A DIY GUIDE ON CREATING YOUR OWN WEBSITE

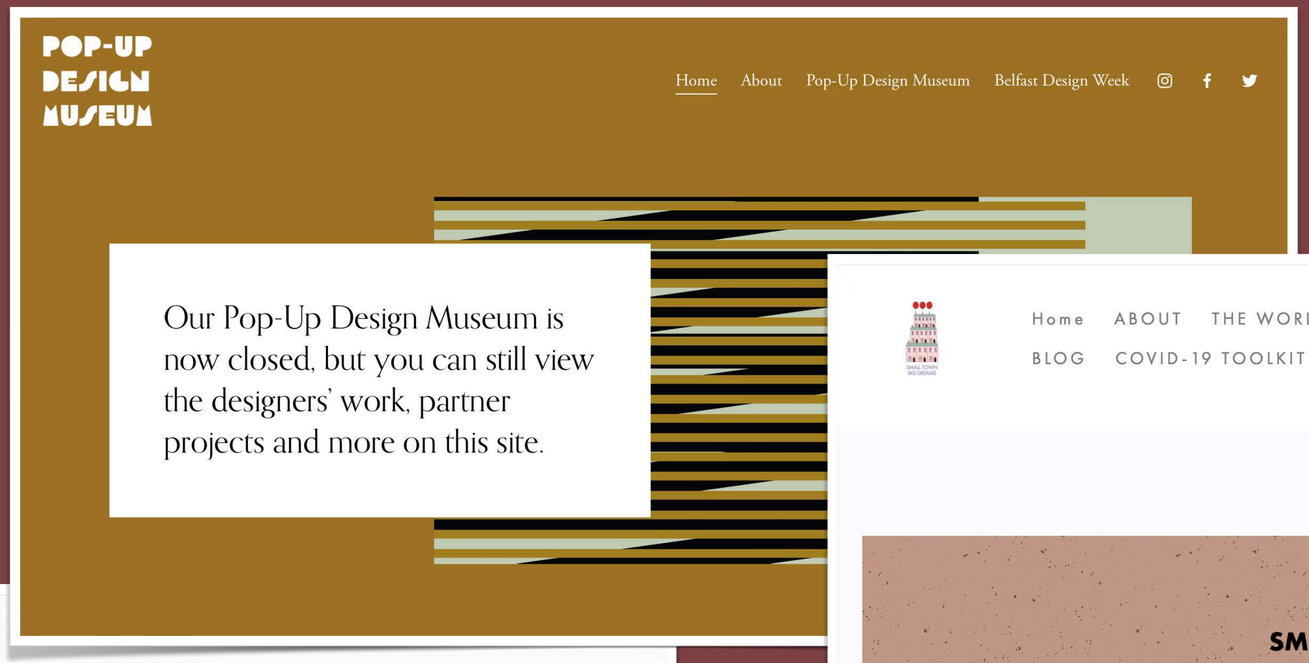
KARISHMA KUSURKAR

Hello!

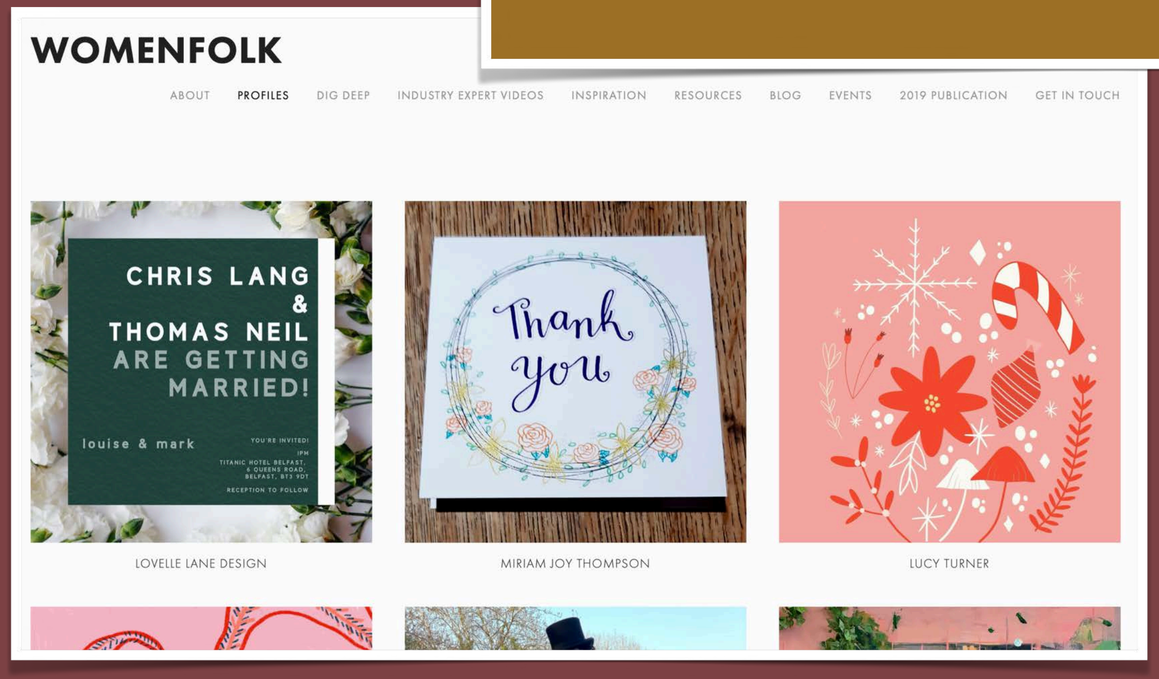
@karishmasworld

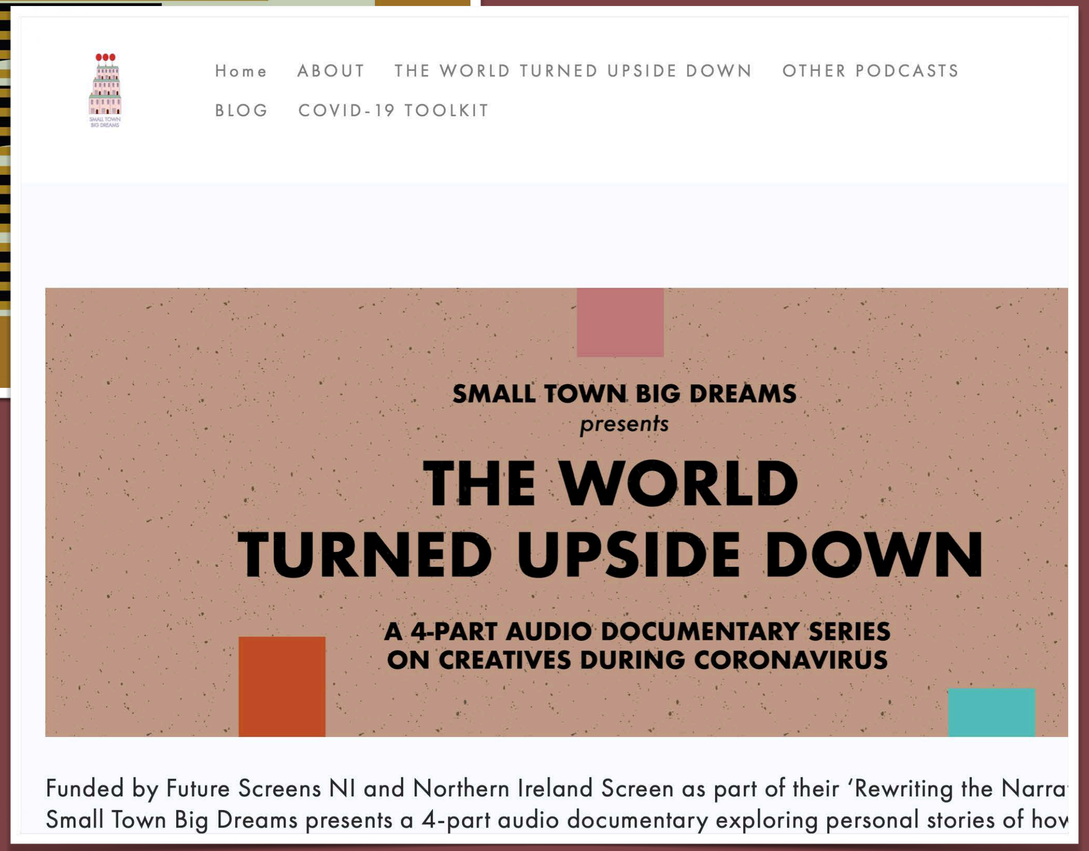
Multidisciplinary Designer
Creative Entrepreneur
Design Facilitator
Podcaster
Micro-Business Owner

