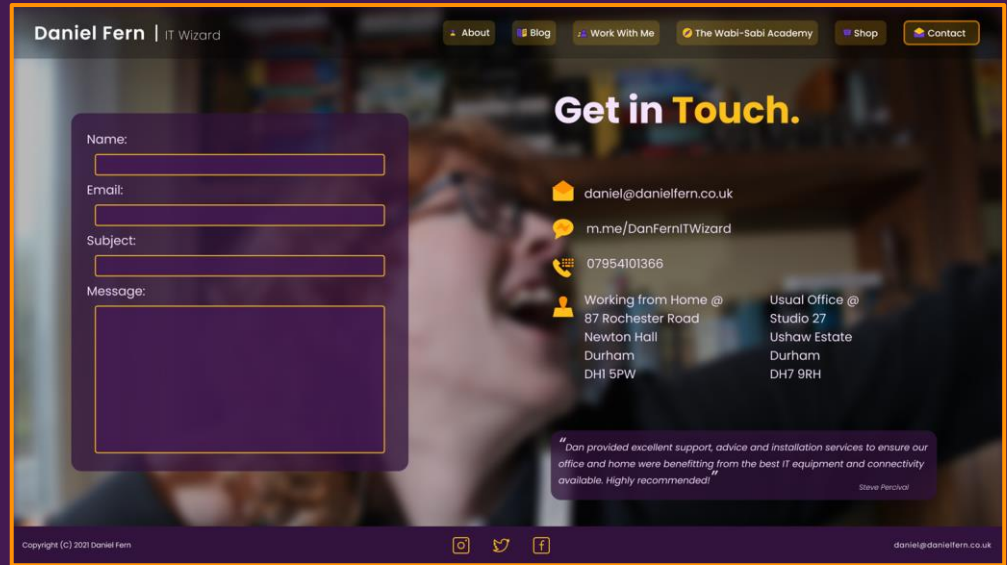


# Websites Fundamentals for Creatives

# What I Do

- Websites & Apps
- Networking Consulting, Engineering and Management including Cloud Services
- Bespoke PCs and Servers for Home & Business
- Repairs & Maintenance
- Unity 3D
- Ushaw College
- Third Eye Neurotech
- Roz Gadd
- Performance Artist Writing Apps
- Online Commercial Gallery Platform



# What do you need for a website?

- You don't need much to get a site going
  - Domain - Something to call it.
  - Hosting - A place to put it
  - Builder - Software to make it
  - SSL Certificate - Tools to make it secure - Mainly if you're taking personal details
- Many of the popular site builders like Wix and Squarespace bundle all these together often along with fantastic customer support to help you get going quickly

# Web Hosting

- Most providers will also give you the option of having custom email addresses:
  - Google G-Suite and Microsoft 365 for alternatives and upgrades
- If you want to use WordPress, a dedicated WordPress host is often best,
- Many providers include a very basic website builder but many of them aren't very feature rich
- A blank canvas for you to add your website. So you'll need a builder too



# Site Builders

All-In-One  
Providers



WordPress



Build it from  
scratch



# eCommerce

- Dedicated eCommerce platforms - Shopify
- Modules in all-in-one solutions - Squarespace & Wix eCommerce
- WordPress plugins - WooCommerce is the most popular

## Custom Wax Seals

### Custom Wax Letter Seals

So, you're interested in creating custom wax letter seals? Exciting! We're here to help you make your wax seal dreams come true. Play with size, shape, color, and style to create wax seals that are fit for a queen... or king (you!)

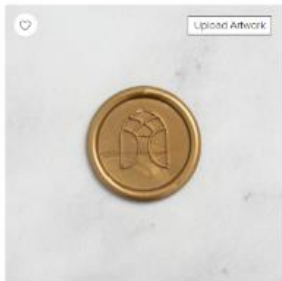
If you're new to custom wax letter seals, be sure to check out our [custom order process](#). On that page, we walk you through everything you need to know about creating custom made wax seals—from artwork tips and guidelines to the production process and FAQs.

