



How to build a
website that
actually works.

POTLUCK CONFERENCE 2018
ASHLING LOH-DOYLE, LOTUS & ASH

hi

ASH-WITH-A-LING

los angeles born & bred, stanford,
(too) many years in silicon valley.
turned my side hustle into my
full-time hustle 3 years ago





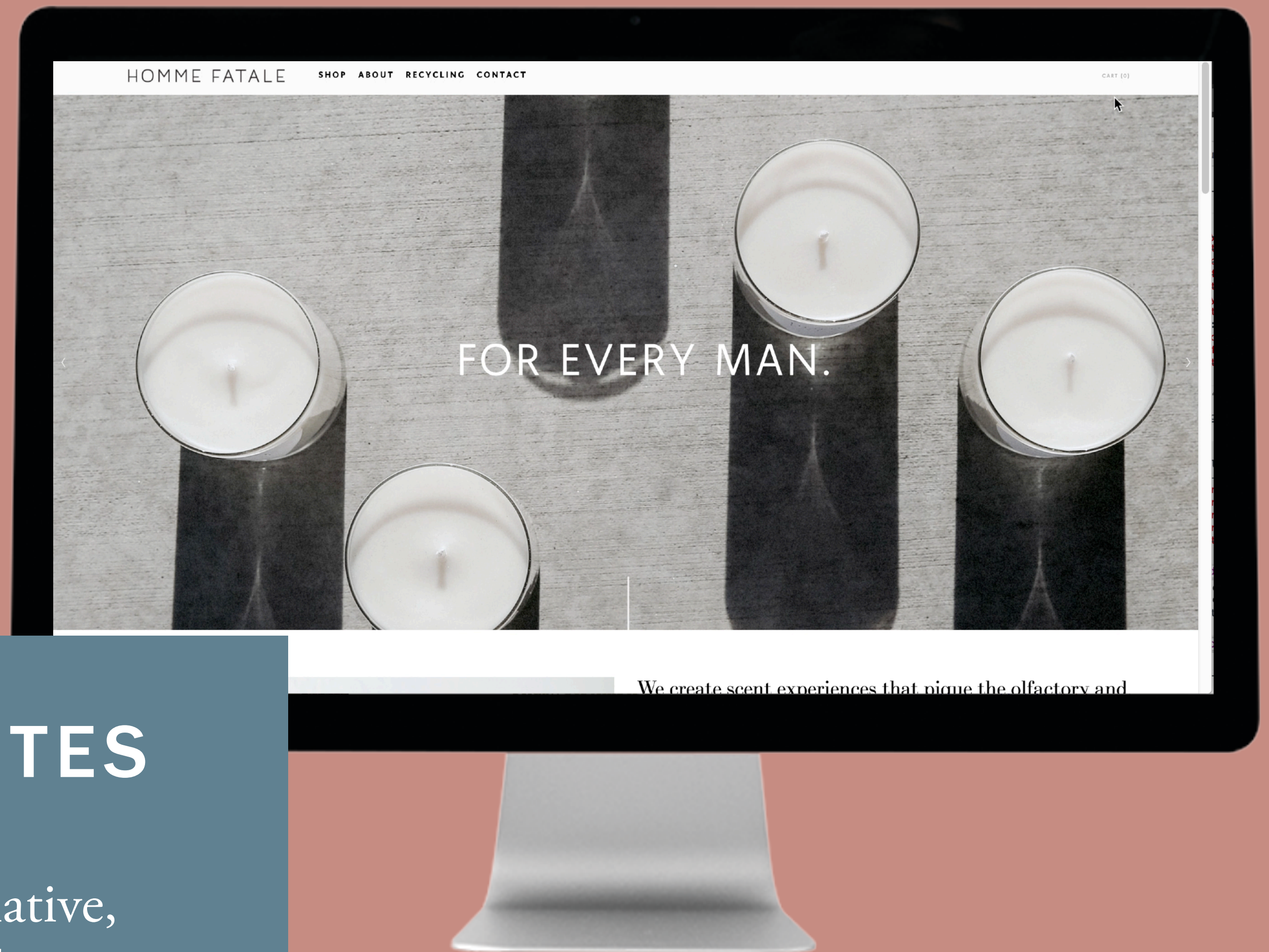
OUR BRAND WORK

visual identities, creative direction,
and engaging experiences
for passionate business owners curating
and changing the world