belfastdesignpopup.com



womenfolk.co

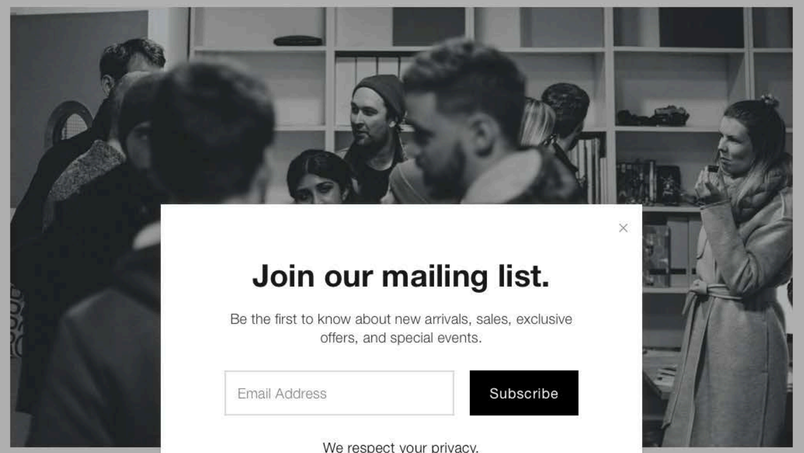




smalltownbigdreams.co.uk

karishmasworld.com

ABOUT



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Be the first to know about new arrivals, sales, exclusive offers, and special events.

Email Address

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We respect your privacy.

I'm Karishma Kusurkar, a

Karishma's World is my m ork. Over the past decade, I have set up vent across an array of industries, sectors and sizes. As a multidisciplinary designer, I enjoy working on the different elements of a project - from ideation and design thinking to product and storytelling.

In areas that I don't cover through my studio, I am able to link up with other studios and freelancers to work together as a team and over the many years building connections through Belfast Design Week, I have an extensive network of collaborators I can work with.

Get in touch on hello@karishmasworld.com for any enquiries.

Check out my collaborative work on **belfastdesignweek.com** and **smalltownbigdreams.co.uk**

Photo: Joe Laverty

LOCATION

51 Malone Road,
Belfast BT9 6RY,
Northern Ireland

CONTACT

hello@karishmasworld.com
07709833369

FOLLOW

atinyhistory.com

VISIONARIES

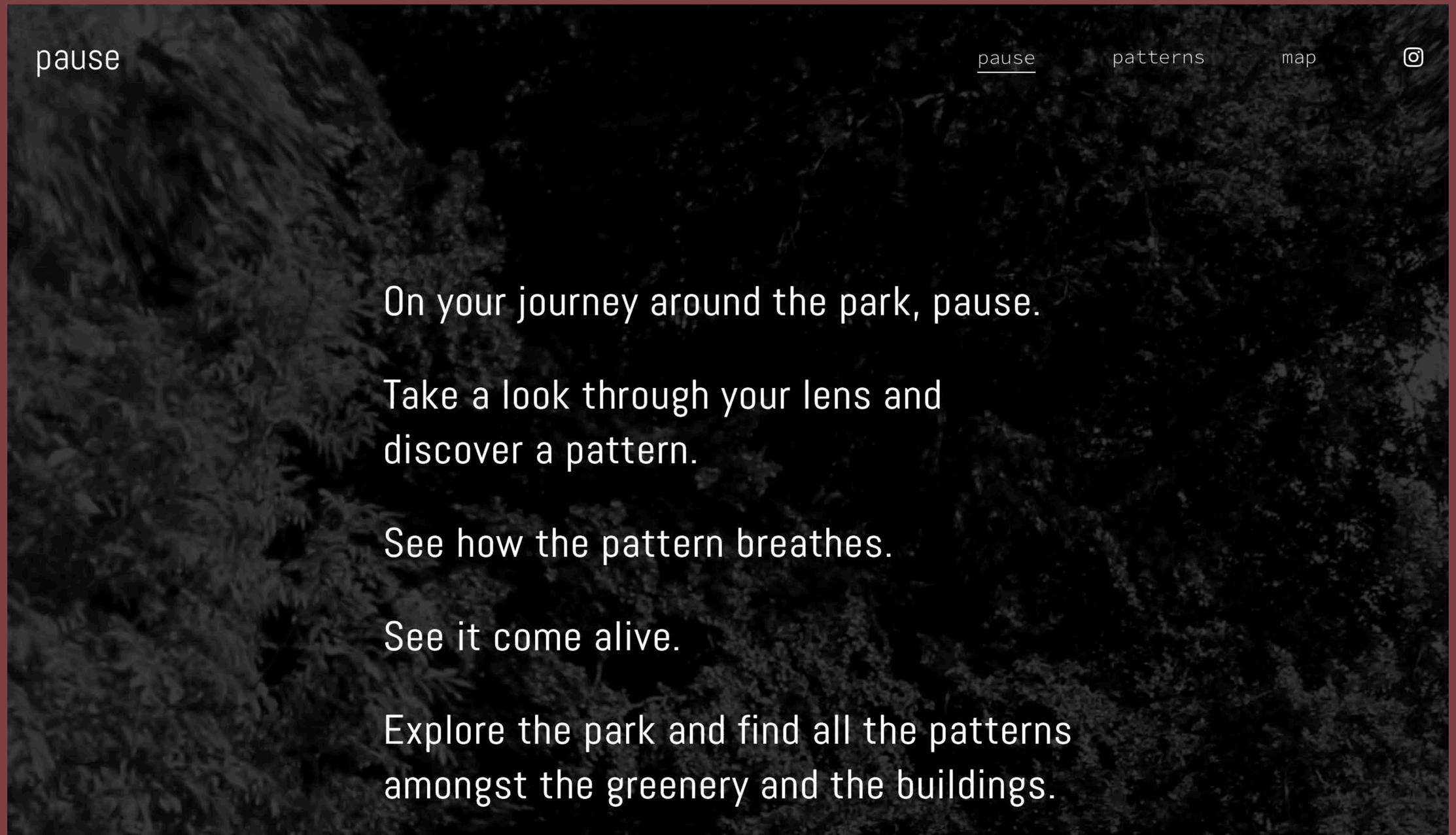
A Tiny History: Visionaries
Karishma Kusurkar

A Tiny History is a project exploring world history through the people that impacted us in ways both big and small. We will be celebrating a range of visionaries from different countries from the 20th and 21st centuries. We want to tell the stories of visionaries from different areas and industries including the internet and medicine to art and food.