P.S. We seriously cannot wait to see what you create! [Drop us a line](#) if you have additional questions before starting.

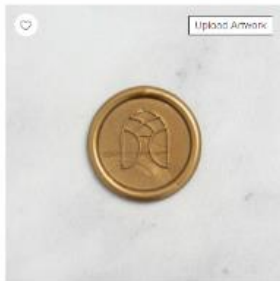
Filter icon Narrow Selection

View As: Grid

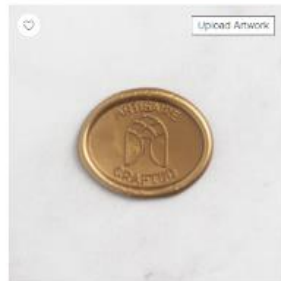
Sort By: Best Selling



ARTISAIRE  
Classic Custom Wax Seals  
\$1.10 - \$1.60



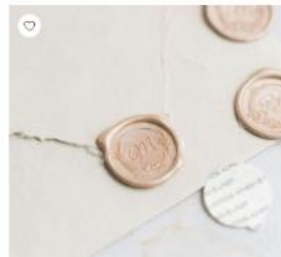
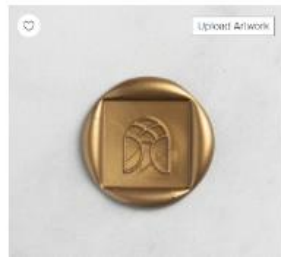
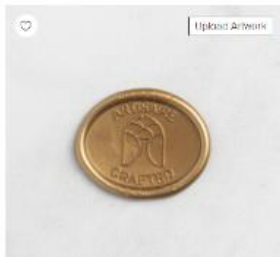
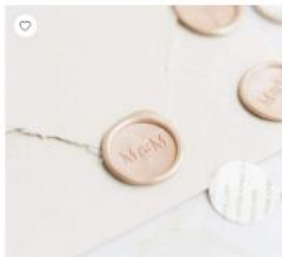
ARTISAIRE  
Custom Color Classic Custom Wax Seals  
\$2.30 - \$2.60



ARTISAIRE  
Custom Color Oval Custom Wax Seals  
\$2.10 - \$2.60



ARTISAIRE  
Clear Monogram Wax Seals  
\$1.40



# Shopify



## SHOP OUR COFFEE

### ESPRESSO - ETHIOPIA



Natural Pilgrim  
£9.50

Grind:

Quantity:

ADD TO CART

### ESPRESSO - BLEND



East End Blend  
£9.00

Grind:

Quantity:

ADD TO CART

### FILTER - BURUNDI



Jewel of Burundi  
£9.00

Grind:

Quantity:

ADD TO CART

### FILTER - RWANDA



Super Nova  
£9.50

Grind:

Quantity:

ADD TO CART

WooCommerce  
(Wordpress)





# CELEBS ON SANDWICHES

HOME

SHOP

PRESS

CONTACT



Search: hugh laurie

NEW



Bernie Sanders  
\$30.00



Jerry Garcia  
\$30.00



Alex Trebek  
\$30.00



Schitt's Creek Four-Pack  
\$120.00



Dan Levy - Schitt's Creek  
\$30.00



Alexis Rose - Schitt's Creek  
\$30.00



# Wix

## TOM PIGEON

[Prints](#) [Jewellery](#) [Stationery](#) [Originals](#) [Homewares](#) [Collaborations](#) [Last Chance to Buy](#) [Blog](#)



