



Lesson: Website Design

What is a website?

A website is a digital space that potential customers can visit for information about your business, browse your products/services, purchase products/services or to communicate with your business.

A website is associated with a web address also known as a domain – for example, <https://www.bhsice.com/>

Design Inspiration

A great way to get design inspiration is to browse website you like!

Large companies invest substantial money into designing and building their website. You can pick up design tips by browsing their sites and choosing elements that may work for your website!

Examples

Here are a few example of simple, yet effective websites!

<https://www.bhsice.com/high-school.html>

www.shaybear.ca

www.countryliberty.ca

www.dooryardco.ca

www.kienna.com

Search for some of your favorite products online, and check out their websites!

The Purpose of This lesson

Web design can be as complicated as you wish it to be.

For the purpose of this lesson we will focus on keeping it simple. If you already have web design experience and would like to go further, please contact Mr. Hallihan directly for additional suggestions and instructions as I manage the bhsice.com website.

Our Focus

We will focus on these three key components:

1. Website Theme / Template

- This refers to the overall layout of your website, for example, where your logo is located, where your navigation is located, the size and colors of different sections and much more!

2. Website Content

- This refers to the content on your website pages, it's very important to keep your content simple and to the point. No one wants to read an essay on your website. Be thoughtful in what you write and ensure there is a purpose to what you write.

3. Calls to Action

- There should be several calls to action on your website, preferably a call to action on every page. A call to action is a button that encourages customers to make an action. Your call to action could be, Buy Now, Contact Me, Book an Appointment, etc.

Basic Components of a Theme

Header



Explore your career path!
Innovation | Collaboration | Education

ABOUT COURSES APPLY CONTACT AT HOME LEARNING

Navigation

Content

At Home Learning

We encourage all students to focus on developing a plan that works for you and your family. We are here to support you in any way we can! Please contact us if you have any questions.

More Information

Button

Welcome to
At Home Learning

- ENTREPRENEURSHIP AND BUSINESS PLANNING
- MECHANIZED FOREST EQUIPMENT OPERATOR
- EARLY CHILDHOOD EDUCATION

Footer

Join our newsletter!