Thinkers, Dreamers, Inventors and Doers.

Stories told in short-form.

weshouldpause.com



DO YOU NEED A WEBSITE?

Etsy

Etsy

Search for anything

Sign in

Mother's Day | Jewellery & Accessories | Clothing & Shoes | Home & Living | Wedding & Party | Toys & Entertainment | Art & Collectibles | Craft Supplies | Gifts

From pet mums to plant mums, every mum deserves something special.

Shop Mother's Day

Spa gift sets →

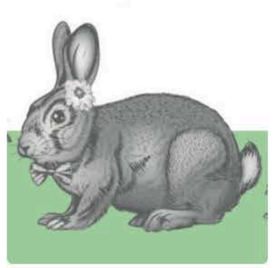
Candles →

Mother's Day cards →

Personalised necklaces →

Custom prints →

DIY kits →



VeganbunnyCo

Soy Candles Handmade • Natural • Plastic Free • Vegan

Thame, England | On Etsy since 2017

10,282 Sales | ★★★★★

Favourite shop (2386)

Buyers are raving! This shop got multiple 5-star reviews in the past 7 days.

SHOP OWNER

Eli Lubisco

Contact

Announcement

Last updated on 02 Feb, 2021

Hi Sweet soul, welcome to our Sustainable dream!

Please allow delays due to covid as processing times & couriers are taking longer than usual.

Read more

Items

Sort: Custom

Search items

All 36

Soy Candles 21

Featured items

bigcartel

Plans for any budget so you can start today

We don't answer to investors so we're able to keep things simple and affordable. That means no hidden fees or weird data sharing practices. By signing up, you'll be supporting an indie business that cares about you.

5 products

Free!

No credit card needed

Sign up free

50 products

$9.99/month

No listing fees

Sign up now

250 products

$19.99/month

No listing fees

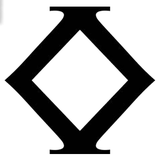
Sign up now

500 products

$29.99/month

No listing fees

Sign up now



RODA

Cart 0 | €0.00

Products

Screenprints

Risoprints

Clothing

Wood

Totebags

Original Art

Pottery

TERMS AND CONDITIONS

SHIPPING

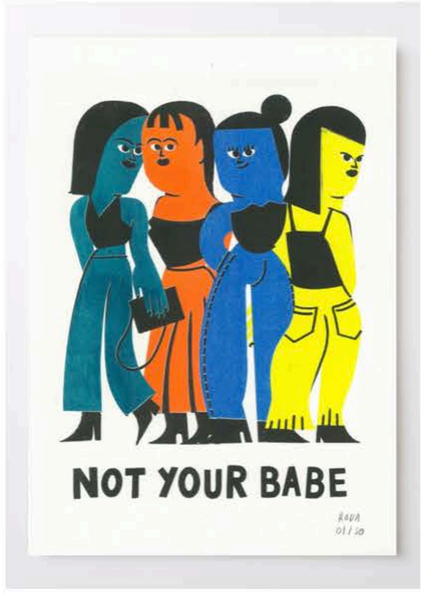
ABOUT ME

PRESS / PRENSA

STORES / TIENDAS

Contact

Instagram



bandcamp

bandcamp

Search and discover music

A Guide to the MF DOOM Discography

In honor of his passing, we look back at the supervillain's high points.

read more

L.A.'s Curation Records Wants to Raise Your Vibration

FEATURE

The Metal Show

KABBALAH DISCUSSES THEIR NEW ALBUM, PLUS OUR LATEST PICK FROM THE CRYPT, STONER DOOM LEGENDS SLEEP

The Yucatán Peninsula Could Be México's Next Big Independent Music Haven

LIST

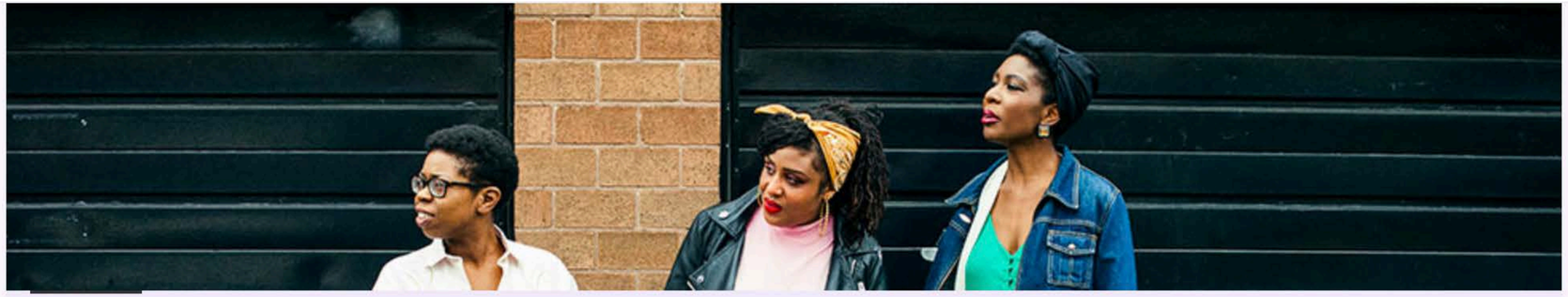
Fans have paid artists **$679 million** using Bandcamp, and **$21.3 million** in the last 30 days alone.

SELLING RIGHT NOW

bandcamp

Search and discover music

e from
ck Stars



music merch community

Big Joanie & Charmpit - Kluster Rooms Sessions – Limited Edition Clear Vinyl 7"

Record/Vinyl

$6 USD

Cranes in the Sky b/w It's You – Standard Black 7" Vinyl

Record/Vinyl

Sold Out

Signed Big Joanie European Tour Posters

Poster/Print

Sold Out

Sistah Punk Black Plectrum

Sold Out

dribbble

Full-Time Job Board | Freelance Projects PRO+

Freelance Graphic Design Jobs

The project board is an exclusive resource for contract work. It's perfect for freelancers, agencies, and moonlighters on Dribbble.

