

Template set up *roadmap*

A STEP BY STEP GUIDE FOR
SETTING UP AND LAUNCHING
YOUR WEBSITE TEMPLATE

in 10 days or less

INTENTIONALLY DESIGNED

STEP ONE

Website prep

estimated time: 4 days

Most website DIY-ers make a big mistake by blindly diving into editing their website platform without doing any prep work first. I know you're excited to play with the design and officially launch your site, but doing this prep first will not only make it easier to build your site, but also make for a much more successful website too. Grab the website planner and content workbook from the support page to work through this step.

WEBSITE STRATEGY

You'll start off by setting your website goals and establishing the site organization and navigation. This is an important step because it guides the rest of your website so you want to take time to think through the foundation of your site. Knowing the overarching goal of your website will help you create better content and flow for your site.

CREATE CONTENT

Once you know the overall purpose of your site and flow of the navigation, you can start creating the content for each page. I've provided you with detailed outlines of what should go on each page to get you started, but be sure to spend some time making sure your copy and messaging is just right. The design of your site is only half the battle, you want the content within your site to say the right thing to the right person too.

GATHER AND OPTIMIZE IMAGES

Along with the copy, one of the most important aspects of your website is your images. The photos you use on your website can make or break the design. Good photography supports the copy and visually represents your brand so this is key. Before you start editing the pages on your site, make sure you have all the images you need curated and collected. This is also a good time to optimize your images for size and SEO. You can use tinypng.com to optimize the size and name your images appropriately so they are ready to go.

SECURE OR TRANSFER DOMAIN

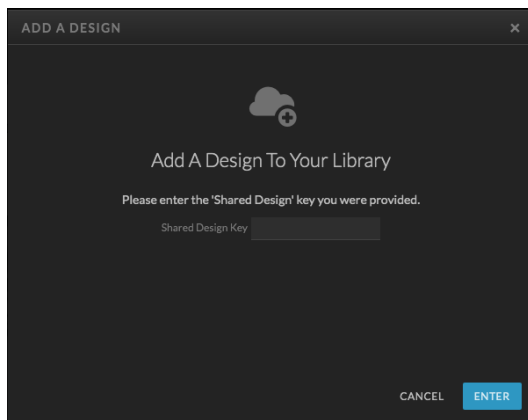
The last piece you need to start putting together your website is your domain. You can register your domain through Google or Godaddy if it's a new site, or you can transfer your domain if needed. Showit will assist in getting this connect to your website, but you want to make sure it's ready to go.

SET UP YOUR SHOWIT ACCOUNT

If you don't already have a Showit account, you can create a new account and pick the plan that is best for you. I typically recommend the Showit Basic account unless you have a large number of blog posts you need migrated over to Showit from another platform.

INSTALL YOUR TEMPLATE

You can install your new template by clicking on your name in the bottom left corner then clicking on add to library and pasting in the template share key that was on the PDF you received after purchase.



SET YOUR COMING SOON PAGE

If your site is brand new or you just want to have a landing page up to hype up the launch while you work on the site, you can go ahead and set up the coming soon page included with your template. Once you have it set the way you want it, you can click on the three dots next to the page name in the left-hand dashboard and set it as your homepage. This will be the page that displays once your domain is connected and your site is live. If you want to keep your current site live while you work on your new site, you can skip this step.

START DOMAIN CONNECTION AND BLOG SET UP OR MIGRATION

One of the best things about Showit is that they will handle this part for you. If you have blog posts to migrate over from another platform or are ready to connect your domain, all you have to do is notify Showit that you are ready and they will walk you through the steps. For more info on this, check out this article and this article. If you aren't putting up a coming soon page right now, then come back to this step when you are ready to launch your site. Please keep in mind that blog migration may take some time on Showit's end so prepare for that in your timeline.

OTHER HELPFUL RESOURCES

[WEBSITE PLANNER GUIDE](#)

[TINYPNG](#)

[CONNECTING DOMAIN](#)

STEP TWO

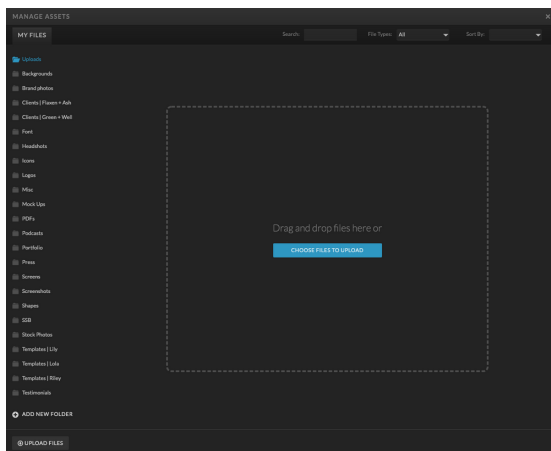
Edit your site

estimated time: 3 days

Now that you have all the elements of your site ready, you can start putting it together. Even though your site may technically be live, you still need to customize the rest of the pages so you can officially launch your site. If you did the prep work from step one, this should be pretty easy to plug in all the copy and images.