Email *

Subscribe

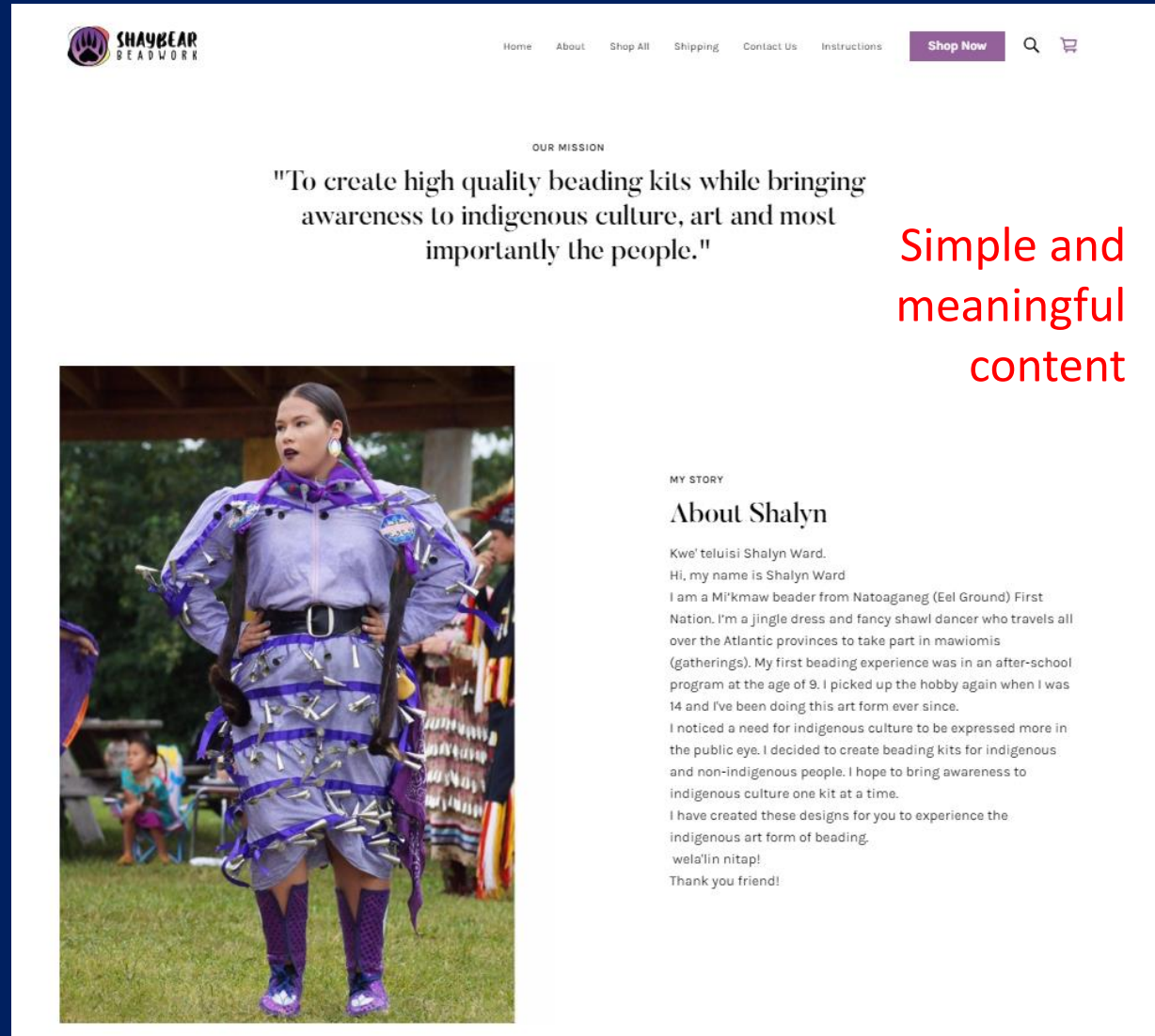
What People Are Saying

The ICE Centre is an amazing opportunity for students to collaborate with the community in a meaningful way. Students gain real world skills that will provide the essential education to become a valuable member of society.

- Mathew Sweezey
First Nations Education Coordinator, ASD-N



Website Content – Keep it Simple



The screenshot shows the website for SHAYBEAR BEADWORK. The navigation bar includes links for Home, About, Shop All, Shipping, Contact Us, and Instructions, along with a 'Shop Now' button, a search icon, and a shopping cart icon. The main content area features the heading 'OUR MISSION' followed by the quote: "To create high quality beading kits while bringing awareness to indigenous culture, art and most importantly the people." Below this is a photograph of a woman wearing a traditional purple and white beaded dress with intricate patterns and a black belt. To the right of the photo is the heading 'MY STORY' and the sub-heading 'About Shalyn'. The text under 'About Shalyn' reads: 'Kwe' teluisi Shalyn Ward. Hi, my name is Shalyn Ward. I am a Mi'kmaw beader from Natoaganeg (Eel Ground) First Nation. I'm a jingle dress and fancy shawl dancer who travels all over the Atlantic provinces to take part in mawiomis (gatherings). My first beading experience was in an after-school program at the age of 9. I picked up the hobby again when I was 14 and I've been doing this art form ever since. I noticed a need for indigenous culture to be expressed more in the public eye. I decided to create beading kits for indigenous and non-indigenous people. I hope to bring awareness to indigenous culture one kit at a time. I have created these designs for you to experience the indigenous art form of beading. wela'in nitap! Thank you friend!'

Simple and meaningful content

Calls to Action

Calls to Action!

ASDN ICE CENTRE Explore your career path!
Innovation | Collaboration | Education

ABOUT COURSES APPLY CONTACT AT HOME LEARNING

INTRO TO NURSING
OPEN TO MVHS, JMH, NSER AND BLACKVILLE STUDENTS
Explore the career possibilities of healthcare in Canada.
4TH AND 5TH PERIOD | APPLY TODAY
AT NBCC MIRAMICHI | WWW.ASDNICE.COM

ENTREPRENEURSHIP AND BUSINESS PLANNING
OPEN TO MVHS, JMH, NSER AND BLACKVILLE STUDENTS
Start your own Business or Charity!
4TH AND 5TH PERIOD | APPLY TODAY
AT NBCC MIRAMICHI | WWW.ASDNICE.COM

HEAVY CONSTRUCTION
OPEN TO MVHS, JMH, NSER AND BLACKVILLE STUDENTS
Explore the fields of Heavy Equipment Operator, Mobile Crane Operator and Heavy Duty Mechanical
4TH AND 5TH PERIOD | APPLY TODAY
AT NBCC MIRAMICHI | WWW.ASDNICE.COM

MECHANIZED FOREST EQUIPMENT OPERATOR
OPEN TO MVHS, JMH, NSER AND BLACKVILLE STUDENTS
Earn the skills you need to become a skilled operator!
4TH AND 5TH PERIOD | APPLY TODAY
AT NBCC MIRAMICHI | WWW.ASDNICE.COM

EARLY CHILDHOOD EDUCATION
OPEN TO MVHS, JMH, NSER AND BLACKVILLE STUDENTS
Earn your NB Certificate and valuable work experience!
4TH AND 5TH PERIOD | APPLY TODAY
AT NBCC MIRAMICHI | WWW.ASDNICE.COM

APPLY NOW!

Website Pages

Your website you should have the following pages:

1. Home Page (Landing Page)
 - This page should be simple and eye catching. It is the first page customers will see, so it is your first chance to impress and engage customers.
2. About Us / Our Story
 - This page should provide a brief history of your business and your business story. This may or may not include personal information about yourself as the business owner.
3. Shop / Products / Buy Now
 - This page should provide a list and description of all your products and or services. If you wish to sell online this will be an important page!
4. Contact Us / Delivery & Pickup Options
 - This page should either include a contact form or direct contact information for your customers to contact you!

You may wish to include other pages for your specific business, however these 4 pages must be included!

Website Design Platforms

There are many options for choosing a platform to design your website.