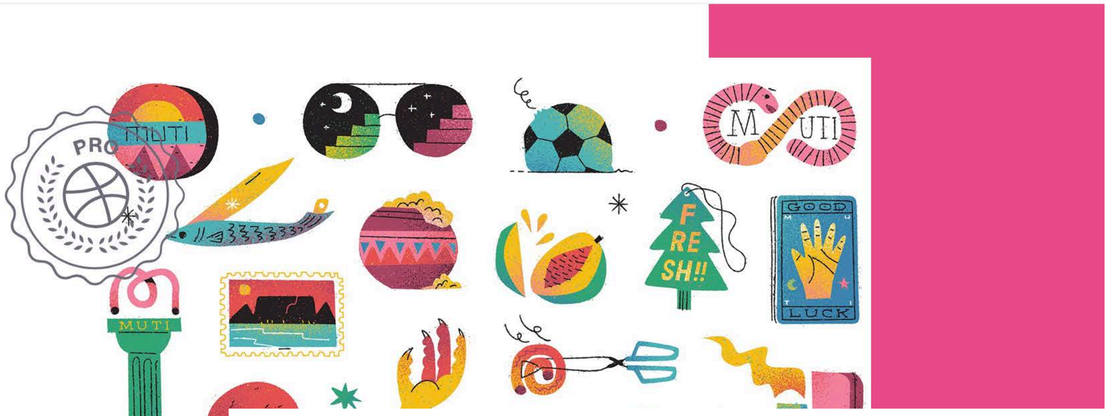
Create a project- Free

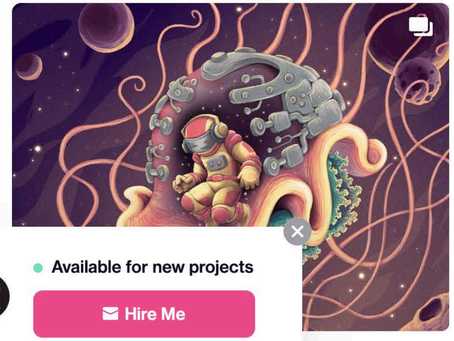
You get one free project a month

MUTI

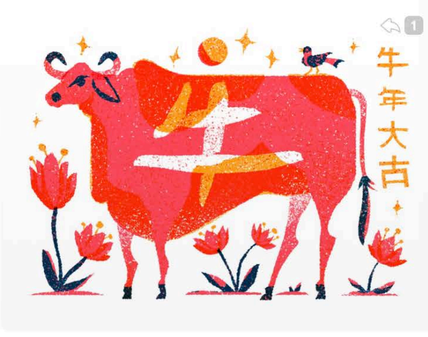
Creative studio

+ Follow Hire Me





Available for new projects
Hire Me



SOUNDCLOUD

Folksy

Bē

CARGO

The—Dots

COROFLOT

depop

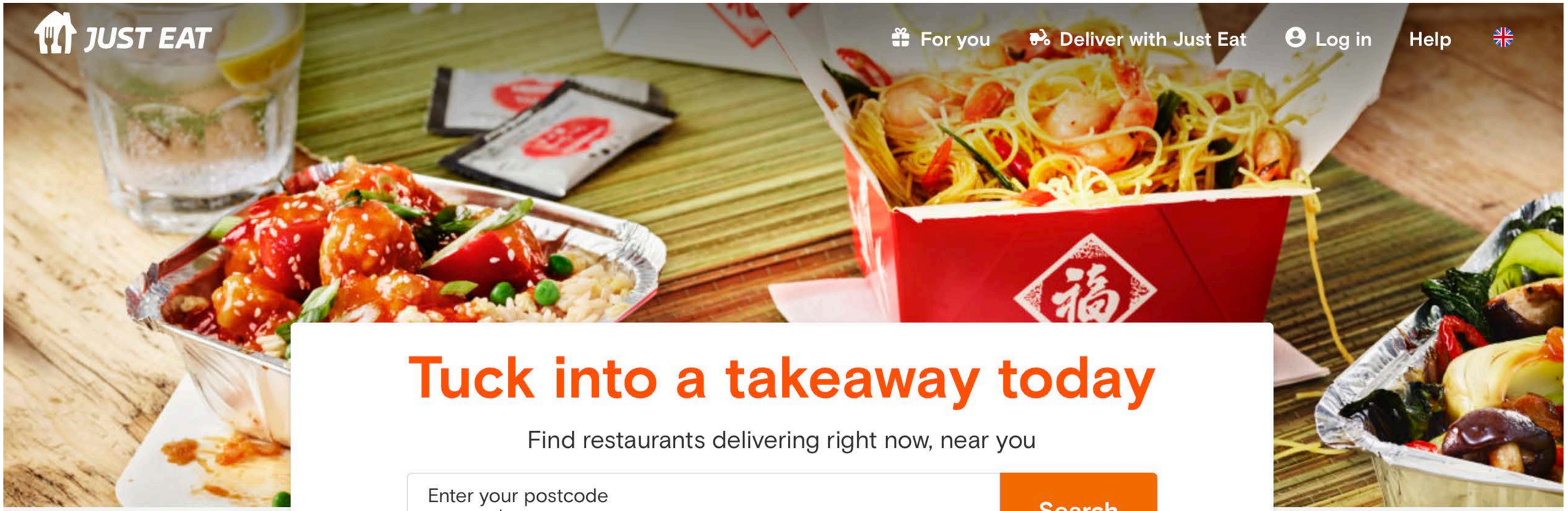
So after all this:

Here’s a DIY guide on creating your own website!

Quick exercise:

YOUR VOTE COUNTS!

