pages! Here's the foundation:**

- ✓ A sitemap - This shows all the pages of your site and how they interact. Don't know how to make one? Head to page 2.
- ✓ Any page content you have - This could be from a proposal, brochure, Yelp listing, etc...
- ✓ Pictures - Any pictures that showcase your company.
- ✓ Brand guidelines - The colors and logos that make you, you!

**Think of a sitemap as a skeleton. To start, it would look something like this:**



To follow the skeleton analogy, is your content more muscular or skeletal? The above sitemap includes all skeletal pages. These give an overview of your business. Muscular pages expand on these facets of your business. Examples include a page dedicated to a specific product, blog posts or a team page.



The key to sitemaps is known as page flow. Users should be able to “flow” through your website, easily getting from point A to point B. To ensure this happens, think of your ideal customer or client. How do they engage with your business that makes them ideal? From that characteristic, work backwards and create a sitemap that would allow it to occur. It’s also critical that this is just as easy on mobile devices. This is accomplished first by a mobile conducive CMS (ours are!). Then, look at your website in both a mobile and a desktop view. Compare the experience to ensure it is equally positive.