

Website creation guideline

The very first thought, which enters your head when you realize your intention of creating your website is: WHERE TO START?

Let's sort all things out!

Website creation methods

There are two main methods of creating websites: a premium theme installation and a unique design creation.

What is a premium theme?

A premium theme is almost already designed and developed website. There are lots of premium themes online shops. The most popular is [themeforest.net](https://www.themeforest.net) . On this website, you can choose the website design whatever you like. The approximate cost of the theme is 60 USD.

After theme purchasing, it also must be launched on your domain and adjusted according to your content and needs. This step usually takes 1-3 weeks.

What is unique website design creation?

However, using a premium theme can't guarantee the uniqueness of the website. Also, you can use only the features, which were provided by this theme. To create an individual brand you need to start from the beginning.

The first step for exclusive branding elaboration is creating a mood board. Mood board must contain all websites, graphic artworks, and styles you like. This step allows you to feel your unique style.

After defining your vision, we are ready to start the website design. Now we are able to put all the website sections you need in the right place. All features you need must be thought out carefully and added to the website in the best way. After creating an exclusive design it's time to start the development step.

The website development allows reaching the high code quality and site speed, which can't be reached using a premium theme. However, the website design and development has a long time frame (2-4 months) and a high budget.

To sum up:

Premium theme pros & cons:

- + low budget;
- + short time frame (2-4 weeks);
- you can use only theme features;
- it is difficult to develop new features;
- no brand uniqueness.

Creating a unique website design pros & cons:

- + brand uniqueness;
- + development of any features exactly according to your wishes;
- high budget;
- long time frame (2-4 months).

What is the difference between website design and development?

What will you get after the website design stage?

During the design stage, a designer works carefully on the layout of the elements on your website. He determines the best layout for all elements. The design stage implies only creating a visual part. After creating the design, you will get just images of what the website must look like. The ability to interact with the website is created during the development stage.

What will you get after the website development stage?

After finishing this stage, the website must be available on the Internet and be fully interactive. This means that website visitors can click on links, open different website pages, etc. To make the website available on the Internet, developers must write some code.

Common website creation stages

FIRST STAGE. Creating a mood board.

This is a board of artworks you like so that the designer could feel your style and uniqueness. The designer must choose projects which are most relevant to your vision. During creating the mood board, the designer must communicate with you often and get your approval of the mood board.

SECOND STAGE. Website prototyping.

It is important to figure out the correct and usable alignment for each website element first. After creating, website prototypes must get your approval. After that, creating the website design stage can be started.

THIRD STAGE. Content services.

It is highly recommended to prepare all content for the website and then start creating the design according to the content.

FOURTH STAGE. Creating a website design (desktop version).

Creating a desktop version of the design for all pages.

FIFTH STAGE. Creating a website design (mobile version).

Creating a mobile version of the design.

SIXTH STAGE. Website development.

Programming part: creating a website according to the website design.

SEVENTH STAGE. User experience testing.

A focus group must be gathered and interact with the website. The focus group creates a list of changes that will improve the website experience. After testing necessary changes must be done on the website.

EIGHTH STAGE. Adding all content to the website.

In the end, all website content (posts, products, pages, and other content) must be added to the website.

The stages can vary depending on your website requirements.

What does the design cost consist of?

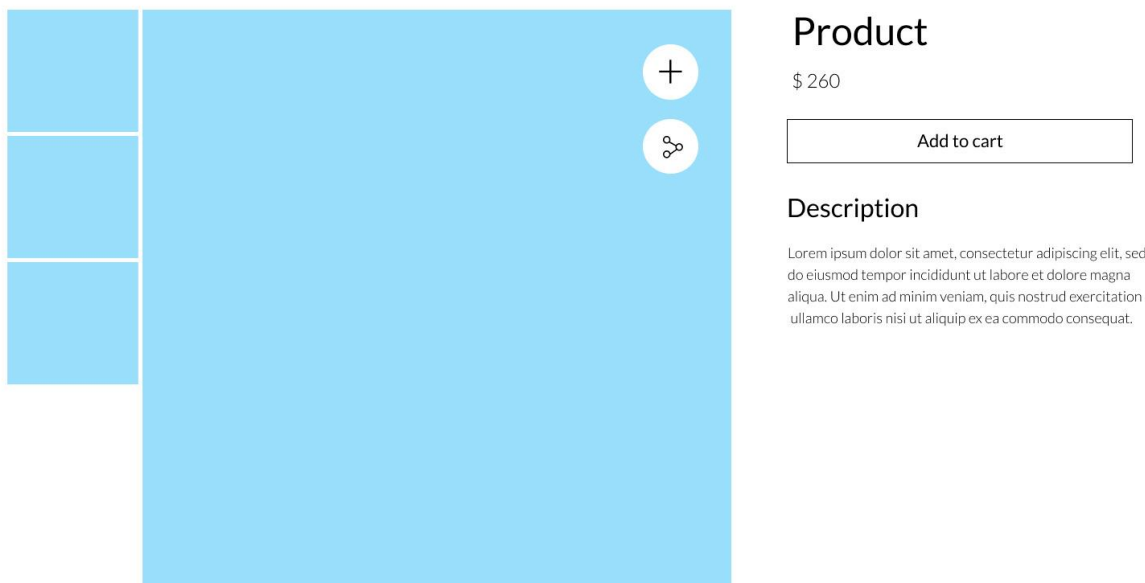
The cost of the design may differ depending on the following options:

- The complexity of the graphic images: If you require to add unique digital collages or illustrations created by hand, the price may be higher.
- Website prototyping: this additional stage allows you to make your website work perfectly. However, this step can be skipped if it is necessary to reduce the budget.
- Mobile version design: This step allows creating a better user experience for your clients who work with the site using a mobile device.
- Website style: a design in minimal style will require less budget than a design that consists of bright colors and a lot of elements.

