Build a Self-Hosted Website to Connect with Your Ideal Client

with designer and educator, Jemma Pollari

Workshop Overview

Getting online with an effective website that works to grow your potential client base can be overwhelming. In this hands-on workshop I will demystify how to set up a **new self-hosted website**, what to put on your website to connect with your ideal client, and how your website should fit into your overall marketing machine.

This workshop is designed for people who need a new website that **works** to attract ideal clients, that is **easy to update and keep active**, and are ready to put in the work to make it happen. By the end of the two sessions, you will have a **wireframed landing page** and **a plan to complete** the rest of your website pages.

You will be guided through the process of opening a hosting account, installing software, and critically, **how to structure your website content** to show your ideal client clearly **what you offer as an editor**, and how your service leads them to success.

Session 1: Learn and Prepare

The Why and How of Your Website

- How does your website fit into the network of the online world? A graphic overview of how the marketing machine of a website works.
- Why a self-hosting website?

Brandscripting for Editors

- What needs to go on your website: using the brand script model to craft your website content in a way that resonates with your audience and communicates clearly what you offer as an editor.
- Turning this framework into actual website pages and content: using the Website Wireframe tool to create your content.

Getting Started

- Practical time: Actioning these steps and clicking through together on getting your website started with a self-hosted platform.
- Installing essential software for your website.

Between Sessions

Get Your Content Ready

- You will complete your Brand Script and Website Wireframe to be ready for website building in Session 2, as well as ensure website is ready to build on.

Session 2: Build and Plan

Building Your Website Wireframe

- Choosing a style for your website: fonts, colours, principles of good design.
- Set up menus and footers.
- Populate your website with your content from the previous session.
- Finding images for your website: how and where to get free images, when you should use images that include you, and when it's fine not to.

Where to From Here

- Essential website pages and content to connect with your idea client.
- An overview of where to from here: review how your website fits into the marketing machine, with a focus on what development trajectory your website will take (SEO, on-site articles, email list with irresistible offer, off-site articles, writing on other websites like Medium and Substack, using platforms like Ko-fi and Patreon, social media).

Included in Your Workshop

- 2 x 3hr session to get your new website up on a self-hosted platform.
- **Lifetime licence for Divi**, one of the most popular and easy-to-use website builders, and **lifetime licence for essential plugins** to help you build your website, saving you hundreds a year.

Workshop Preparation: Your Homework

This workshop is practical and hands-on. We will be **working together** through the process of opening a **hosting** account, installing website software, the basics of **building** a website, as well as what **content** you should put on your website.

Cost of your website URL and opening a new hosting account is **not included** in the workshop price. I will provide guidance on my recommended hosting platform within the workshop. You can expect to pay ~$50 for the first year and ~$180 per year after that, for a single website. We will set this up during Session 1.

Please come with an idea of what **website domain** (URL, like yourname.com) you'd like for your new website as we will register this as part of your hosting setup. URL registration is ~$25 per year. You can investigate which domains are available at godaddy.com, but you don't need to pre-register the URL before the workshop.

Essential Preparation

⚠ Please make sure **you have a computer** to work on during the session.

⚠ Ensure you're on a **private internet connection** during the session. E.g. your own home WiFi, or connected to your phone hotspot. Public networks like libraries, cafes, etc, can cause issues when opening a hosting account.

⚠ Please ensure **you can easily log in** to any existing accounts (email, any existing website accounts, domain registrar if you have one, etc) before the workshop. Do you know your passwords? Can you access the email?

⚠ Please set aside a few hours **between** the two workshops to complete homework from Session 1: this will help you get the most out of the workshops and set you up for building in Session 2.

⚠ Bring an **open mind** about delving into the technical aspects of building a website. I will be there to support you throughout the process!

If you have an existing website

- If you have an existing website and intend to use the URL for this website on your new one, there may be a small extra cost associated with building on a temp domain before switching the domain over. Alternatively, if you're happy for your website to have some "new website coming soon" time while you rebuild, this is easy and free to do. If you intend to do this, I recommend copy-pasting all the text content off your website into Word documents before the workshop to help with your migration.
- Please make sure you can log in to all the accounts associated with your existing website, such as your website host, your registrar (where your domain is registered), before coming to the workshop.

If you have an existing URL but no website

- Please make sure you can log in to your domain registrar (where your domain is registered), before coming to the workshop.

About Your Instructor: Jemma Pollari

Jemma Pollari has been supporting creatives, authors, NFPs and small businesses to build and develop their online presence since 2017. A registered teacher with a MEd, she has trained dozens of people in how to build a more effective website that connects with ideal clients. As an author and photographer as well as a website designer, Jemma thrives on helping others to tell their story clearly.



You can connect with Jemma on social media @jemmapollari and learn more at jemmapollari.com