



A Step by Step Guide and Worksheet

DESIGNING YOUR WEBSITE-WEBAPP USING THE PAGEMALL WEB BUILDER.

1. Gather your objectives.

What do you want to accomplish?

How are you going to make money?

Do I need an online payment system?

Do I want customers to provide feedback?

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2. What type of talent will be needed to complete my project?

Can I build it myself with a DIY or do I need to hire a designer/developer?

Do I need Marketing Specialist or Content Writers?

Do I need skills of a Graphic Designer?

What are the additional skills needed?



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3. Organize Sections

Main Categories (examples)

- Home : _____
- About : _____
- Services/Products : _____
- Contact: _____

Sub Categories

- Blog: _____
- Additional Services: _____
- Testimonials: _____
- Pricing: _____

4. Prepare Company Branding

- ❖ Have a logo designed
- ❖ Choose a domain name
- ❖ Determine the theme (colors, type of images and appeal)

5. Prepare Site Content

Now that you have a layout foundation, it's time to gather content for each page. Assuming you already have a LOGO which will be highlighted at the top of every page, for every section or page a format may look like the below.



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CREATE EACH FOR PAGES 1 - 5

- **PAGE(1) HEADER BACKGROUND** - This a full screen background image emphasizing the content of specific page.
- **PAGE(1) HEADER** - This short text will be highlighted ontop of the background image.
- **PAGE(1) SUBHEADER** - (optional) This is a short 3 to 5 word phrase for additional emphasis regarding what the visitor is about to read.

===== PAGE 1 TOPIC 1=====

- **TOPIC HEADER (1-1):** Title of the topic
- **TOPIC IMAGE (1-1):** provide photo name or idea. (name.png)
- **TOPIC IMAGE 2 (1-1):** *(optional) only if you feel you need a second image*
- **TOPIC PARAGRAPH (1-1):** 100 to 400 words is ideal for a single topic.
Visitors may lose attention if the paragraph is too lengthy.

===== PAGE 1 TOPIC 2 =====

- **TOPIC HEADER (1-2):** Title of the topic
- **TOPIC IMAGE (1-2):** provide photo name or idea. (name.png)
- **TOPIC IMAGE 2 (1-2):** *(optional) only if you feel you need a second image*
- **TOPIC PARAGRAPH (1-2):** 100 to 400 words is ideal for a single topic.
Visitors may lose attention if the paragraph is too lengthy.

The format above can be repeated for every topic per page. We suggest 4 topics minimum per page but no more than 8.



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6. Prepare the Contact Page

- **COMPANY NAME**

Email, phone, address, map

- **STAFF CONTACT NAME**

Email, phone

- **STAFF CONTACT NAME**

Email, phone

7. Hosting my site

If you decide to use the PageMall Web App Builder, hosting the site is included free with your annual subscription. Public can access your website through a sub domain <https://pagemall.com/pages/yourcompanyname>. And through the PageMall Directory. However it is highly recommended to register your own domain name. **Yourbusinessname.com**. The steps below are required to accomplish this.

These services may require additional charges.

Register your domain name - GoDaddy.com is our preferred registrar, but we also configure for Register.com. You must perform your own search and pay at your expense. Domain Names usually start at 11.99 per year. ASK US FOR GUIDELINES IF YOU ARE NOT FAMILIAR ON CHOOSING A DOMAIN NAME!

Pointing your domain name to your site?

One time set up fee of \$49.95 for DNS configuration (connect your domain name to our server) Includes configuration of up to 3 email accounts. (each additional email to set up \$9.95)