

# Defining Website Goals, Brand and Systems

Hello and welcome to the first lesson in the final module of the Divi Stylist Academy. This is where we put everything I showed you in previous modules into practice and I build a brand new website from scratch. In this video, I would like to show you what is the project we are going to work with, what is the brand and what steps I am taking before even opening WordPress and Divi. This obviously won't be a real client project, but I wanted to make this walkthrough as close to an actual possible client work as possible. So throughout this module, I will be building a website for a freelance web designer, a portfolio website.

## Website Personality

So as you remember from the 'Starting from Scratch' lesson, the first thing we should do when building a new website is considered the brand we are working with. So here is our freelancer, I found her pictures on Unsplash and they were made with an attorney in mind I think, but she is sitting by the computer so I think this works fine for us and Unsplash also has additional images of that same person so that would be helpful. So first website goals, the goal of the website is to generate leads and attract potential clients who are looking for help getting their business online. So Maya, that is her name, our freelancer, wants her brand to be considered friendly, helpful and obviously a bit techy. But just to a point that shows that she knows her stuff, she doesn't want to be considered unapproachable or hard to communicate with. She also doesn't want the site to feel girly. She wants her visitors

and potential clients to feel well cared for, well understood, and she doesn't want them to feel overwhelmed with tech. She wants to make online stuff easy for them. Her company should be considered: dependable and tech-savvy.

## Branding

So the brand name is simply called Maya Webdesign. I created that simple logo, I chose that font, it's called Barlow because of the squared of kind of shape which makes it a bit techy. But I also like the fact that the font has these rounded corners. And now I will be building that site in grayscale only, just to show you that it's possible. And then to show you how easy it is to add colors at the end and then kind of select which accents or which elements can use that color to draw attention or just to add that special feel to the site. So I will be using that default grayscale palette and I also created that zigzag shape as a decorative element that I will be using throughout the website. So as I said, I chose the Barlow Extra Bold, that's the font-family I will be using for my headings and I already defined the font sizes I chose to use throughout this website and I matched that font with another one from the same font family but the condensed version. So I also listed different font sizes and also specified the line height and letter spacing I will be using for that particular font family. And the last font I will be using for my body text is Merriweather Regular. I do like this font very much because of the large x height, which makes it super easy to read. And I think it adds that nice touch and approachable personality to the San Serif fonts used in headings. So, here are my little style tiles. Just a basic overview on how these fonts kind of look together. So, I have my typography sizing system. I have my color palette grayscale but it could include more. But for this example, we are keeping the simple and I did choose a

set of pixel values I will be using for spacing.

## Site Layout

So I would then consult with the client, the exact website structure, the number of pages, the list of sections on each page, basically discuss all the important details about the structure and the functionality of the site. Now, depending on the scope of the project, I might create a lot of additional designs like full home page layout for the client to approve on before we start. But Maya decided she wants to trust me with all the decisions. So I created this simple summary of the website structure of the pages that need to be created. I printed this out along with the spacing and typography scale so that I have it next to me while I'm working. I did sketch out a basic wireframe of the homepage, but we'll look into it in a separate lesson. That would be the moment I am confident enough that I have enough information and I can start actually building that website.