What is website prototyping? Why do I need this?

During the website prototyping stage, a designer works carefully on the alignment of the elements. He creates frames that demonstrate how the website structure will look like. After creating these frames, the designer will be ready to create graphic visualization of the website.

Website prototypes look like the following:

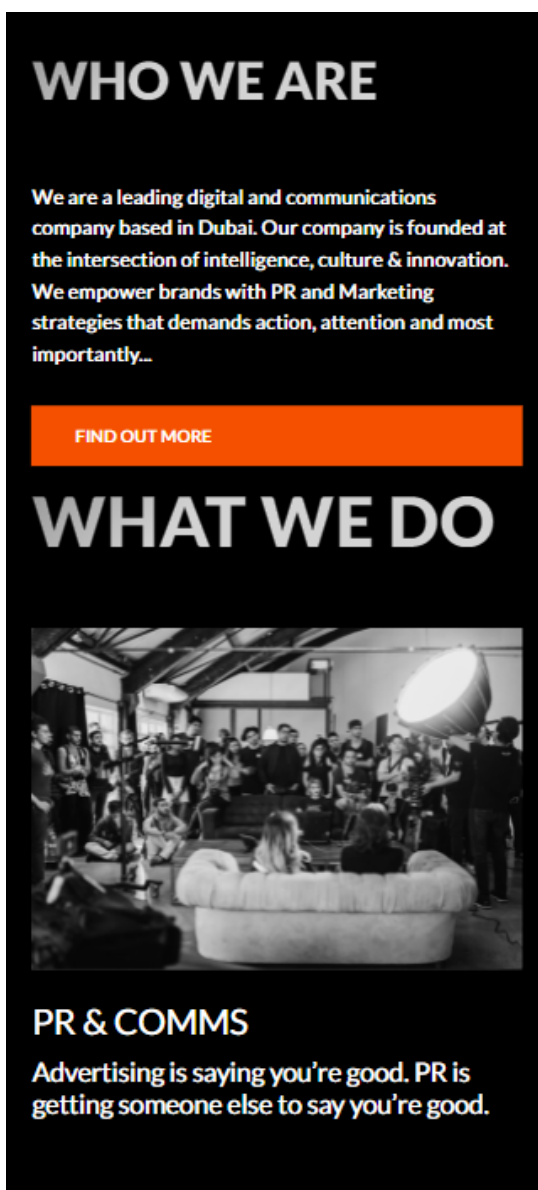


Website prototyping is an important step to make your website work perfectly. However, this step can be skipped if it is necessary to reduce the budget.

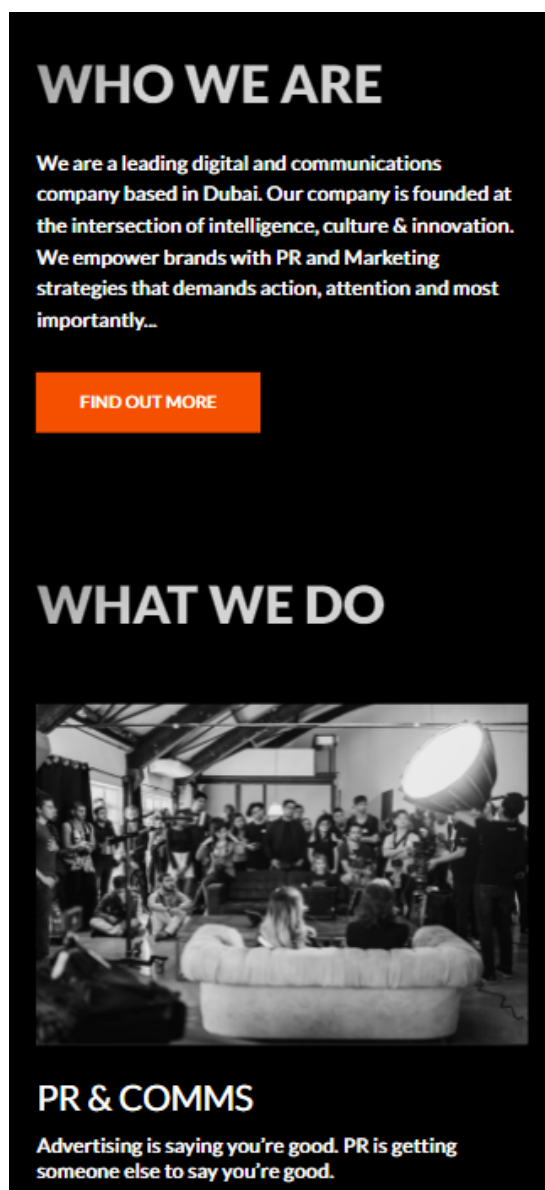
Do I need a mobile version design for my website?

The mobile version of the design may be created by a programmer without a mobile design. However, it is important to create a mobile design to let the programmer know how exactly the website elements must be aligned. If you let your programmer create a mobile version without a design, the result may be unpredictable.

Examples:



Doesn't look good



All alignment, sizes and distances are correct

THANK YOU FOR READING!

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