JUST EAT VS DELIVEROO



Tuck into a takeaway today

Find restaurants delivering right now, near you

Enter your postcode
BT96RY

Search

£1.99 delivery on the brands you love

Get McDonald's®, Greggs, KFC, Subway®, and Burger King delivered for just £1.99

See restaurants

BIG BRANDS DELIVERED FOR £1.99

deliveroo

Get £10 off | Partner with us | Menu

Your favourite restaurants and takeaways, delivered to your door

Enter your address to find local restaurants

Enter your full address

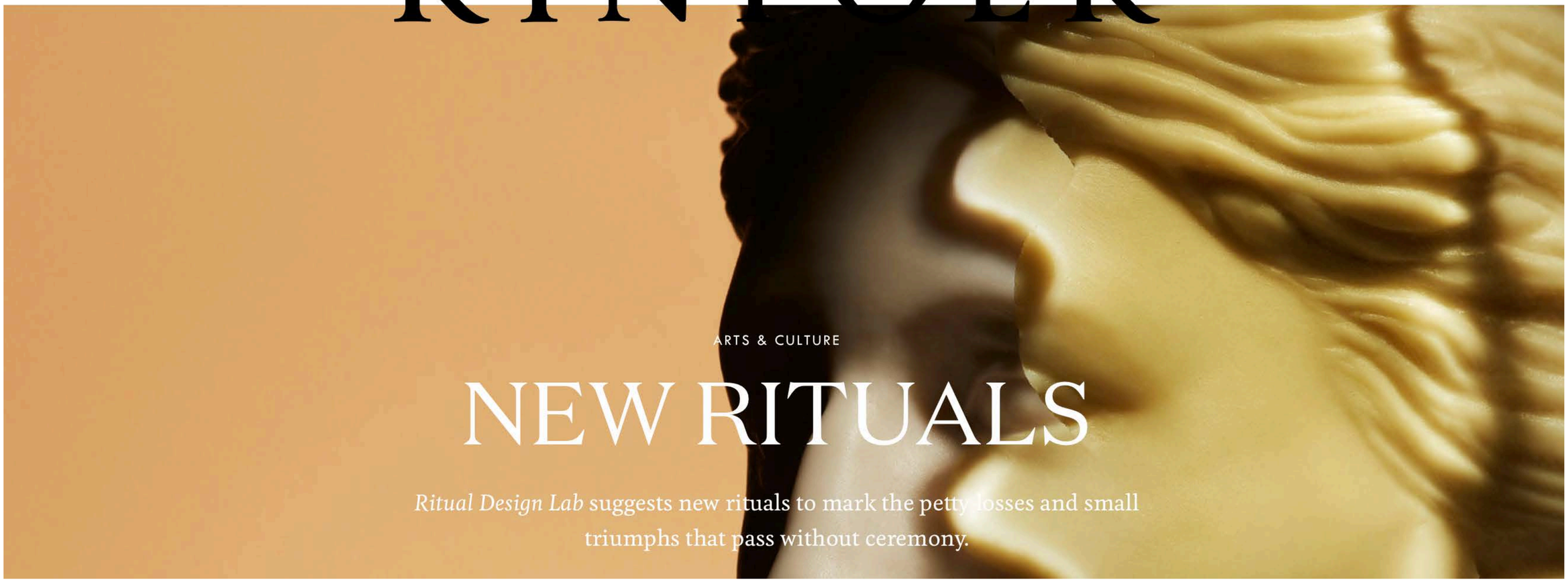
Search

Or, select a recent address

51 Malone Road, Blick Shared Studios, Belfast, BT9 6RY

KINFOLK VS MONOCLE

KINFOLK

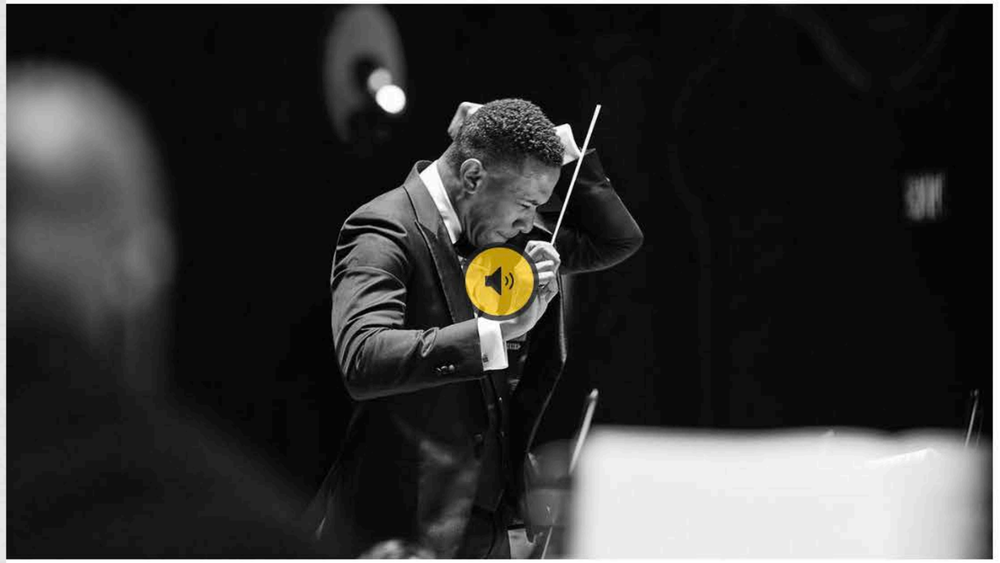


ARTS & CULTURE

NEW RITUALS

Ritual Design Lab suggests new rituals to mark the petty losses and small triumphs that pass without ceremony.

MONOCLE TODAY. *Our top stories*



RODERICK COX

The Power of Sound ON *Monocle 24:* Meet award-winning conductor Roderick Cox, who tells us what it is like to take to the podium and lead an orchestra and how it feels when you're hit by the sound of a large ensemble.

Monocle 24 Radio

THE POWER OF SOUND · 15 min listen

'We're looking to reach a maximum gender balance in the astronaut corps; the target is 50-50.'

– Lucy van der Tas, head of talent acquisition, Europe Space Agency

Monocle 24 Radio

THE GLOBALIST

· 60 min listen

Travel to the globe

The Monocle Minute

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Maxalto

OPINION / CHIARA RIMELLA

Trouble at the top

Mario Draghi (pictured) and his team of ministers have been confirmed by lawmakers to lead a new unity government in Italy. Europe is breathing a sigh of relief as an authoritative, trustworthy man has been put back in charge, averting a political crisis. Peace has been restored. Or has it?Let's

ASOS
MARKETPLACE

VS

DEPOP

HELP & FAQs | BRITISH POUND GBP

WOMEN | MEN | BOUTIQUES | SELL

asos_MARKETPLACE

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Head to our COVID-19 Help Centre for more information.

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Delve into your preferences and ask the “whys?”

Example Positives

EASE OF USE
DESIGN-LED
ADAPTABLE
REVIEWED

Example Negatives

HARD TO READ
TOO MUCH INFO
LOW RES IMAGES
MIXED MESSAGING

Example Positives

EASE OF USE
DESIGN-LED
ADAPTABLE
REVIEWED

Example Negatives

HARD TO READ
TOO MUCH INFO
LOW RES IMAGES
MIXED MESSAGING

FORM(S)
&
FUNCTION

The function of your site is primarily related to:

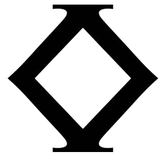
- who your user is
- what your offering is
- how you can engage them to interact with *you / your product / service / offering*

What would you like
your users to do?

Examples:

You may want your users to

- Purchase products
- Gain a following
- Hire you as a freelancer



What would you like
your users to do?

Listen

PODCASTS
ABOUT
SHOP
DONATE
WELCOME
TO
RADIOTOPIA
FROM PRX
A network of the most innovative, listener-supported, artist-owned podcasts
in the world.
JUDAS
AND THE
BLACK MESSIAH
PODCAST
APPEARANCES
HOME
COOKING
99%
adult
ARTICLES
OF
INTEREST

