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# Why You Need A Website

David Binkowski, President

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# Hi! I'm David.

I started building websites in the mid-1990's for myself and eventually clients before going in-house as a Website Coordinator and then agency-side before starting up 10 years ago.

I've also been an adjunct professor at a few colleges teaching students how to build websites that follow best practices.

I live in Mayagüez with my wife, two of our sons and our two bulldogs. Let's get started.





# Agenda

## Why You Need A Website

Let's discuss the risks and benefits.

**ONE QUESTION YOU \*MUST\*  
ASK BEFORE STARTING**

## How To Build A Website

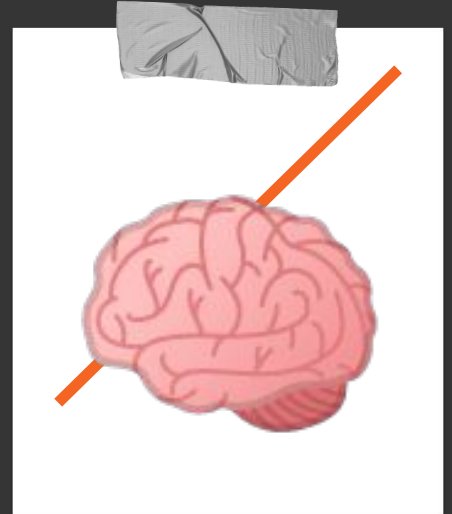
Everything you need to know from A to Z

## Questions

Did I miss something? Pique your curiosity?

Let's talk!

# Why don't you have a website?



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# I don't need one!

# I use social media!



**YES, it *\*is\** fast, easy and “free” to create a page on Facebook, Instagram, Pinterest, etc.**

It also presents many risks.

Did you know Facebook's algorithm **HIDES** your content from newsfeeds?



**Tip 1:**

The vast majority of your page Likers never see your content.



**Tip 2:**

Facebook does this because they want you to advertise.



# Risks of Solely Relying on Social Media

- Not Your Platform
- Customers Delete Apps
- You Don't Own Your Content
- Limits Lead Generation



## One Other Major Reason

B2C and B2B customers use search to find products and services when they can't find them locally.

Social media sites will display your brand or company name, but not the product type, category or vertical in which you are targeting.

Organic search is a gift that keeps giving once you have established your website and publish content.



A close-up photograph of a person's hand holding a black smartphone. The phone's screen is lit up and shows a webpage with red and white text. The background is a blurred red and white pattern, possibly a shirt. The overall image has a dark, semi-transparent overlay.

**What are the risks?**



# Website Risks

- **Security**
- **Maintenance**
- **Skill level**
- **Costs**

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What are the  
**benefits** of having a  
website?



## Benefits

- **Credibility**
- **You Own The Data**
- **Accountability**
- **Accessibility**



## Benefits

- **Larger audience**
- **Visibility**
- **Branding**
- **Advertising**

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THE ONE QUESTION  
YOU MUST ASK  
BEFORE YOU GET  
STARTED

A highly muscular man is shown in a gym, leaning forward in a starting position for a lift. He is wearing a dark blue sleeveless shirt with yellow accents and dark shorts. His muscles are very defined, particularly his arms and back. The background shows gym equipment, including a bench and various machines, in a dimly lit setting. The text "What is the purpose of your website?" is overlaid in white, bold, sans-serif font across the center of the image.

**What is the purpose of your website?**

# Defining Your Purpose

Why does your website exist?

It is a digital brochure?

Are you trying to sell online?

What goals can you set for your website?



## Tip

If you can't answer why you are doing something, then you shouldn't be doing it.