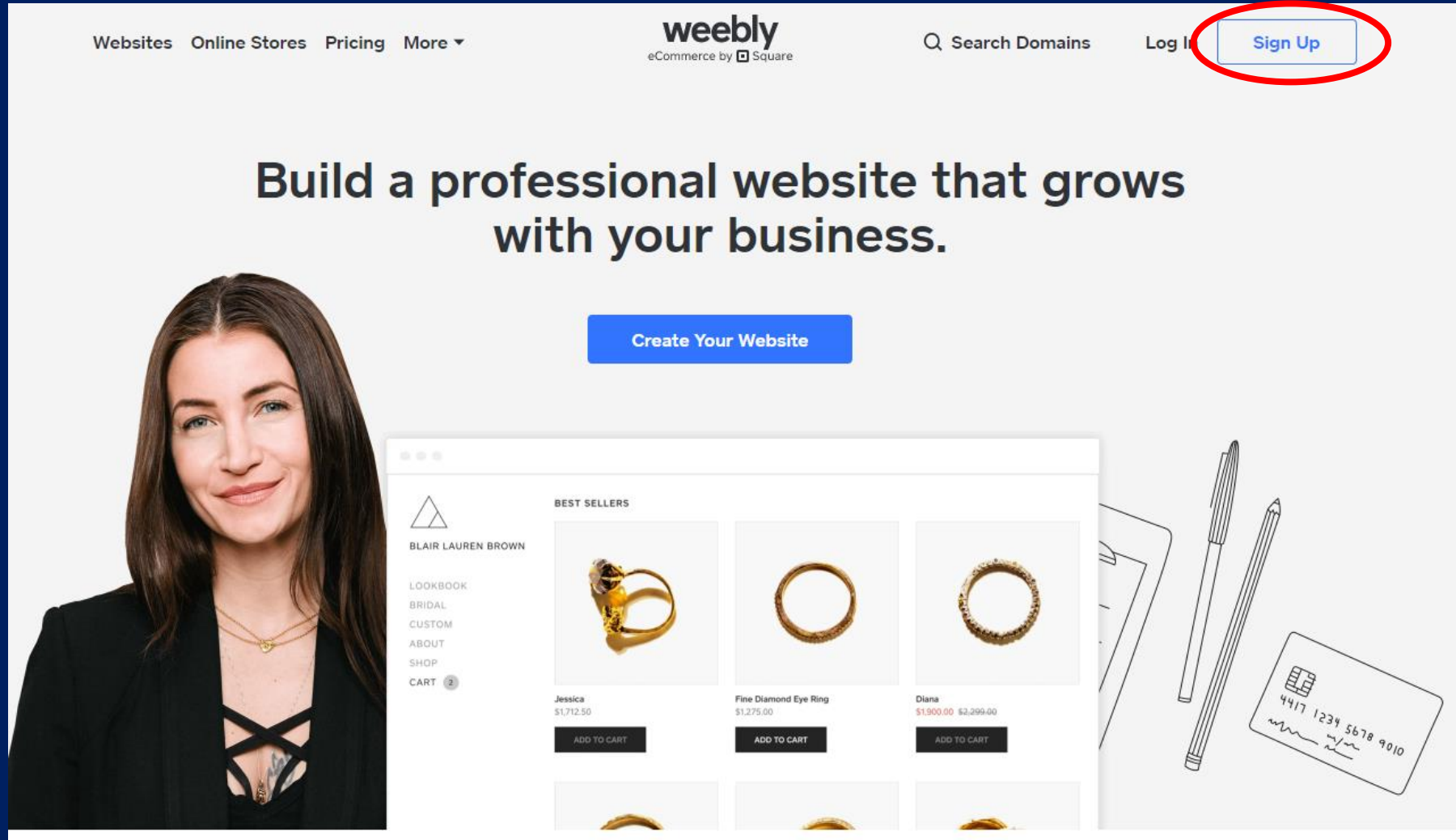
For the purpose of this lesson we will focus on building a website using Weebly.

If you already have experience using a different platform, please feel free to continue.



Sign Up

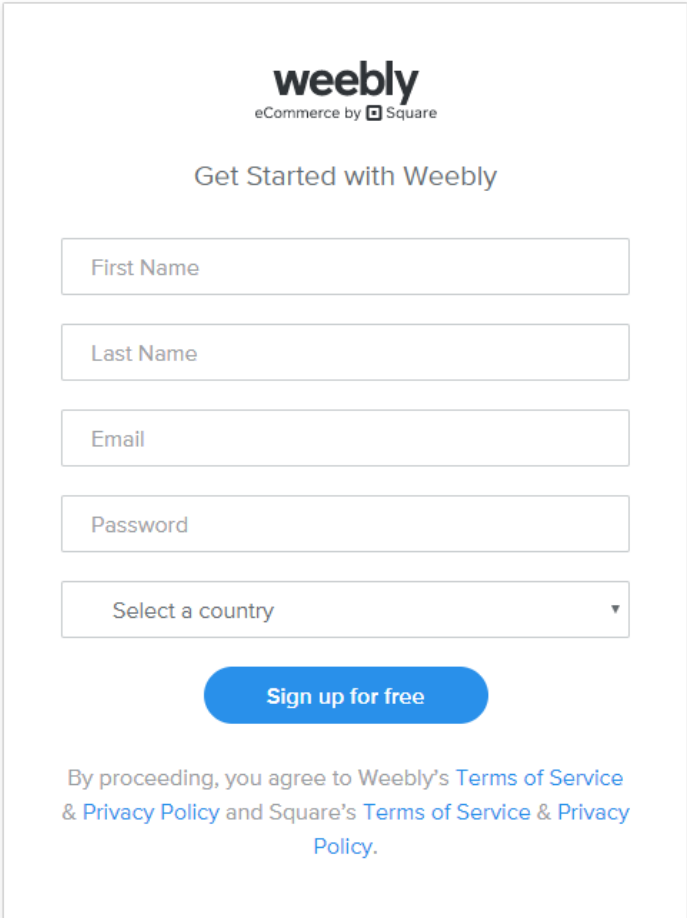
Start by signing up for a Weebly account at www.weebly.com