Shop

LONGER LEAD TIMES MAY OCCUR FOR ITEMS NOT IN STOCK DUE TO BREXIT + COVID-19 UNCERTAINTY

MAVEN

FURNITURE LIGHTING ACCESSORIES BRANDS READ

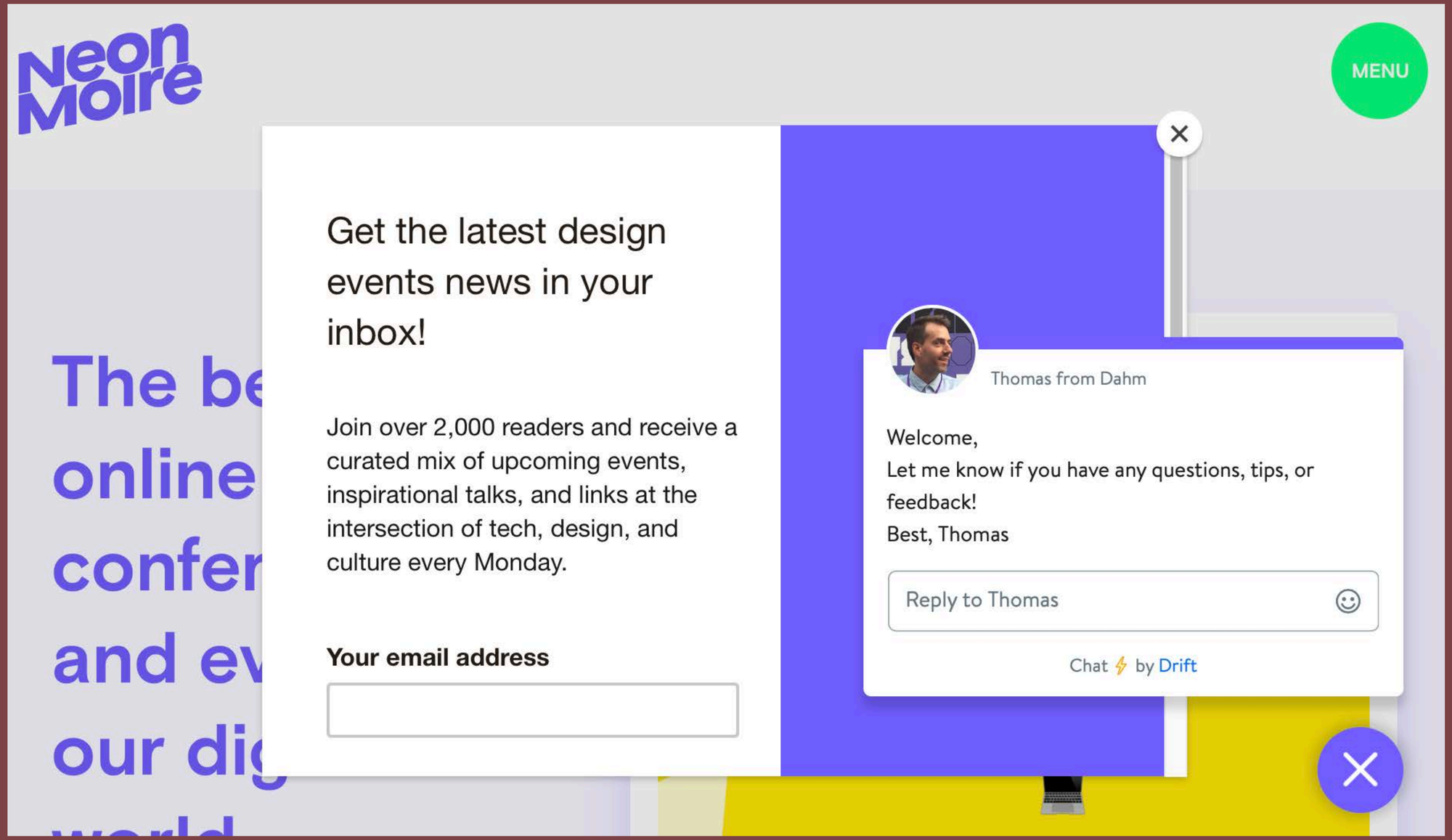
MAVEN

SHOP 10% OFF SELECTED FERM LIVING ACCESSORIES

Whilst Brexit may affect some lead times, Maven continues to ship as normal throughout the UK & Ireland

SHOP FERM LIVING 10% OFF PROMOTION →

Subscribe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MENU
The be
online
confer
and ev
our dig
world
Get the latest design events news in your inbox!
Join over 2,000 readers and receive a curated mix of upcoming events, inspirational talks, and links at the intersection of tech, design, and culture every Monday.
Your email address
Thomas from Dahm
Welcome,
Let me know if you have any questions, tips, or feedback!
Best, Thomas
Reply to Thomas
Chat by Drift

USER ❤

Examples:

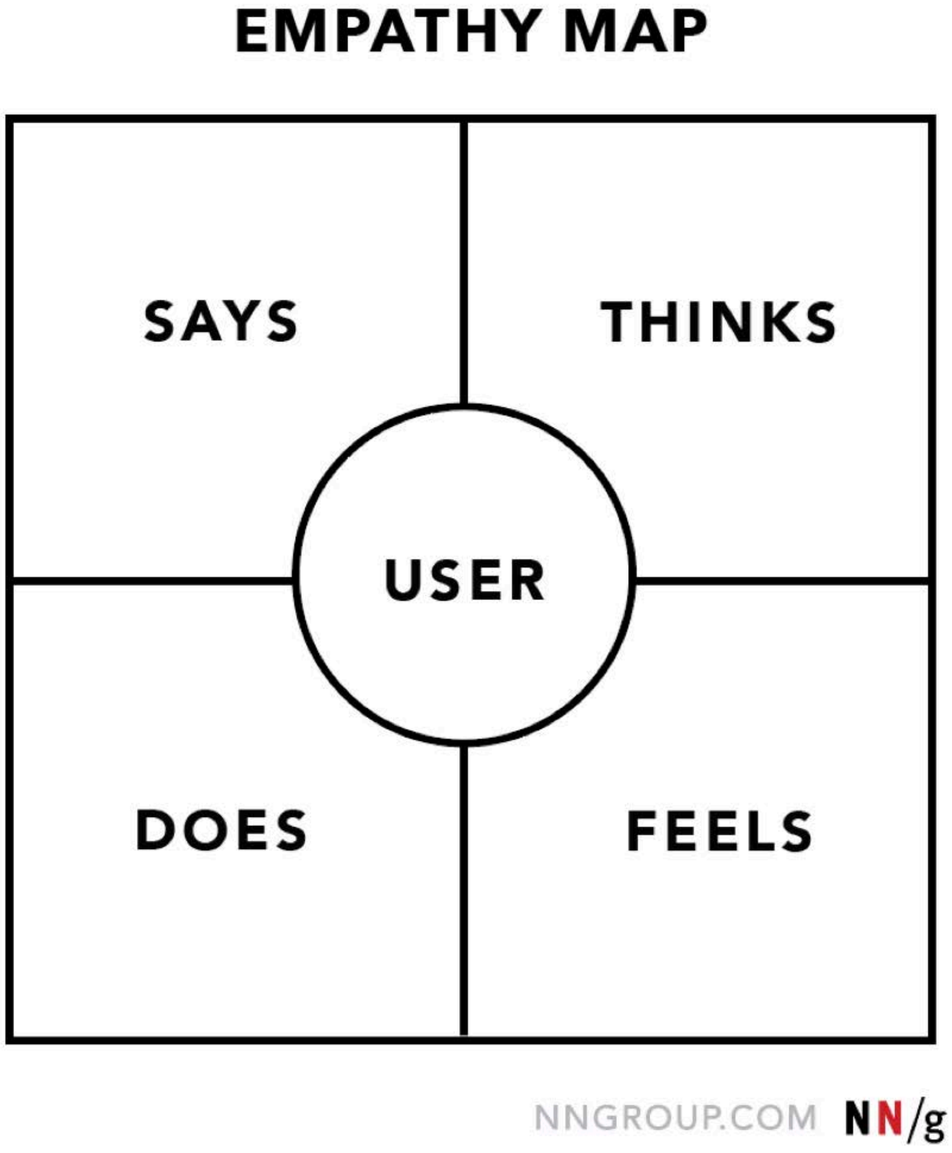
- Shoppers from Lisburn
- Emerging creatives wanting to network
- People wanting to learn how to cook

Be as specific as you can!

Examples:

- **Grocery** Shoppers from Lisburn
- Emerging **graphic designers** wanting to network
- **Busy parents** wanting to learn how to cook

- Miro
- Conceptboard
- Invision
- Mural



Who are **your** key users?

DOMAINS

Examples:

www.karishmasworld.com
www.smalltownbigdreams.co.uk
www.womenfolk.co

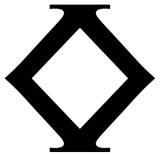
What's in a name?

.com - international
.co.uk- specific to country or region
.org - non-profit or organisation

A couple of options are:

- purchasing a subscription for the domain name

- purchasing a hosting package which includes a domain name



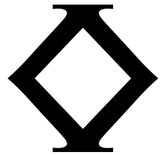
GoDaddy™

123

BIG WET FISH

HOSTING & BUILDING

- coding or non-coding (more visually based)
- subscription-based
- no. of users and level of control



SQUARESPACE

FORMAT

webflow

weebly

WIX

SQUARESPACE

What's your site about?

This will help us find you some starting ideas and examples.

Politics | Magazine | Interior Design | Education | Technology

Jewelry | Design | Gaming | Food | Restaurants | Fashion

Travel | Consulting | Fitness | Photography | Non-Profit | Art

Music | Marketing | Personal & CV | Health & Beauty

Don't see what you're looking for?

Describe your site...

