

Digital Masterclass Series

The Importance of Going Digital in a Post COVID World

Topic 5:
Navigating the
Wide World of Websites

Collaboration, Respect, Service Excellence,
Integrity, Innovation



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CITY COUNCIL

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Today's Topic



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Agenda

1. The types and purposes of a website
2. Google sites
3. Software as a Service (SaaS) eg. Wix, Square, Shopify
4. Open source content management systems (CMS) eg. Wordpress
5. Briefing for freelancers/agencies

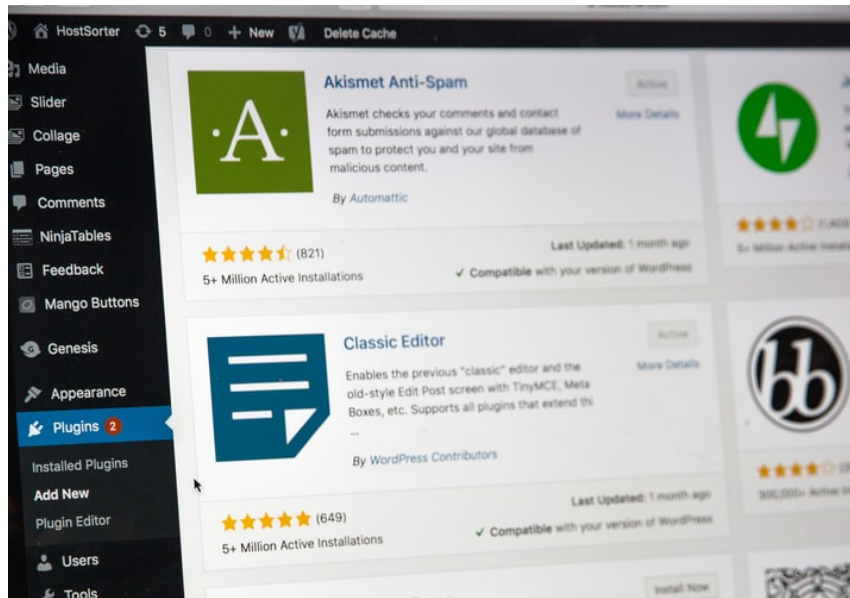


Types and purposes of a website



- Static vs dynamic
- Information portal or repository eg. Council website
- Online shopfront eg. Amazon
- Business card or portfolio eg. company website
- Personal journal eg. travel blog
- For a small business, a website's purpose is to turn visitors into prospects

Content Management Systems (CMS)



- For dynamic websites
- Create
- Manage
- Modify
- Little specialised technical knowledge

Content Management Systems (CMS)



SQUARESPACE



Google Sites

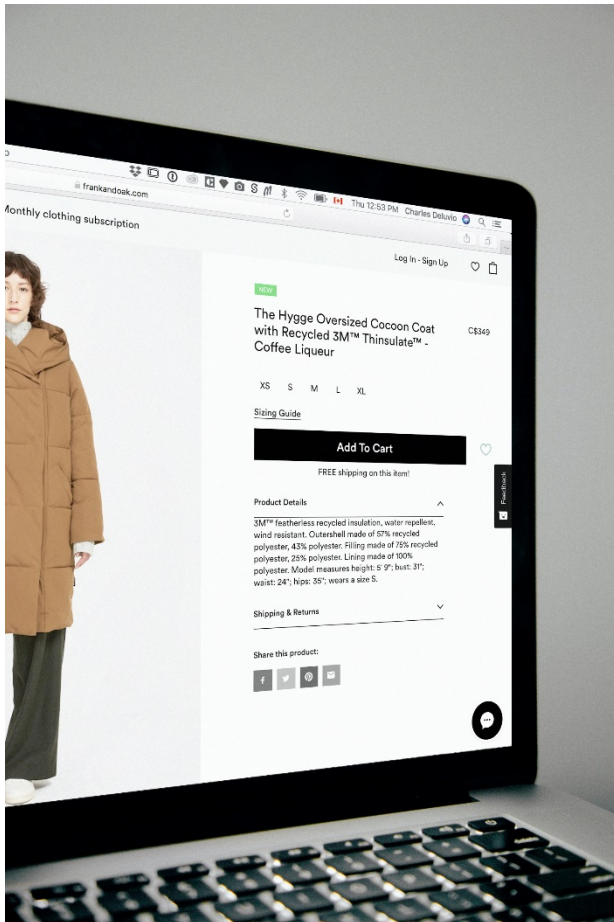
- Free with a Google account
 - Share and collaborate
 - Drag and drop
 - Added to Google Drive
 - Widgets for extra functionality
 - Responsive
 - google.com URL
 - Paid with a business account
- (Workspace formerly known as G Suite)