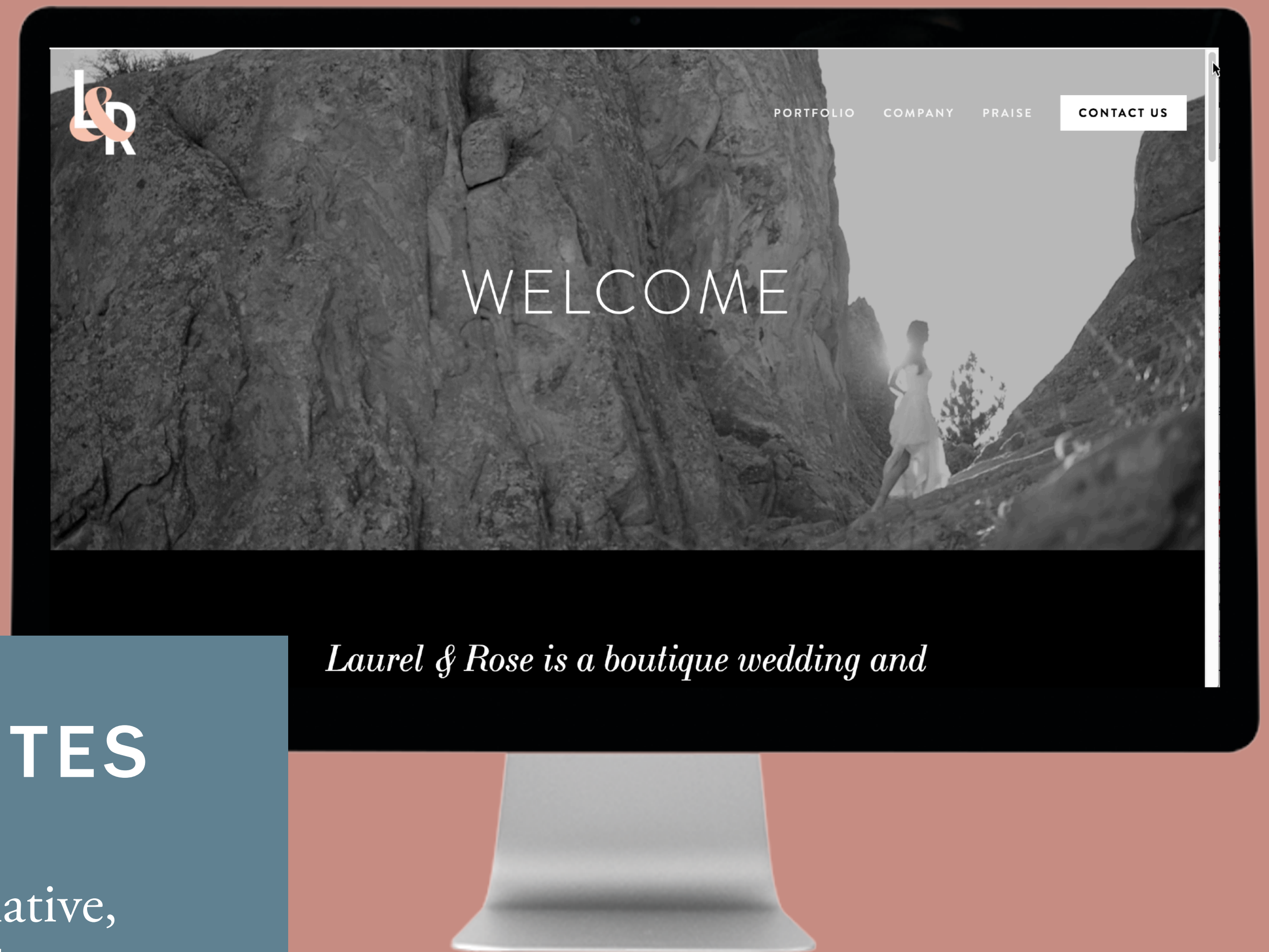
I DESIGN WEBSITES

that are compelling, informative,
and totally editable by the
business owner.