The image shows a screenshot of the Weebly website homepage. At the top, there is a navigation bar with links for 'Websites', 'Online Stores', 'Pricing', and 'More'. The Weebly logo is centered, with 'eCommerce by Square' below it. To the right of the logo are links for 'Search Domains' and 'Log In'. A blue 'Sign Up' button is circled in red in the top right corner. Below the navigation bar, the main heading reads 'Build a professional website that grows with your business.' A blue button labeled 'Create Your Website' is centered below the heading. On the left side, there is a portrait of a woman with long dark hair, wearing a black blazer and a gold necklace. On the right side, there is a preview of a jewelry store website. The preview shows a 'BEST SELLERS' section with three items: 'Jessica' for \$1,712.50, 'Fine Diamond Eye Ring' for \$1,275.00, and 'Diana' for \$1,800.00 (with a crossed-out price of \$2,299.00). Each item has an 'ADD TO CART' button. To the right of the preview, there are illustrations of a pen, a pencil, and a credit card with the number 4417 1234 5678 9010.

Sign Up

Sign up using your student email address or the address you use the most

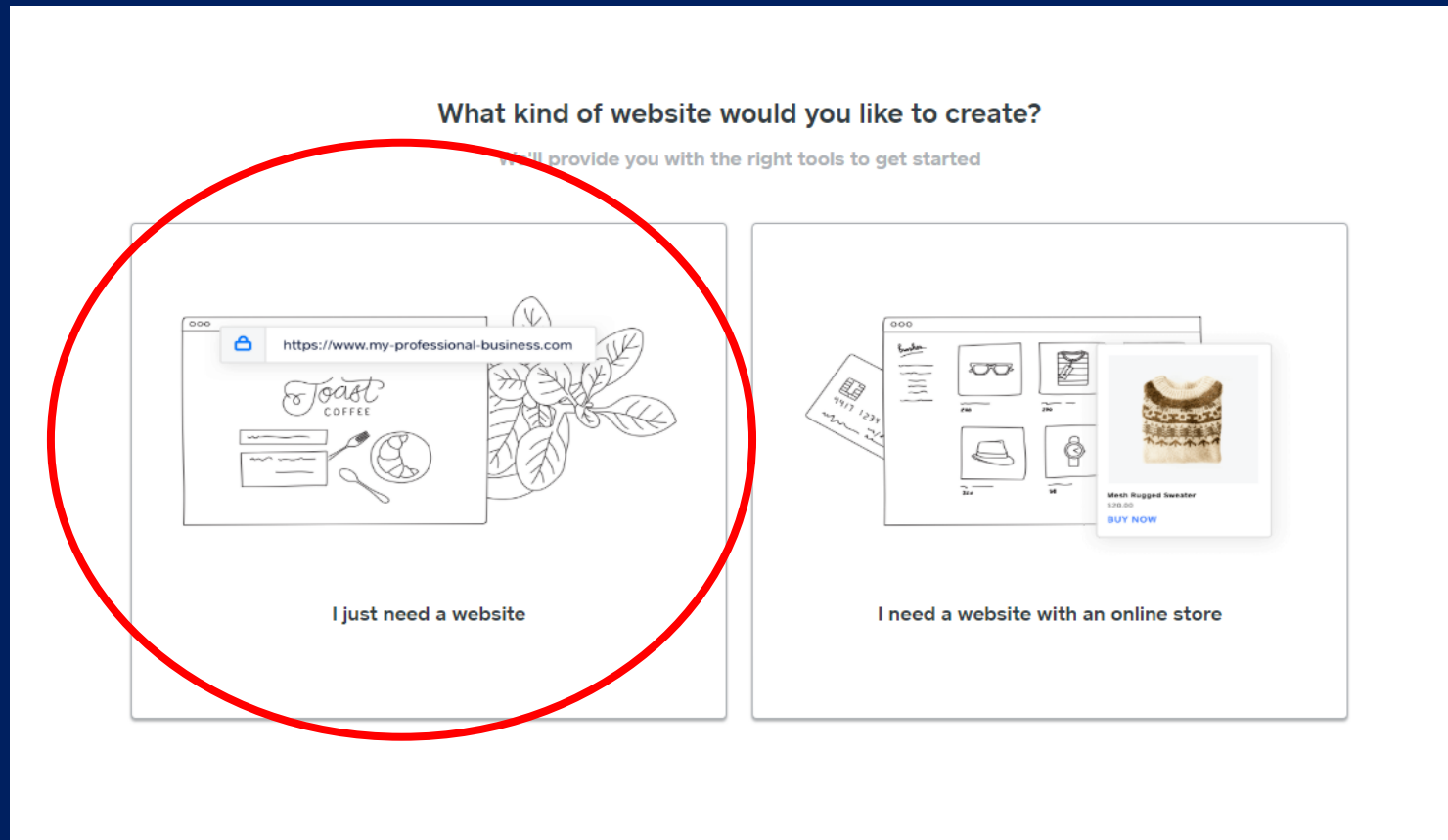


The image shows a sign-up form for Weebly, an eCommerce platform by Square. The form is centered on a white background and contains the following elements:

- weebly** logo, with "eCommerce by Square" underneath.
- The heading "Get Started with Weebly".
- Five input fields: "First Name", "Last Name", "Email", "Password", and a dropdown menu labeled "Select a country".
- A blue button labeled "Sign up for free".
- A disclaimer at the bottom: "By proceeding, you agree to Weebly's [Terms of Service](#) & [Privacy Policy](#) and Square's [Terms of Service & Privacy Policy](#)."