Google Search

I'm Feeling Lucky

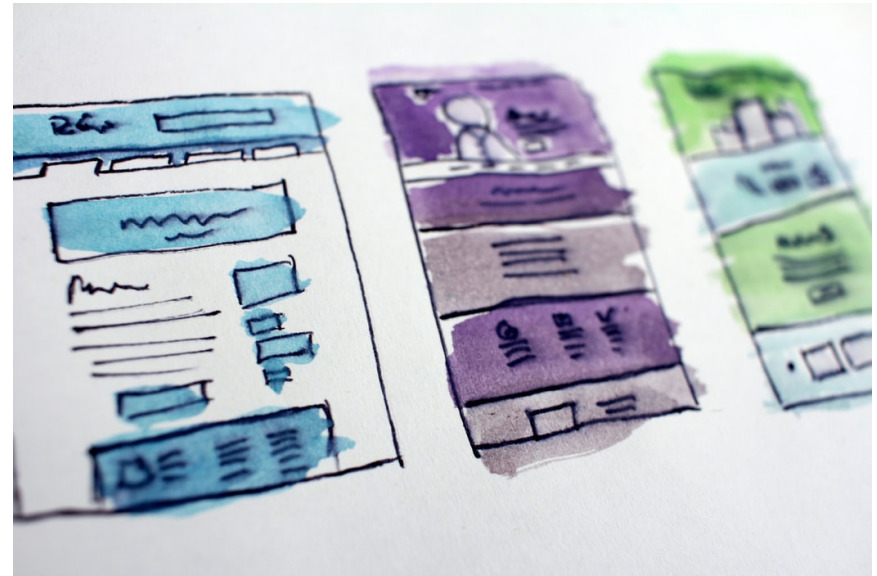
Software as a Service (SaaS)



- Single supplier content management, web hosting and technical support
- Subscription model from \$20-\$35/month for business
- Drag and drop
- Responsive, elegant templates
- Widgets, apps, extensions for extra functionality
- Examples: Shopify, Wix, Squarespace

Open Source CMS

- Free software maintained by community of developers
- Free plugins/extensions and templates
- No coding to full coding knowledge and experience
- High maintenance
- More flexibility with design and functionality



Briefing a freelancer / agency



- Overview of business and current website situation
- Objectives of the website
- Target audience
- Problems you are facing
- Competitor information
- Features and functionality
- Revisions, design concepts
- Timeline
- Budget

Freelancers



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fiverr.