TYPE

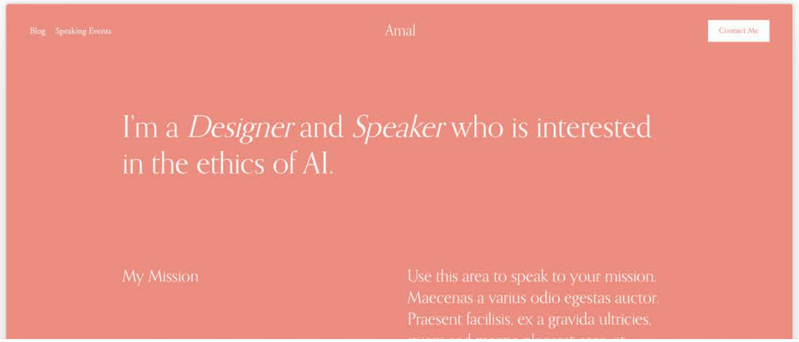
- [ ] Online Store
- [ ] Portfolio
- [ ] Memberships
- [ ] Blog
- [ ] Launch Page

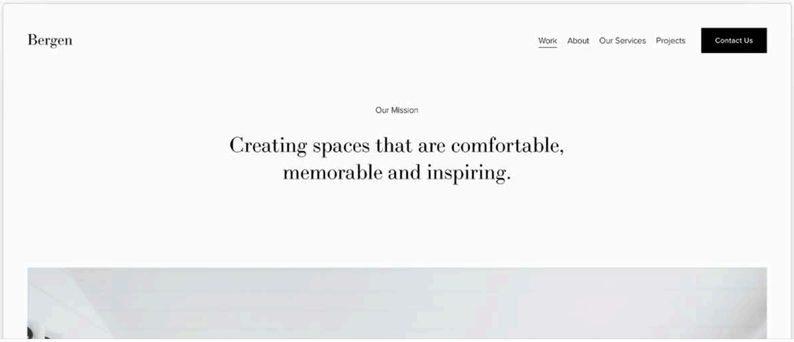
TOPIC

Popular Designs
→ **Art & Design**
Photography
Health & Beauty
Personal & CV
Fashion
Professional Services
Local Business
Community & Non-Profits
Food
Entertainment
Travel
Restaurants
Media & Podcasts
Events
Weddings
Real Estate & Properties

MY FAVORITES

Best template matches





Pages
Design
Commerce
Marketing
Scheduling New
Analytics
Profiles
Comments
Settings
Help

Styles

Search

SITE

Site Background
Site Max Width 2200px
Site Spacing: Small
Site Outer Padding: Small
Site Alignment: Center
Enable Ajax Loading

SITE: HEADER

Site Title Font
Site Title Color
Logo Height (max) 30px
Header Horizontal Spacing 15px
Header Vertical Spacing 18px

HOME

MAIN NAVIGATION

Home
About
Design
Culture
Content
Features + Quotes
Contact

SECONDARY NAVIGATION

This navigation is empty

NOT LINKED

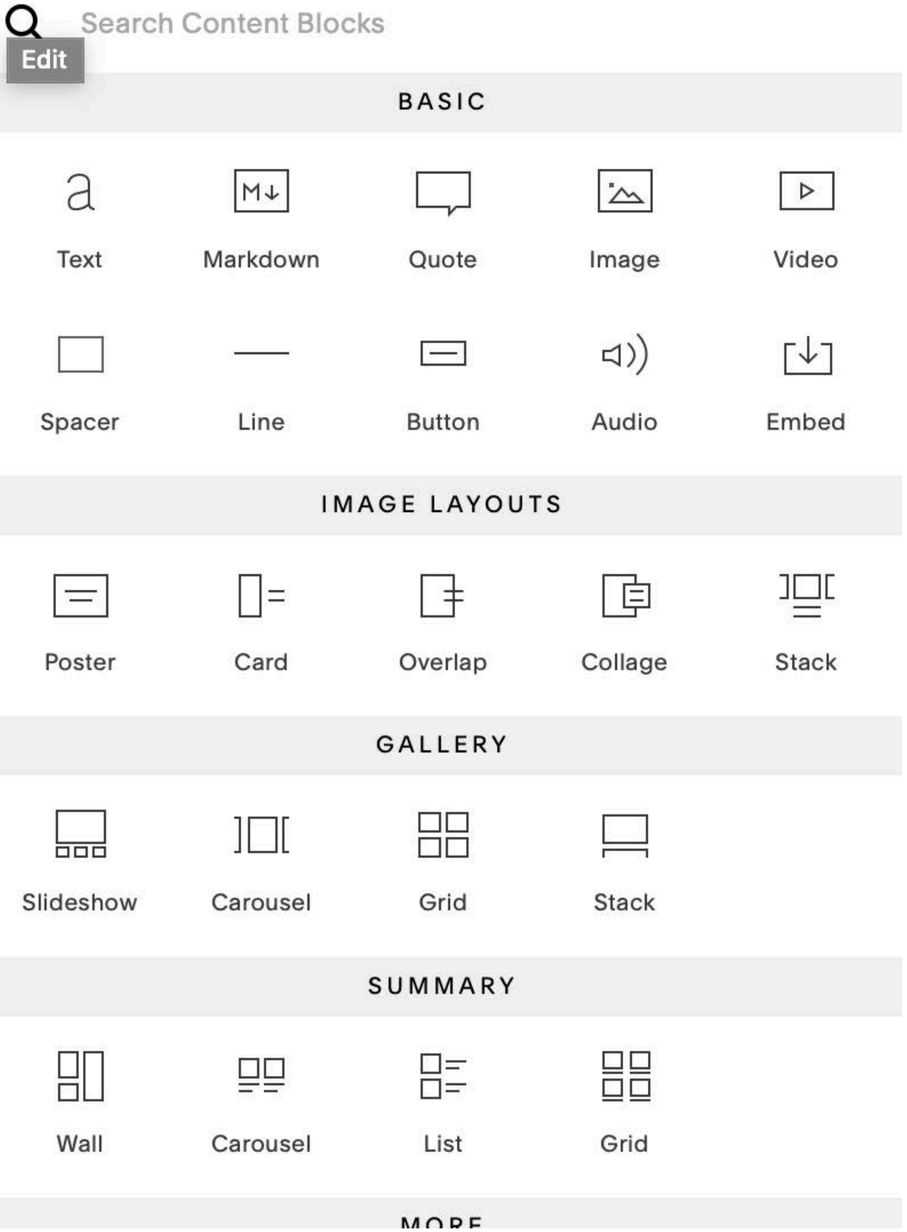
These pages are public unless they're disabled or password-protected, but they don't appear in the navigation. Search engines can also discover them. Learn more

ABOUT

IMAGE

I'm Karishma Kusurkar, a Multidisciplinary Designer & Co-Director of Belfast Design Week.

Karishma's World is my multidisciplinary studio where I design, research and create project-


Search Content Blocks
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Collage
Stack
GALLERY
Slideshow
Carousel
Grid
Stack
SUMMARY
Wall
Carousel
List
Grid
MORE

CONTENT

is king

Written content

- General Information
- Blogs
- Categories
- Contact details
- Menu
- Tags #saturday #coffee #ulster #fry