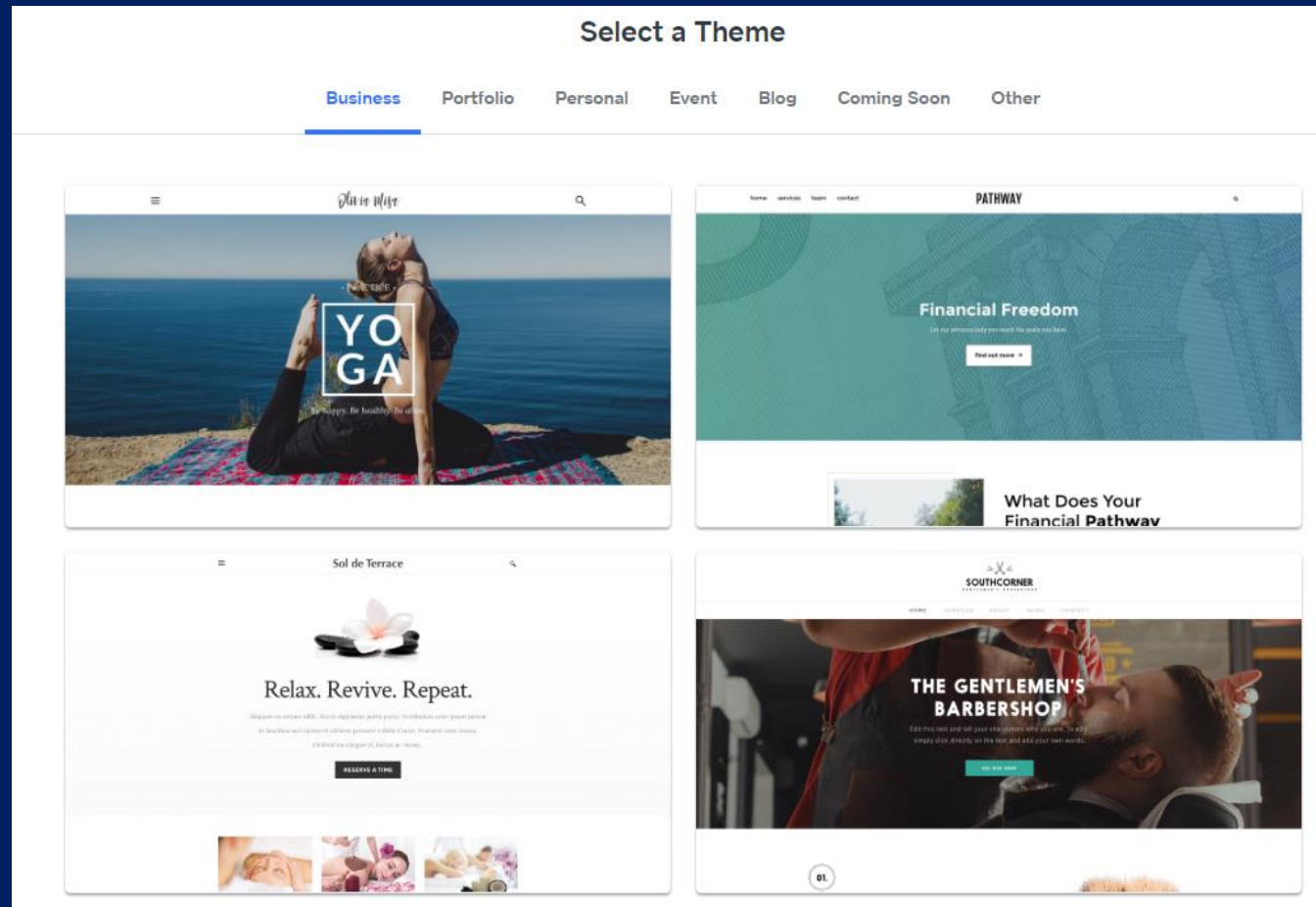
Selecting the Type of Website

Select “I just need a website” – if you are already prepared to begin selling online please contact me for more information.



