### Play #13 Exercise: Designing Your Website

Follow the guidelines in the section **“Guidelines for Great Website Design”** in this Play to complete these steps.

1. Select and acquire your domain name.
2. Hire a web designer.
3. Using the guidelines and working with your designer, design your website.
4. Test the website for ease of use.
5. Ask others to test your site, using different browsers and devices.
6. Use this checklist to ensure that all website elements are in place.

* My Value Proposition, Unique Selling Proposition, and Differentiation messages are clear.
* The website makes me look as good or better than my competition.
* Navigation is easy and smooth. People will be able to find what they seek on the website.
* My website looks and functions effectively on different browsers and devices.
* My website looks and functions effectively on mobile phones.
* The story sequence is logical.
* The graphics enhance the story. They do not conflict with it.
* All grammatical and spelling errors are resolved.
* My Call to Action is clear and easily accessible.

1. Show your employees or friends your website and ask them to respond to the following questions. Record their names and feedback.

* Is my website’s Call to Action clear and easily accessible?
* Are prospects likely to heed my Call to Action?
* Does the site make a prospect want to find out more about my company?

1. Consider all the input carefully, then use it to edit your website as necessary.

**Suggested Domain Hosts**

<https://www.inconcertweb.com/>

<https://www.bluehost.com/>

<https://www.top10.com/>

<https://www.hostgator.com/>

<https://www.godaddy.com/>

* <https://www.hostinger.com/>

**Suggested Website Designers**

<https://www.inconcertweb.com/>

<https://clay.global/>

<https://www.dotlogics.com/>

<https://www.eight25media.com/>

<https://www.ruckusmarketing.com/>

* <https://upqode.com/>