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## Buying a Domain Name

1. Every domain seller offers a free tool to see if your domain name is available.
  2. If your company, brand or product name is generic it is probably taken.
  3. You can get creative by adding additional words/characters or choosing a non-.com domain name (.io, .net, .com.pr)
  4. Shop around and make sure you look for coupons/offers and look at their renewal costs; usually Year 1 is a loss leader/extremely cheap.
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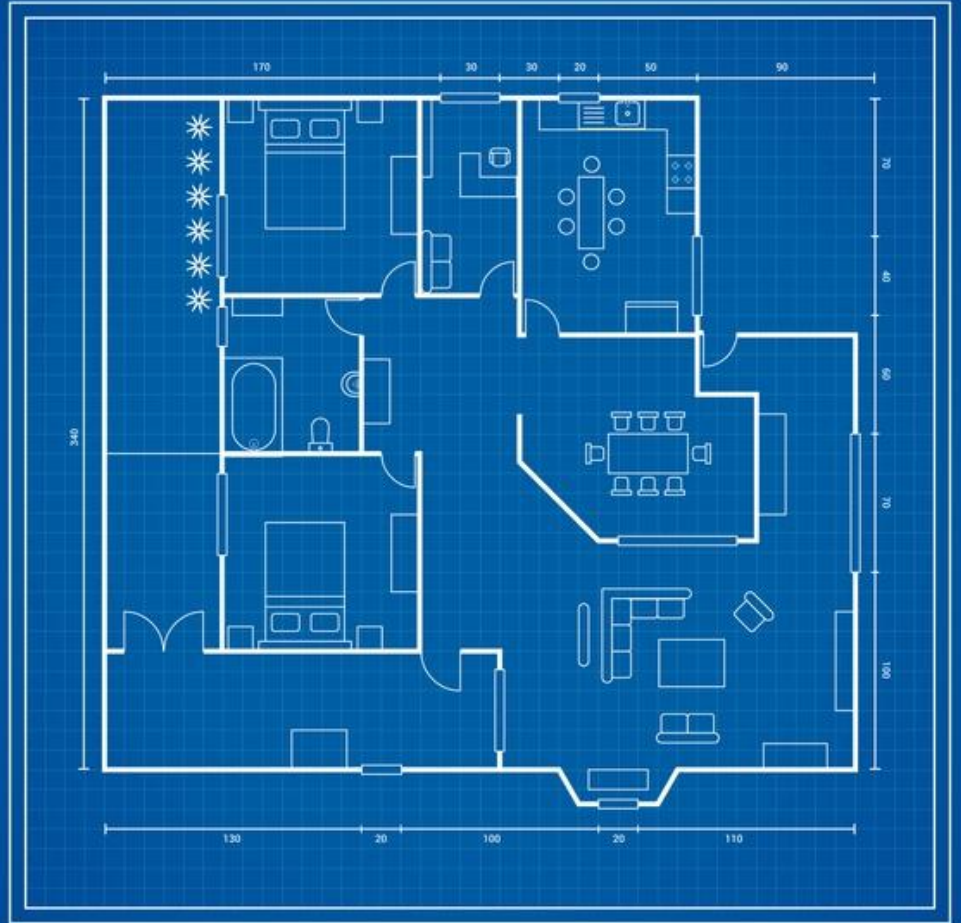
# Setting Priorities



# Pages & Features

Before you can build, you have to come up with your website's blueprint.

Creating a list of pages including taxonomy, features and required content will allow you to stick to a plan and timeline.



## DIY

There are several companies that offer WYSIWYG website builders.

Additionally, content management systems (CMS) have also implemented front-end visual editors.

## Outsourced

If you don't have the time or knowledge to build a website yourself, outsourcing may be the right approach.

While it doesn't require technical knowledge it does require communication, timelines and check ins.

# Hosting Options

**Self Hosted**

GoDaddy, BlueHost, Dreamhost

**Agency Hosted**

An agency hosts it on their server

**Third Party Hosted**

Shopify, Wix, Squarespace, Weebly

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## Website Build

During this phase your website construction begins. All assets (content, photos, etc) should be finalized and approved BEFORE building begins.



**NO ONE EVER GOT A BLISTER  
BUILDING A WEBSITE**

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# Connecting Your Domain & Host

1. Log into your domain provider
  2. Find the “Manage DNS” settings
  3. Scroll to “Nameservers”
  4. Change default Nameserver to your host’s
  5. Be sure to fill out both NS1 and NS2
  6. Click “Save”
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Be sure to **test your website** before it goes live or is promoted.



**What to look for:**

Broken links

Missing images/assets

Typos

Cross device rendering

Load time



**LAUNCH!**





## Steps

- Purpose/goal
- Domain name
- Set priorities
- Pages & features
- DIY vs. Outsource



## Continued

- Hosting
- Website build
- Domain 🤝 Web host
- Test
- Launch & Promote

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**Questions?**

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**Thank you!**

David Binkowski, President  
david@largemedia.com

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