upwork



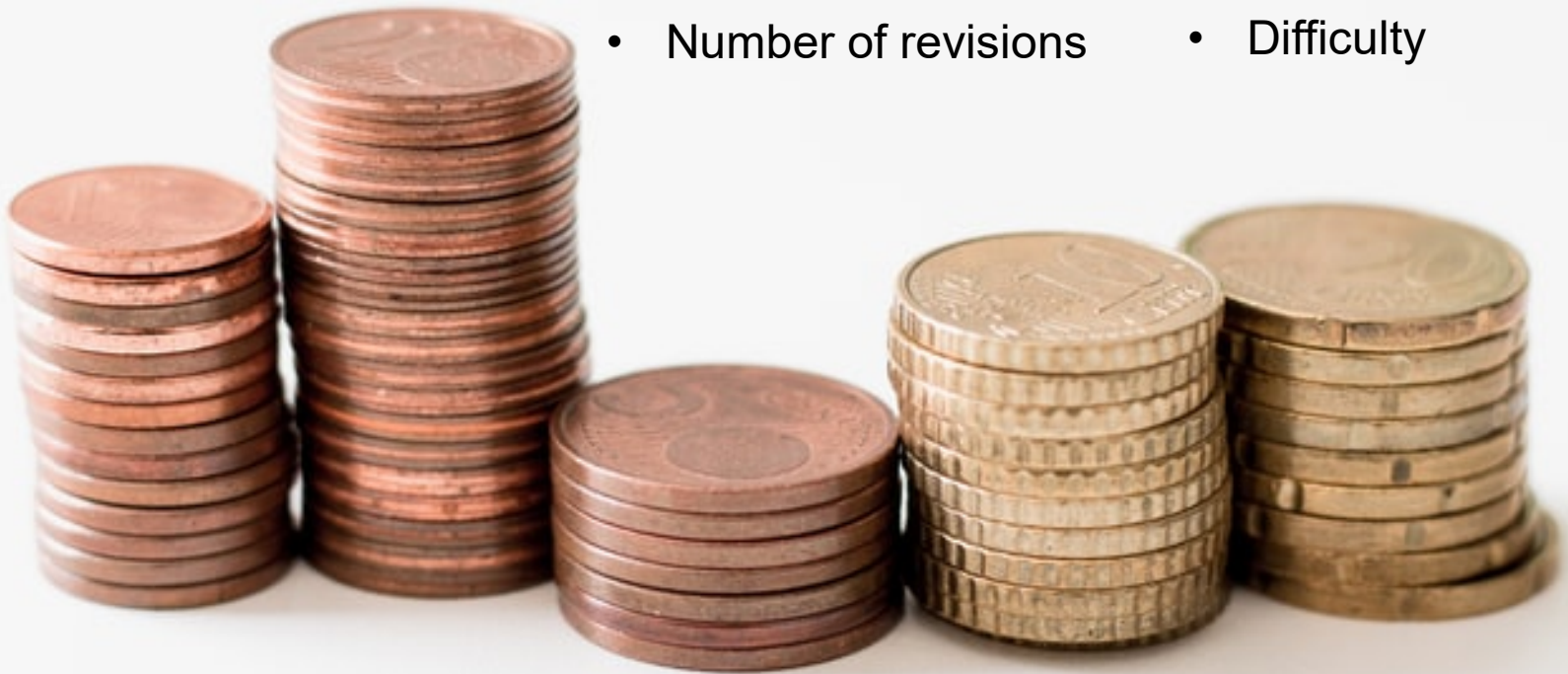
Digital nomad
groups

How much should I pay for a website?

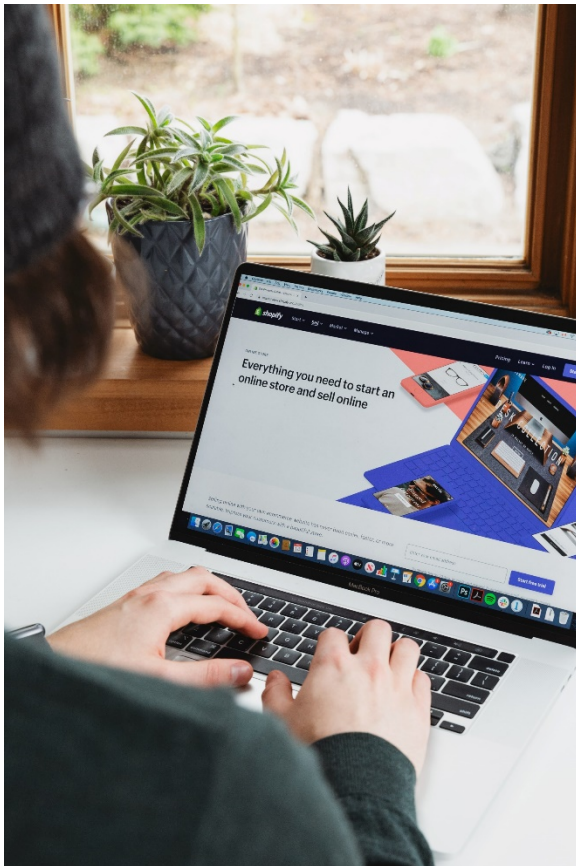
Project cost vs hourly rate

Cost depends on:

- Number of concepts
- Number of revisions
- Timing / urgency
- Difficulty



Possible risks of low-cost websites



- No say in design or fewer concepts
- Less features
- No or limited rounds of revisions
- 'Templatey'
- Not measurable

Final Thoughts