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BOTTOM LINE UP FRONT

Building a website that (actually) works is 90% in the planning and prep, and 10% in the actual implementation.



OUR GOAL TODAY

I'll show you 8 steps that will get you 90% of the way towards building or updating your site. I'll share the resources that can help you get the other 10% of the way there. And if time allows, I'll stick around to discuss and workshop any challenges you've experienced along the way.



STEP ONE

Why

BRAND AWARENESS

SHOWCASE PAST WORK

CAPTURE NEW BUSINESS

EXPLAIN YOUR PROCESS

SELL YOUR PRODUCT

SELL YOUR SERVICE

ADVERTISING

AFFILIATE MARKETING

CLIENT RESOURCES

CLIENT MANAGEMENT

EARLY ACCESS

SIGN UP FOR EVENT



STEP TWO

Prioritize

BRAND AWARENESS

SHOWCASE PAST WORK

CAPTURE NEW BUSINESS

EXPLAIN YOUR PROCESS

SELL YOUR PRODUCT

SELL YOUR SERVICE

ADVERTISING

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STEP TWO

Prioritize

1. CAPTURE NEW BUSINESS

2. SHOWCASE PAST WORK

3. EXPLAIN YOUR PROCESS



IA

Information architecture (IA) focuses on organizing, structuring, and labeling content in an effective and sustainable way. The goal is to help users find information and complete tasks.

To do this, you need to understand how the pieces fit together to create the larger picture, how items relate to each other within the system.

— [USABILITY.GOV](https://www.usability.gov)

STEP THREE

IA

IA

HOME	APPROACH	PAST WORK		CONTACT
	HISTORY	WEDDINGS	WEDDING 1	ADDRESS
	SERVICES	CORPORATE	WEDDING 2	INQUIRY
	PROCESS	SOCIAL	WEDDING 3	
			WEDDING 4	
			WEDDING 5	
			WEDDING 6	
	PRIVACY	TERMS	CLIENT FAQs	SOCIAL LINKS

Wireframe

Pixel perfect designs
need not apply.



STEP FOUR

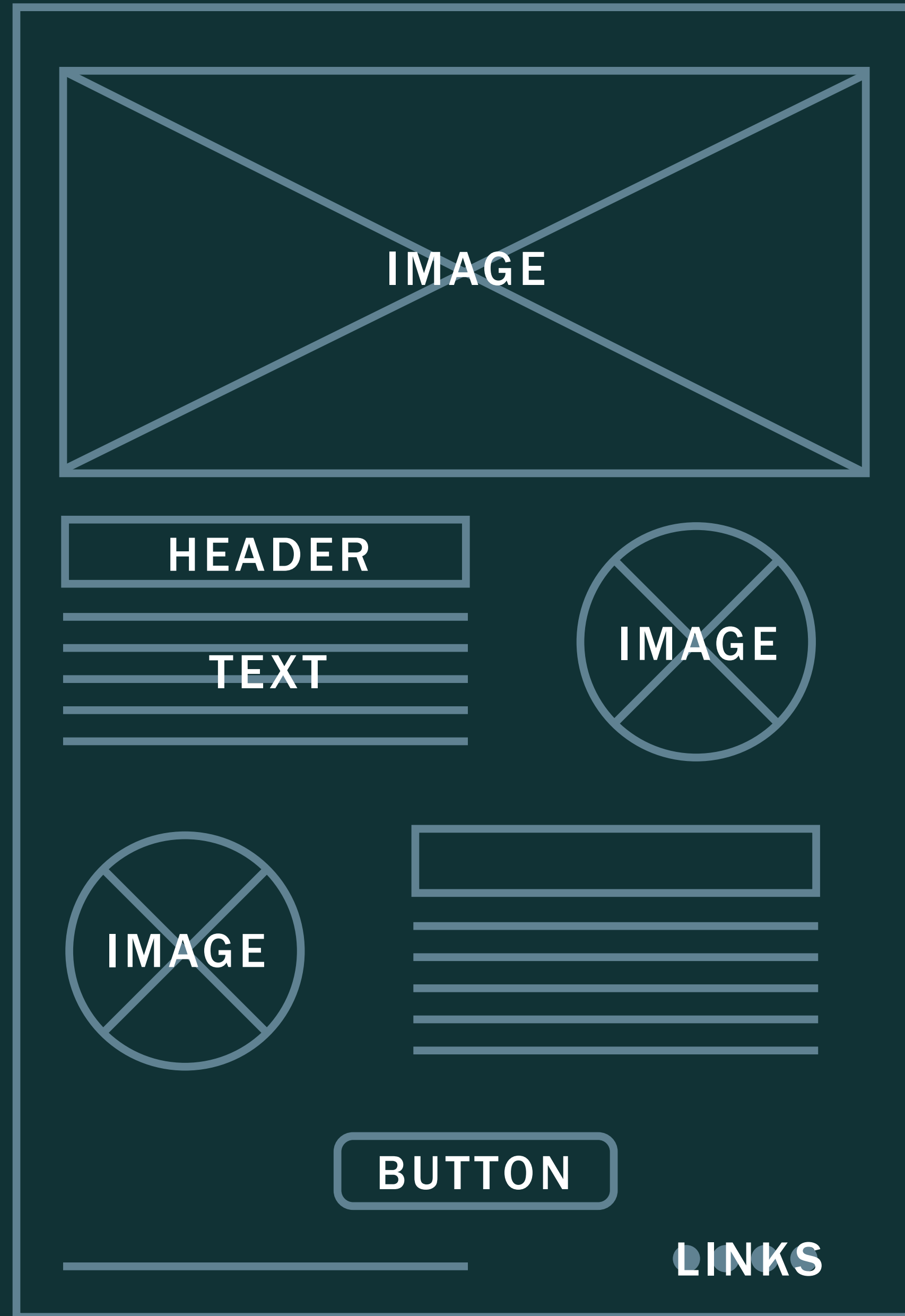
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Develop 2-3 templates
to help you gather content.