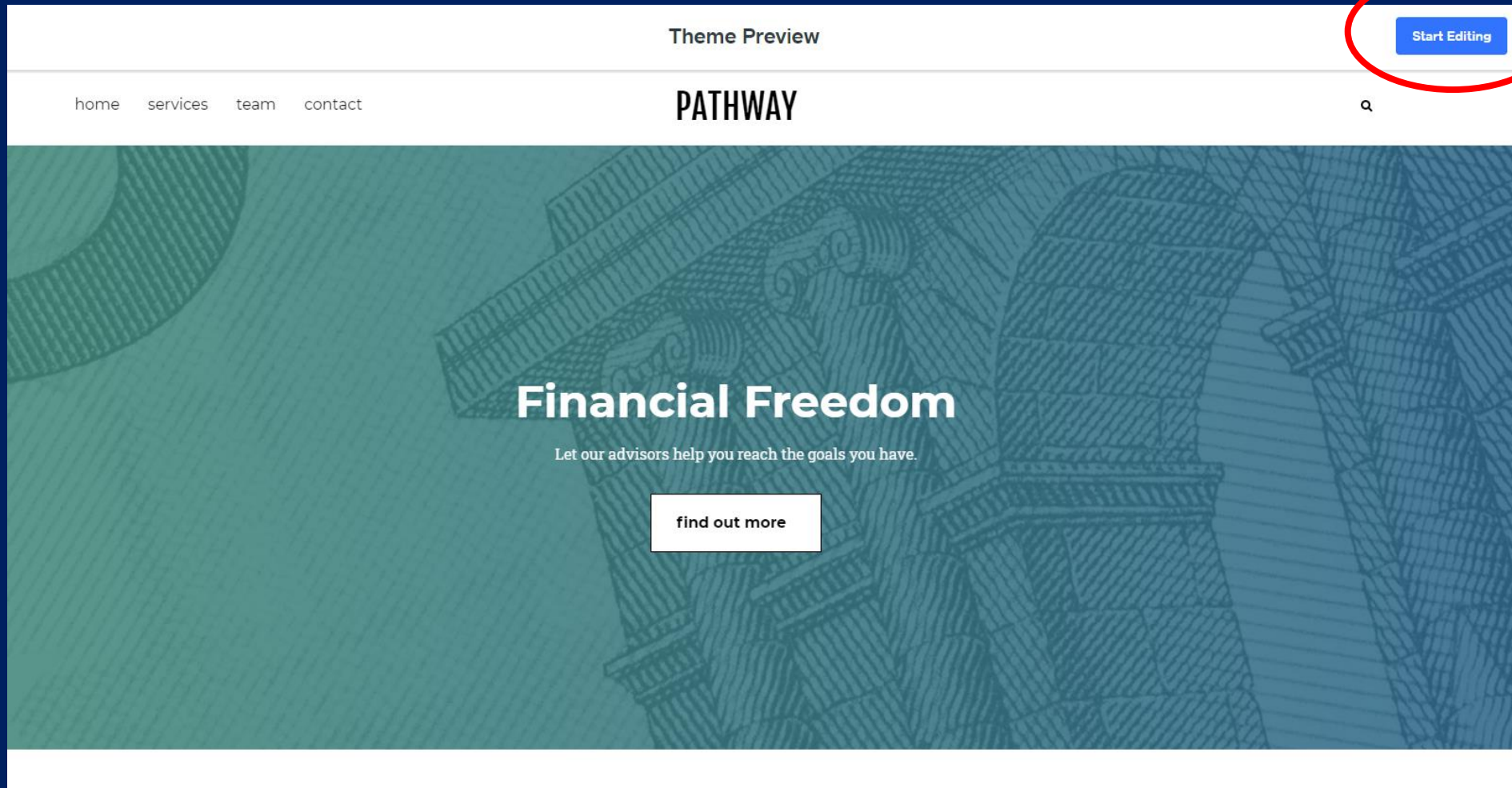
Selecting a Theme

Browse the themes and find one that's suits your business.
Please note you can always change this later.



Selecting a Theme

Once you have viewed and choosing a theme, click Start Editing.



Selecting a domain name www.domain.weebly.com

×

Select your domain name

[Search](#)

Already own a domain? No problem, [connect or transfer it now](#).

PROFESSIONAL DOMAIN *Included free with a 1-year plan*

groovygranolas.com	Choose >
allgroovygranolas.com	Choose >
groovygranolas24.com	Choose >
View more...	

SUBDOMAIN *Free with Weebly branding on your website*

groovygranolas.weebly.com	Choose >
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For now you will use a free weebly domain, if you wish to purchase a domain please contact me.

Your domain will be www.domain.weebly.com for now

Building Your Website

The screenshot displays a website builder interface. At the top, a navigation bar includes a 'Build' tab (circled in red), along with 'Pages', 'Theme', 'Apps', 'Settings', and 'Help'. On the right side of the navigation bar are 'Upgrade' and 'Publish' buttons. Below the navigation bar, the main workspace shows a preview of a website with a header containing 'MY SITE', 'HOME', 'ABOUT US', 'PRODUCTS', and 'CONTACT'. The main content area features a large teal background with the text 'Financial Freedom' and a sub-headline 'Let our advisors help you reach the goals you have.' Below this is a 'FIND OUT MORE' button. On the left side, a sidebar titled 'INDIVIDUAL ELEMENTS' lists various components: Section, Title, Text, Image, Gallery, Sideshow, HD Video, Spacer, Divider, Button, Social Icons, Products, and Categories. The 'Title', 'Text', 'Image', 'Spacer', and 'Button' elements are circled in red. At the bottom of the sidebar, there is a 'SHOW ALL ELEMENTS' link and a section for 'INSTALLED APPS' with a 'MANAGE' link.