**Tile 1**  
From £45.00



**Tile 2**  
From £45.00



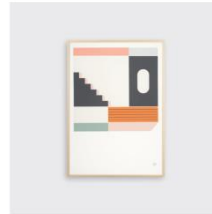
**Tile 3**  
From £45.00



**Tile Set of 3**  
From £120.00



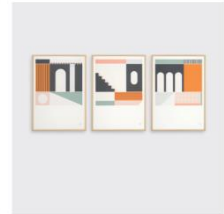
**Place 1**  
From £45.00



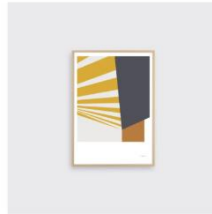
**Place 2**  
From £45.00



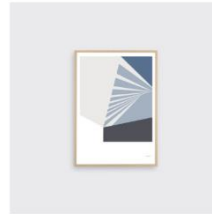
**Place 3**  
From £45.00



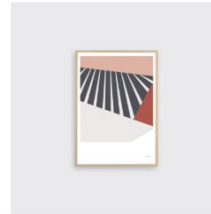
**Place Set of 3**  
From £120.00



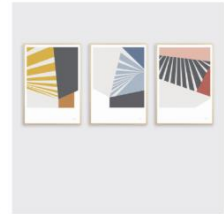
**Plane Yellow**  
£30.00



**Plane Grey**  
£30.00



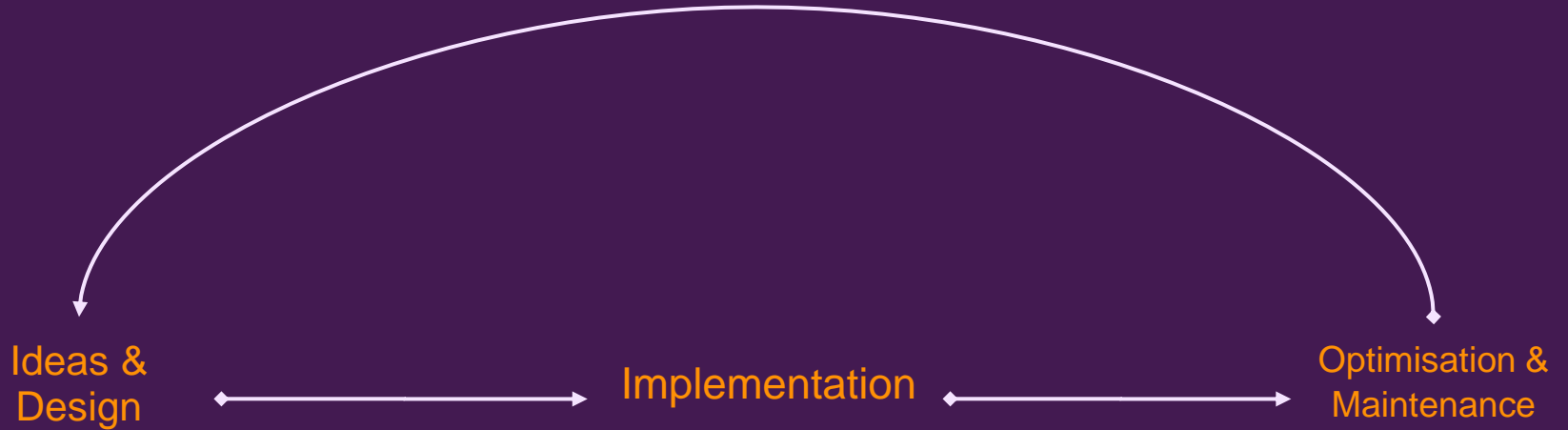
**Plane Pink**  
£30.00



**Plane Set of Three**  
£80.00

# Squarespace

There's no right or wrong choice



You'll always want to tweak things.

# Keep In Mind

- Design with SEO in mind
  - Page layout with headings and readability
  - Linking to other websites and pages within your site
  - Permission to use any premade assets you use like images
- Plan to update your website
  - Keep track of how you are organising things
  - Being consistent with design really helps with this
- If someone else is building your website
  - Make sure you own its intellectual property
  - Make sure you have access to edit the site including the hosting
  - Keep a backup

There isn't a magic way to get to the top of Google's search rankings

# Where you can find me!



<http://danielfern.co.uk>



[daniel@danielfern.co.uk](mailto:daniel@danielfern.co.uk)



Studio 27  
Ushaw Estate  
Durham  
DH7 9RH  
(Usually)