STEP FOUR

W



Use your wireframes to catalogue content needs for each page.

STEP FIVE

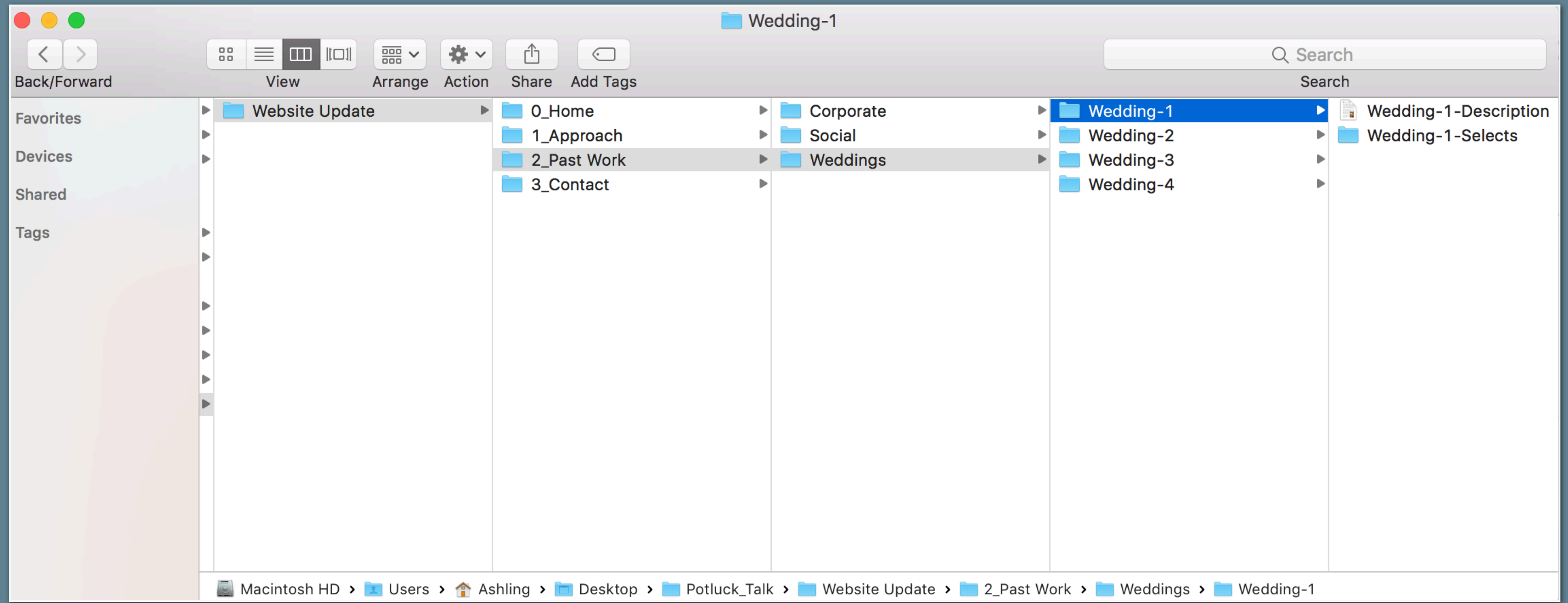
Gather

TURN IT INTO A CHECKLIST.
(BECAUSE WE ALL LOVE CHECK LISTS)

SET UP A FOLDER STRUCTURE THAT
REFLECTS YOUR INFORMATION