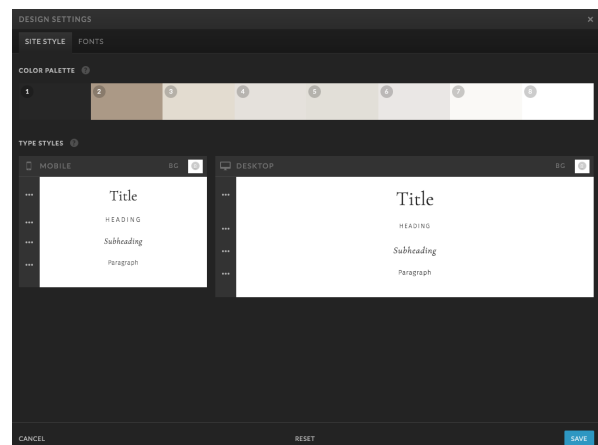
UPLOAD MEDIA

You can upload all of your brand assets, stock photos, brand photos, and misc. media to your media library for easy access as you build your site. Your photos should already be optimized and ready to go so now you just need to upload them. I recommend creating folders to keep things organized as you go.



CHANGE FONTS + COLORS

Under the design settings, you can customize your site design with your own brand colors and brand fonts. Showit recommends adding your colors from darkest to lightest and that will work best for swapping out the colors the way they are used on the site. You can click on the fonts tab to add your brand fonts and then click back over to site styles to set your type styles for mobile and desktop separately. You can learn how to add custom brand fonts [here](#).



SWAP OUT CONTENT + IMAGES

Now it's time to work on the individual pages. Using the content you wrote and the images you curated, you can plug it into the template as needed. Start by editing your header, footer, and other site canvases so that your branding and navigation are set and site-wide info is updated. Then go page by page and customize for what you need.

This is when you might need to visit the support page and check out a few tutorials to help you learn the ropes of Showit and tricks for customizing, but I've built these templates so that you can simply swap your images and paste in your text without having to do a lot of rearranging and such. You may want to adjust fonts or colors as you edit the pages. It's also helpful to add SEO as you are doing this. And don't forget to pay attention to the mobile site as you make changes.

CONNECT TO APPS

Once all the pages are set up and ready to go, you want to make sure that you are connected to any external services that you might be using on your site. This includes your email list, shopping cart apps, Instagram, etc.

OTHER HELPFUL RESOURCES

[SHOWIT TUTORIALS](#)

[RECOMMENDED TOOLS](#)

STEP THREE

Prep for launch

estimated time: 3 days

The hard work is done and now it's time to get to the details and polish off your site for launch. Before you can launch your site you want to take a little time looking at the tech details and making sure everything is squared away behind the scenes. Use the launch guide and templates from the support page to finalize all the details and prep for your launch.

CHECK YOUR BLOG

If you are starting a new blog, you can add in a few blog posts so that there are some live for the launch. If you need posts migrated over from an old blog, contact Showit to help get that process going if you haven't already. Once your posts are migrated, you may have to edit the format of some things to make them fit with your new site.

CREATE AN OPT-IN OFFER

If you haven't already, now is a good time to create an email list opt-in offer. Something simple is good to start with so that you don't overwhelm yourself with the world of email marketing at the same time as launching a new website. You can always expand on this later and build out a more detailed email marketing strategy, but it is good to have something that will help you start to collect emails. Create a quick checklist, PDF guide, or video that you can send to new subscribers and set up a quick welcome sequence that will help you build relationships.

GO THROUGH THE LAUNCH GUIDE

You can go through the launch guide from the support page to help you check all the boxes and make sure everything is ready for launch. In that guide, you'll find a launch checklist that will take you through all the nitty-gritty details to polish off your site plus templates for graphics and copy that will get you ready for the launch of your site.

OTHER HELPFUL RESOURCES

[LAUNCH GUIDE](#)

STEP FOUR

Launch your site

You're officially ready to launch! If you skipped your domain connection in the first step, now is when you'll want to go back to that to make your site live.

PUBLISH YOUR NEW WEBSITE

Once your domain is connected and your site is live, it's time to celebrate. Using the launch guide, you can announce your launch and start sending people to your new website.