For now we will focus on some simple features of the build tab.

Title: This provides text for a large title

Text: This provides text for a paragraph or smaller text.

Image: This provides you the opportunity to add an image

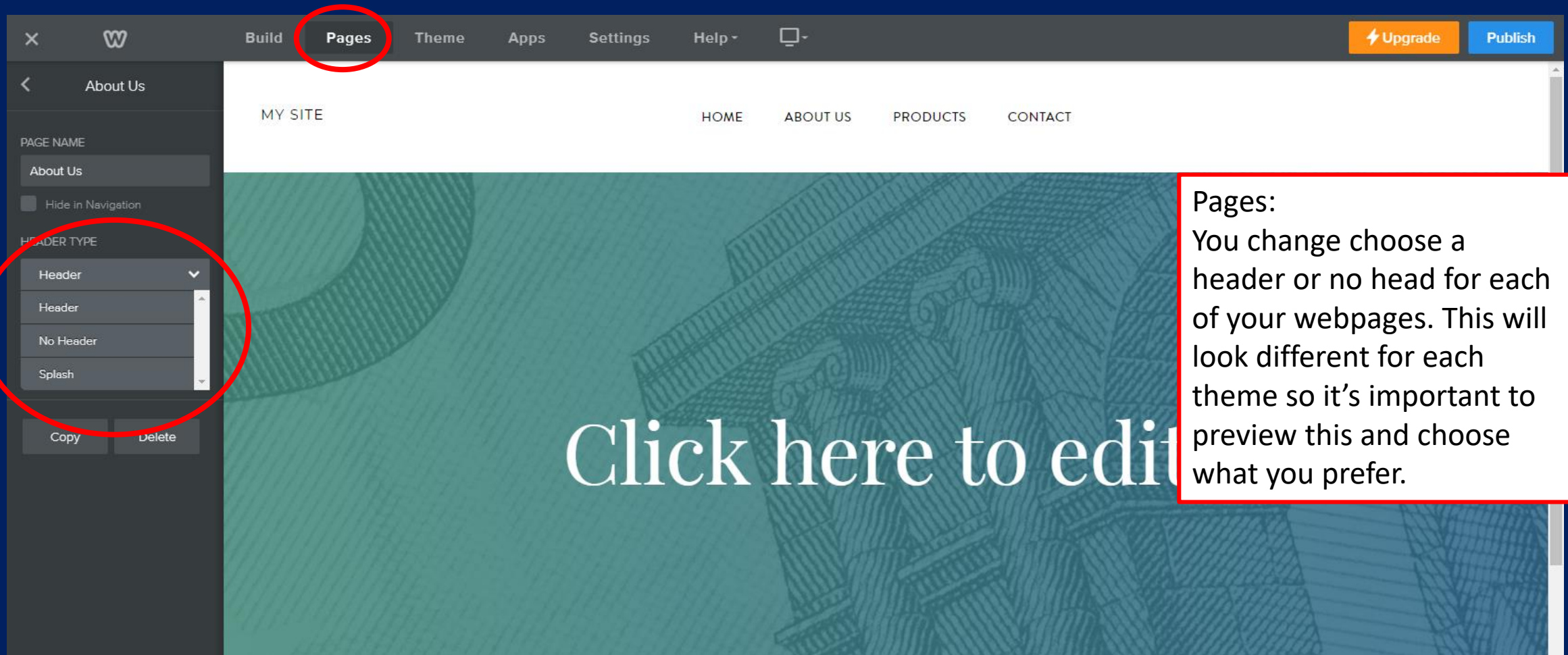
Spacer: This will be used to space different sections

Button: This will be used for your calls to action

Building Your Website

The screenshot shows a website builder interface. At the top, there is a navigation bar with tabs: Build, Pages, Theme, Apps, Settings, and Help. The 'Pages' tab is circled in red. To the right of the navigation bar are buttons for 'Upgrade' and 'Publish'. Below the navigation bar is a header area with 'MY SITE' on the left and navigation links for 'HOME', 'ABOUT US', 'PRODUCTS', and 'CONTACT'. The main content area features a large green background with a pattern of architectural columns and the text 'Financial Freedom' in a large white serif font. Below this text is a smaller line of text: 'Let our advisors help you reach the goals you have.' and a 'FIND OUT MORE' button. On the left side, there is a sidebar menu with a 'Pages' header and a plus sign. Below the header are four items: 'Home', 'About Us', 'Products', and 'Contact'. The 'Home' item is highlighted in blue. A red circle highlights the entire sidebar menu area. Below the sidebar menu is a small information icon and the text: 'Drag pages up/down to reorder and left/right to create subpages.' A red box on the right side of the page contains the following text: 'Pages: This tab will be used to add pages or change the name of your pages.'

Building Your Website



The screenshot shows a website builder interface. At the top, there is a navigation bar with options: Build, Pages (circled in red), Theme, Apps, Settings, and Help. On the right side of the navigation bar, there are buttons for 'Upgrade' and 'Publish'. Below the navigation bar, the main content area displays a preview of a website page. The page has a header with the text 'MY SITE' and a navigation menu with links for 'HOME', 'ABOUT US', 'PRODUCTS', and 'CONTACT'. The main content area features a large green background with a pattern of architectural columns and the text 'Click here to edit'. On the left side of the interface, there is a sidebar with a 'PAGE NAME' field containing 'About Us' and a 'HEADER TYPE' dropdown menu. The dropdown menu is open, showing options: 'Header', 'Header', 'No Header', and 'Splash'. The 'Header' option is selected. Below the dropdown menu, there are 'Copy' and 'Delete' buttons.