ARCHITECTURE



Gather



Gather

MEDIA, MEDIA, MEDIA:

PHOTOS:

- COORDINATE A PHOTOSHOOT TRADE
- LESS THAN 1MB, ALWAYS
- RENAME YOUR IMAGE TITLE
- REACH OUT TO CLIENTS FOR IMAGES

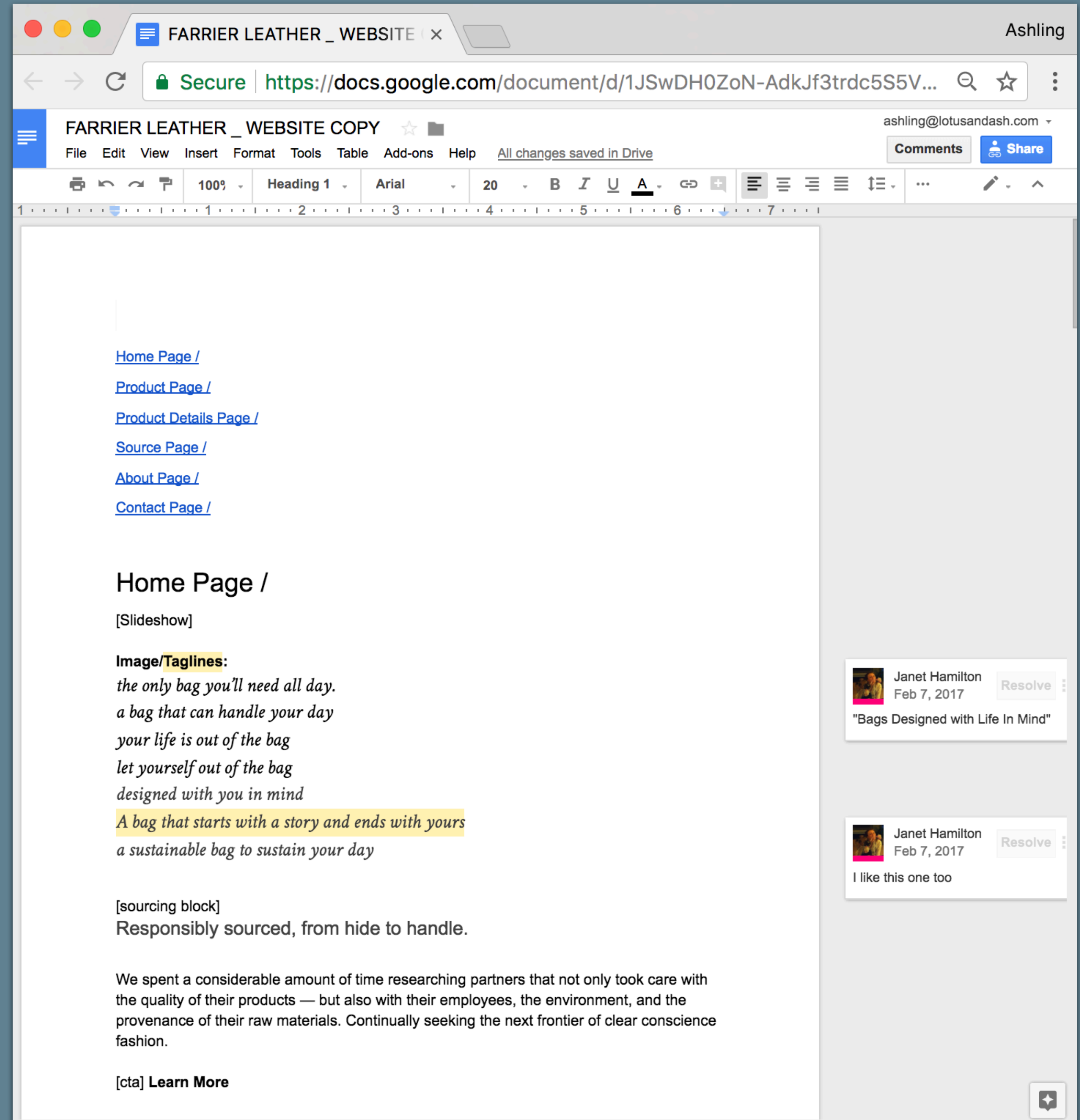
VIDEOS:

- HOST ON YOUTUBE/VIMEO/WISTIA
- DO NOT AUTOPLAY
- SELECT A CUSTOM THUMBNAIL

STEP FIVE

Gather

CONTENT.



Style

THE ESSENTIAL ELEMENTS:

- + COLORS
- + TYPEFACES
- + OVERALL LAYOUT

NAVIGATION

NAV 1

NAV 2

NAV 3

NAV 4

Heading 1

Heading 2

HEADING 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[CONTACT US](#)



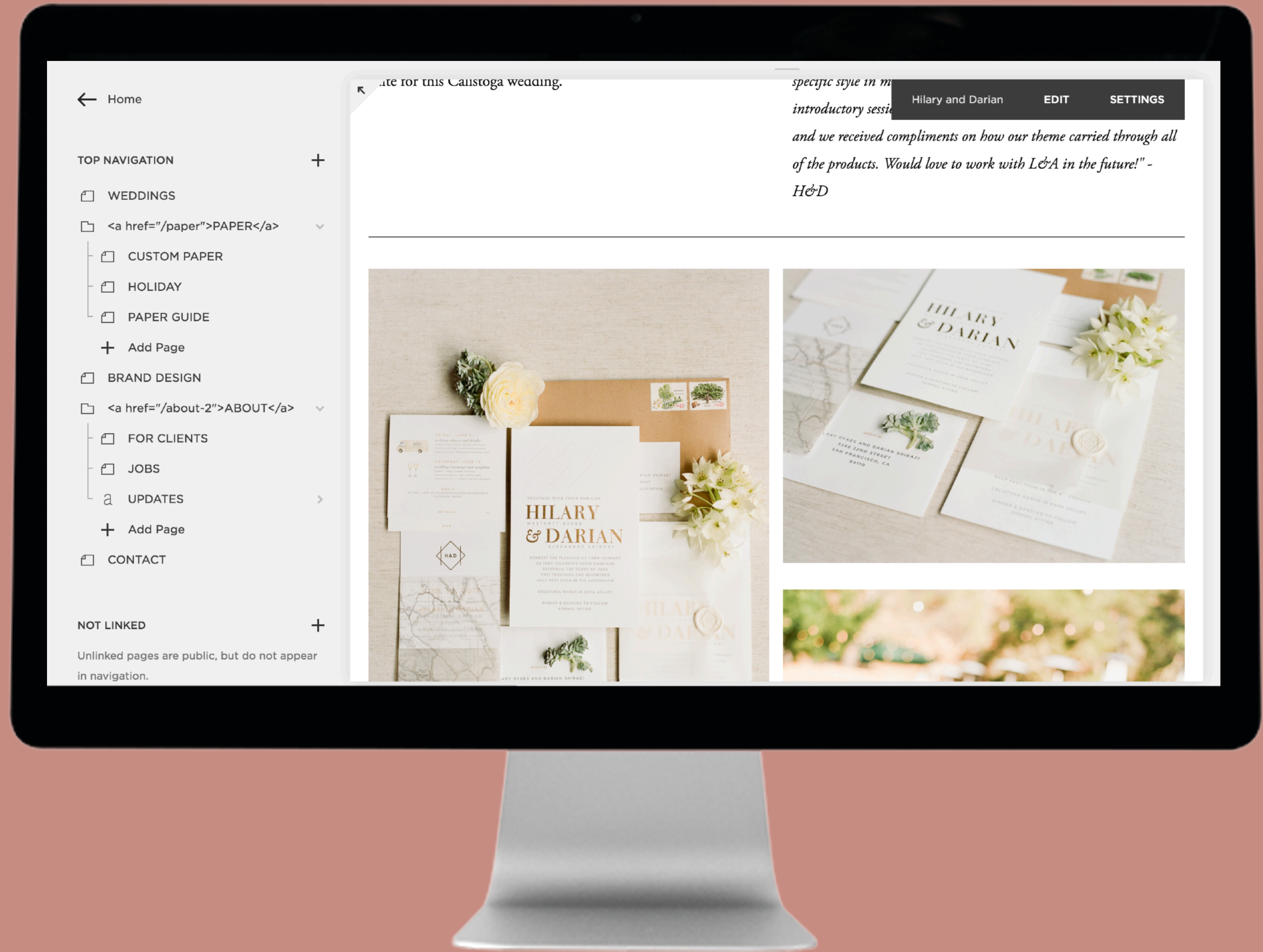
