

the
BUILD YOUR WEBSITE
ROADMAP



The exact steps needed
to build and launch your own website.

www.vivalaviolet.com



hey there!

I'M HEATHER JONES

owner of Viva la Violet | DIYer | mom of 3
enneagram type 4 | lover of all things purple

Hi, I'm Heather Jones! Since 2008 I've been helping creative women launch beautiful online homes. With a Bachelor of Fine Arts in Computer Animation and years of experience in the industry, I'm equipped to help you create the website of your dreams.

It's time to stop feeling stressed about the website building process. I've created this roadmap to help you on your journey to building and launching your dream website. Let's get started! In no time, we'll be celebrating your success.

the
BUILD YOUR WEBSITE
ROADMAP



STEP ONE- Getting Started

Before we get into building your website, we'll need to create a solid foundation to build it on.

STEP TWO- Gathering Content and Graphics

Let's collect and create all of the content you'll need for your website. I'll help you organize everything along the way.

STEP THREE- Setting Up a Website Template

Next we'll need to choose a website platform and purchase a template to customize.

STEP FOUR- Customizing Your Website Template

Customize your new website template by replacing the text, photos, colors and graphics to make it your own.

STEP FIVE- Launching Your Website

Your hard work has paid off, and it's time to launch your beautiful new website! Let's celebrate!

step one

GETTING STARTED

First things first! Go ahead and purchase a domain for your business and set up an email address. I absolutely love GSuite for this! Then, you'll want to create new social media accounts using this email address.

Next you'll want to define your services and offerings and create your brand message. What will you be selling or offering and to whom?

Once you have outlined your offerings, brand message, and ideal client, you'll want to list the goals for your website.

Lastly, research different website platforms to see which one is best for you and your business. Then choose and purchase a website template.

CHECKLIST

- ☐ Purchase a domain
- ☐ Create an email address
- ☐ Setup email account >
- ☐ Create social media accounts
- ☐ Define your services or offerings
- ☐ Create your brand message
- ☐ Identify your ideal client
- ☐ List your website goals
- ☐ Research website platforms>
- ☐ Purchase a website template >

NOTES



STEP ONE



STEP TWO



STEP THREE



STEP FOUR



STEP FIVE

step two

GATHERING CONTENT & GRAPHICS

Review the website pages included in your template and decide which you will use. Create a list of pages that you'll need (i.e., ABOUT, SHOP) and outline the main sections on each.

The website template you purchased is made up of sample text, photos and graphics. We'll want to replace these placeholders with your own content. I suggest creating folders in Google Drive for each website page. Drop your photos and text for each page within the folders. Use the template as a guide for determining how much text / how many photos you'll need.

You will also need to select a color palette, and depending on your brand, you may need to purchase a logo. Most website templates come with title areas for you to simply type in your business name in, making it look like a logo.

CHECKLIST

- ☐ Look over included template pages
- ☐ Create a list of pages you'll need
- ☐ Create a folder for each website page >
- ☐ Outline main sections for each page
- ☐ Write minimal copy for each section
- ☐ Do a brand photoshoot (if possible)
- ☐ Purchase stock photos (if needed)
- ☐ Download free photos (if needed)
- ☐ Select color palette >
- ☐ Create or purchase logo >
- ☐ Add all content to page folders >

NOTES



STEP ONE



STEP TWO



STEP THREE



STEP FOUR



STEP FIVE

SETTING UP A WEBSITE TEMPLATE

Next up is the exciting part: It's time to install your website template! I recommend watching a few 'Getting Started' videos, if you have not yet done so. This is an easy way to become familiar with the platform before you start customizing the template. The Showit platform is my favorite because it is a simple drag- and- drop builder that makes editing and customizing very easy.

I love hands on learning- so I encourage you to duplicate a page and experiment! Type over the sample text, resize an image and move things around. Most importantly, have fun with it!

Once you feel a bit more comfortable with the template and interface, let's add in your brand colors, fonts and logo (or title text).

CHECKLIST

- ☐ Install your new website template
- ☐ Watch a few getting started videos
- ☐ Duplicate a page and experiment
- ☐ Add brand colors and fonts to website
- ☐ Insert logo or text into header area

NOTES



STEP ONE



STEP TWO



STEP THREE



STEP FOUR



STEP FIVE

CUSTOMIZING YOUR TEMPLATE

Now that you have everything ready to go, the best part is here! It's time to customize your website template. The great news is that since you have already completed the previous steps on the roadmap, you have everything you need to quickly customize and launch your new online home!

Follow the steps on the checklist to the right to build out your website pages with your content. You will be absolutely amazed at how personalized the website will look when you hit publish. Adding all of your own content will completely transform the template into your own unique online home.

Customization Tip: Remember to take it one page at a time to avoid feeling overwhelmed! You've got this!

CHECKLIST

- ☐ Open Home Page in website builder
- ☐ Open up the folder for your Home Page
- ☐ Upload photos from folder to media library
- ☐ Replace all photos on Home Page
- ☐ Open document with home page copy
- ☐ Copy and paste all text onto Home Page
- ☐ Adjust the template as needed
- ☐ [Optimize the Home Page >](#)
- ☐ Repeat for all other pages

NOTES



STEP ONE



STEP TWO



STEP THREE



STEP FOUR



STEP FIVE

step five

LAUNCHING YOUR WEBSITE

It's finally time! Complete the checklist on the right to prepare for launch. It's time to finally publish your brand new website!

Treat yourself to your favorite piece of cake, pint of ice cream, chocolate dessert, or whatever you fancy. You've worked so hard, and you deserve to celebrate this very special occasion.

Congratulations on completing the *Build Your Website Roadmap*! You did it!! [Send me a link](#) to your new website so I can cheer you on and share your success. Cheers! ☒

CHECKLIST

- ☐ [Connect a blog \(optional\) >](#)
- ☐ [Link up google analytics >](#)
- ☐ Add a cookie content notification
- ☐ Test forms and/or shopping cart
- ☐ Test all links and buttons
- ☐ [Setup email opt-ins and lead magnets >](#)
- ☐ [Create welcome email sequence >](#)
- ☐ [Create launch graphics for social media >](#)
- ☐ Do launch countdown on social media
- ☐ Connect domain and hit publish
- ☐ Launch & celebrate! ☒

NOTES



STEP ONE



STEP TWO



STEP THREE



STEP FOUR



STEP FIVE

READY TO KEEP GOING?



Yay, you completed the roadmap! If you've enjoyed this free resource, please take a look at my collection of [website templates](#) designed for female creatives.

**SAVE 15% OFF OF ANY WEBSITE TEMPLATE
WITH COUPON CODE:**

VLV15

SHOP NOW

www.vivalaviolet.com

NEED A BIT OF HELP?



If you're unsure about building and launching a website on your own, no worries! I'm here to help with my done-for-you design services. I offer three packages to help you quickly and easily launch the website of your dreams.

[VIEW SERVICES](#)

www.vivalaviolet.com