Pages:
You change choose a header or no head for each of your webpages. This will look different for each theme so it's important to preview this and choose what you prefer.

Building Your Website

The screenshot displays a website builder interface. At the top, a dark navigation bar contains several tabs: 'Build', 'Pages', 'Theme' (circled in red), 'Apps', 'Settings', and 'Help'. On the right side of this bar are two buttons: 'Upgrade' (orange) and 'Publish' (blue). Below the navigation bar, the left sidebar is open to the 'Theme' section. It features two theme selection buttons, 'Light' and 'Dark', and three menu items: 'Change Theme', 'Change Fonts', and 'Theme Options', all of which are circled in red. The main workspace shows a website preview with a green background and the text 'Financial Freedom'. The top of the preview includes 'MY SITE' and a navigation menu with 'HOME', 'ABOUT US', 'PRODUCTS', and 'CONTACT'. Below the main heading, there is a sub-heading 'Let our advisors help you reach the goals you have.' and a 'FIND OUT MORE' button.

Theme:
This tab will be used if you wish to change your theme or change the fonts used on your website. Depending on your theme there may also be some options specific to your theme.

Building Your Website

Build Pages Theme Apps Settings Help - Upgrade Publish

GROOVY GRANOLA

HOME ABOUT US PRODUCTS CONTACT

Off **Text** Logo

NEW Section

INDIVIDUAL ELEMENTS

Title Text

Image Gallery

Slideshow HD Video

Spacer Divider

Button Social Icons

Products Categories

SHOW ALL ELEMENTS

INSTALLED APPS MANAGE

Add apps to make your site more powerful.

Logo / Company Name:

Hover over the logo / company name and add your logo or company name.

Financial Freedom

Let our advisors help you reach the goals you have.

FIND OUT MORE

Building Your Website

Build Pages Theme Apps Settings Help - Upgrade Publish

GROOVY GRANOLA

HOME ABOUT US PRODUCTS CONTACT

Off Text Logo

NEW Section

INDIVIDUAL ELEMENTS

Title Text

Image Gallery

Slideshow HD Video

Spacer Divider

Button Social Icons

Products Categories

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Financial Freedom

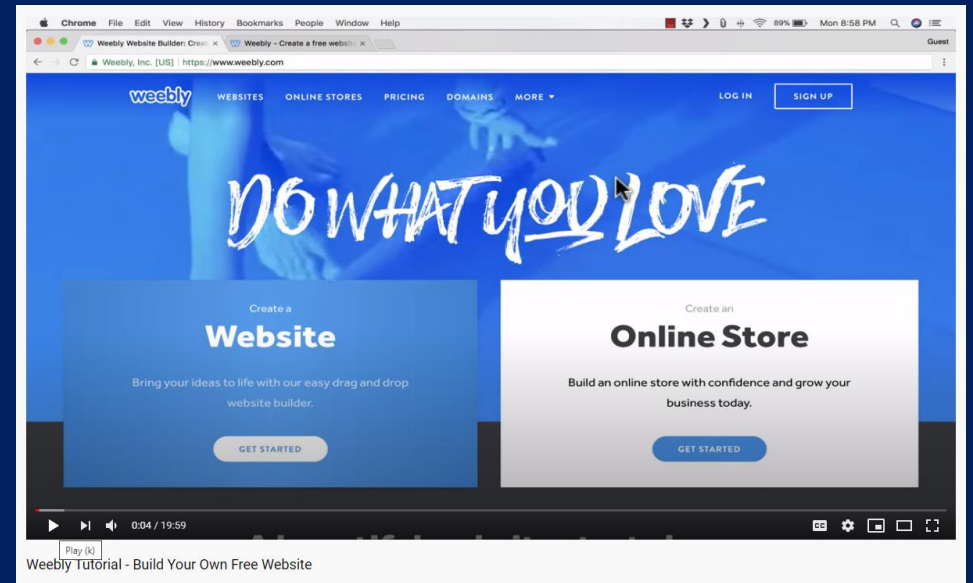
Let our advisors help you reach the goals you have.

FIND OUT MORE

Building Your Website

You will find Weebly is a very intuitive platform to use. Everything is drag and drop and you can always delete items you add. Please take some time to get familiar and test different elements. If you have specific questions, please contact me directly.

There is also a video provided by Weebly with more in depth instructions



https://www.youtube.com/watch?v=v81nRa_W9Fk

Keep It Simple

Simple website are often the most effective website.

In order to keep it simple you must be thoughtful in your web design and identify what the purpose of your individual site will be.

- Do not overload customer with information
- Your website should be easy to navigate
- Customer should easily be able to browse, shop or contact you
- Use appealing colors and easy to read text
- Use pictures that align with your business

Example – Groovy Granola

This is a good example of keeping it simple. There is nothing complex about the webpage, it is clear and to the point. There is a call to action to Shop Now. The colors coordinate well and do not distract the customer.

Good luck!

Let me know if you have any questions or need any help!