Build

Squarespace

Shopify

WordPress

Weebly/Wix



Build

Squarespace

Shopify

WordPress

Weebly/Wix

PROS:

- + TRAIN-ABLE (THERE'S A LEARNING CURVE)
- + EASY TO SWAP CONTENT
- + EASY TO HIDE / PASSWORD PROTECT PAGES
- + OUT OF THE BOX, MOBILE FRIENDLY
- + GREAT STARTER TEMPLATES

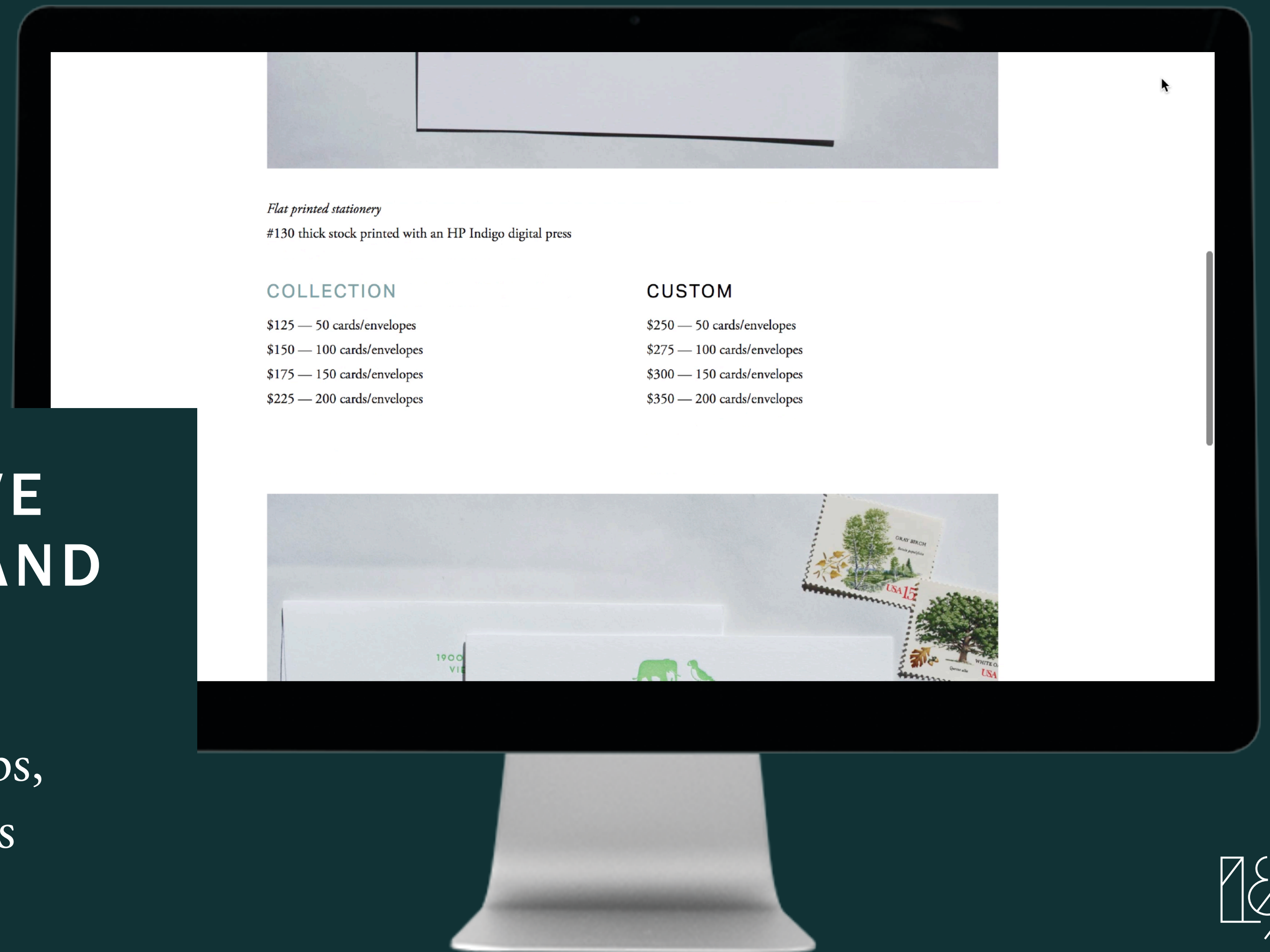
CONS:

- + NO UNDO (THERE'S A WORKAROUND)
- + EXPENSIVE

Improve

WHAT CAN YOU MOVE
OUT OF YOUR INBOX AND
ONTO YOUR SITE?

informational forms, next steps,
check lists, pricing, proposals



DOWNLOAD OUR PLANNER:

www.lotusandash.com/potluck





BUILD YOUR WEBSITE

SCHEDULE

WEEK 1

- ☐ STEP ONE: WHY
- ☐ STEP TWO: PRIORITIZE

WEEK 2

- ☐ STEP THREE: DEVELOP YOUR IA
- ☐ STEP FOUR: WIREFRAME

WEEK 3

- ☐ STEP FIVE: GATHER, GATHER, GATHER
- ☐ STEP SIX: STYLE HUNT

WEEK 4 & BEYOND

- ☐ STEP SEVEN: BUILD
- ☐ STEP EIGHT: ITERATE & IMPROVE

STEP ONE: WHY ARE YOU BUILDING A WEBSITE?

- | | | |
|---|---|---|
| <input type="checkbox"/> Increase brand awareness | <input type="checkbox"/> Sell your product(s) | <input type="checkbox"/> Catalogue client resources |
| <input type="checkbox"/> Showcase past work | <input type="checkbox"/> Sell your service(s) | <input type="checkbox"/> Manage your client info |
| <input type="checkbox"/> Capture new business | <input type="checkbox"/> Generate ad revenue
<i>(display ads, promote affiliate links)</i> | <input type="checkbox"/> Engage event attendees |
| <input type="checkbox"/> Explain your process | | <input type="checkbox"/> Other |

STEP TWO: PRIORITIZE

My website must: _____



STEP FOUR & FIVE: WIREFRAME + GATHER

PAGE TITLE:

CONTENT NEEDS:

MEDIA NEEDS:

PAGE TITLE:

CONTENT NEEDS:

MEDIA NEEDS:



ADDITIONAL RESOURCES

PLATFORMS

Squarespace

Shopify

WordPress

Weebly/Wix

MEDIA

Unsplash

fonts.google.com

iStock

Creative Market

PUBLICATIONS

w3 schools

alistapart

usability.gov



questions?

contact

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