Visuals

- Graphics
- Photographs
- Videography
- Animation
- Infographics
- Maps

*embed

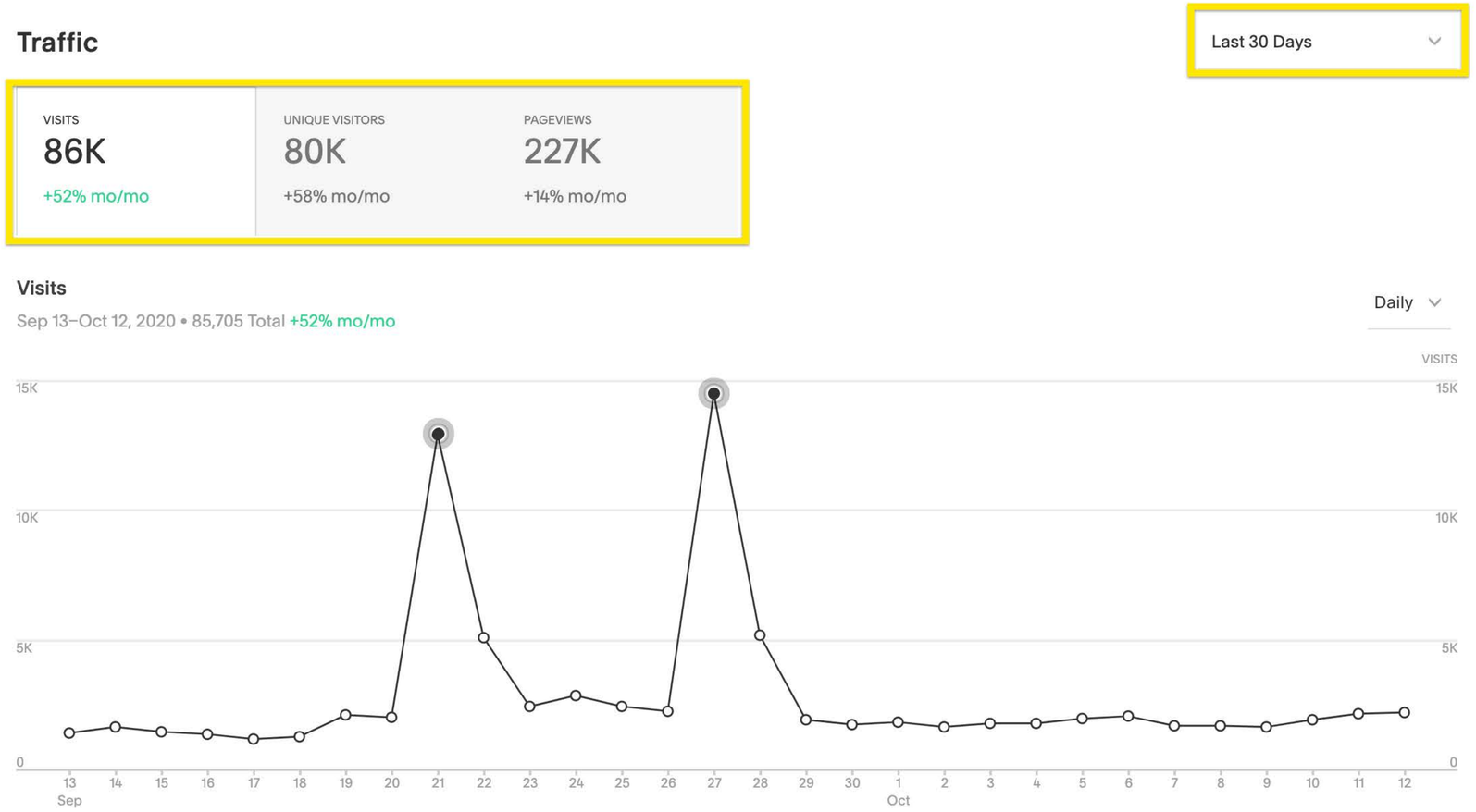
Eg.
YouTube
Soundcloud AudioFile

Call-to-action

- Subscribe
- Read
- Listen
- Follow
- Contact
- Purchase/Shop

Analytics

- Geography
- Visits
- Referrals
- Popular Content
- Search terms

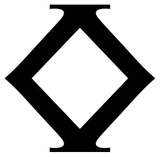


PREPPING CONTENT

- Prepare your content on a separate space
  eg. Writing in Google Docs,
  Folder of images etc.

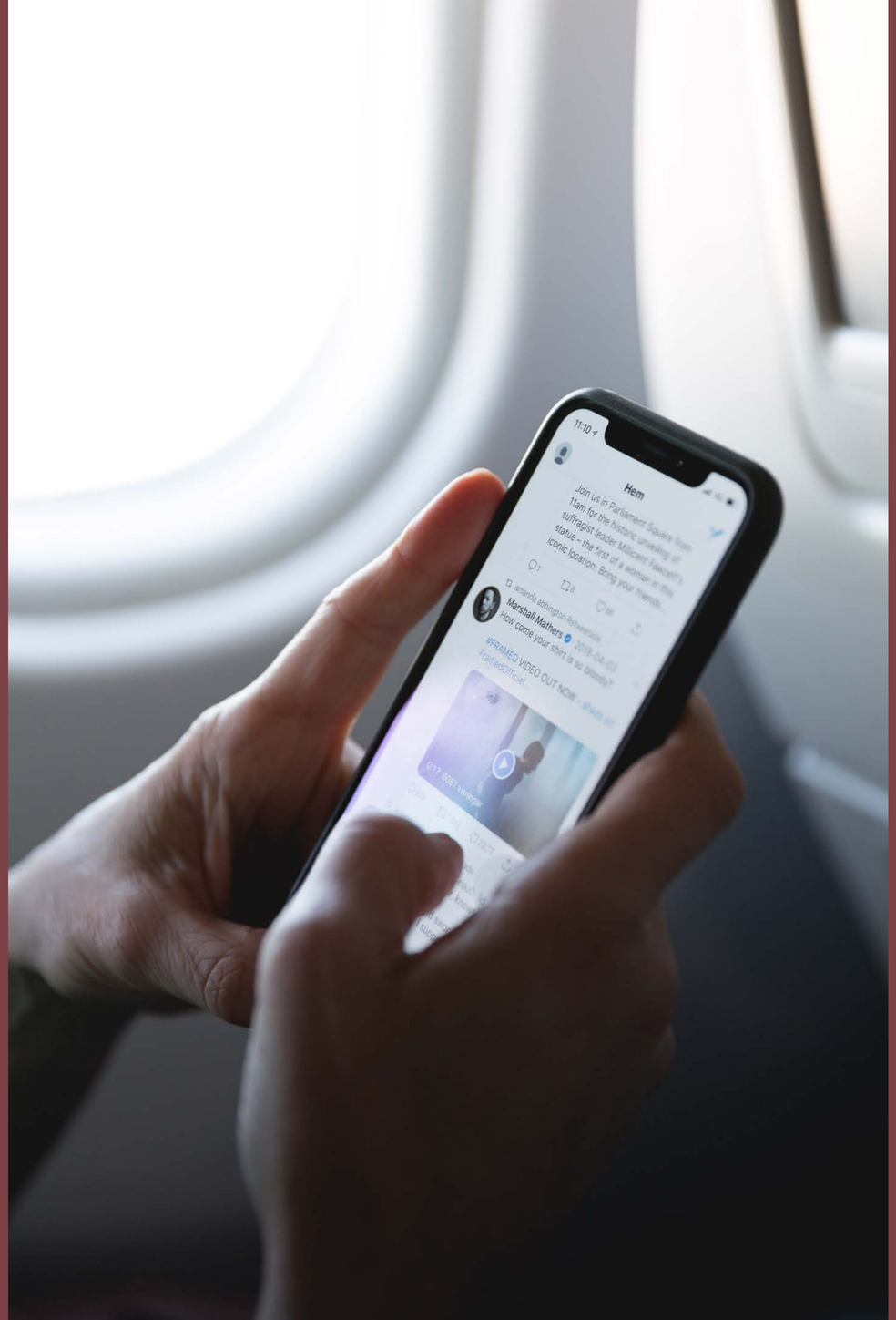
- Save content for web to ensure that it loads quickly
  eg. images

- For e-commerce & retail, make sure you have a stock database
  eg. Excel / Numbers



Easy Peasy

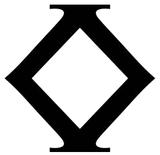
DEVICES


11:10
Hem
Join us in Parliament Square from 11am for the historic unveiling of suffragist leader Millicent Fawcett's statue - the first of a woman in this iconic location. Bring your friends.
Marshall Mathers
How come your shirt is so baaaad?
#FRAMED VIDEO OUT NOW

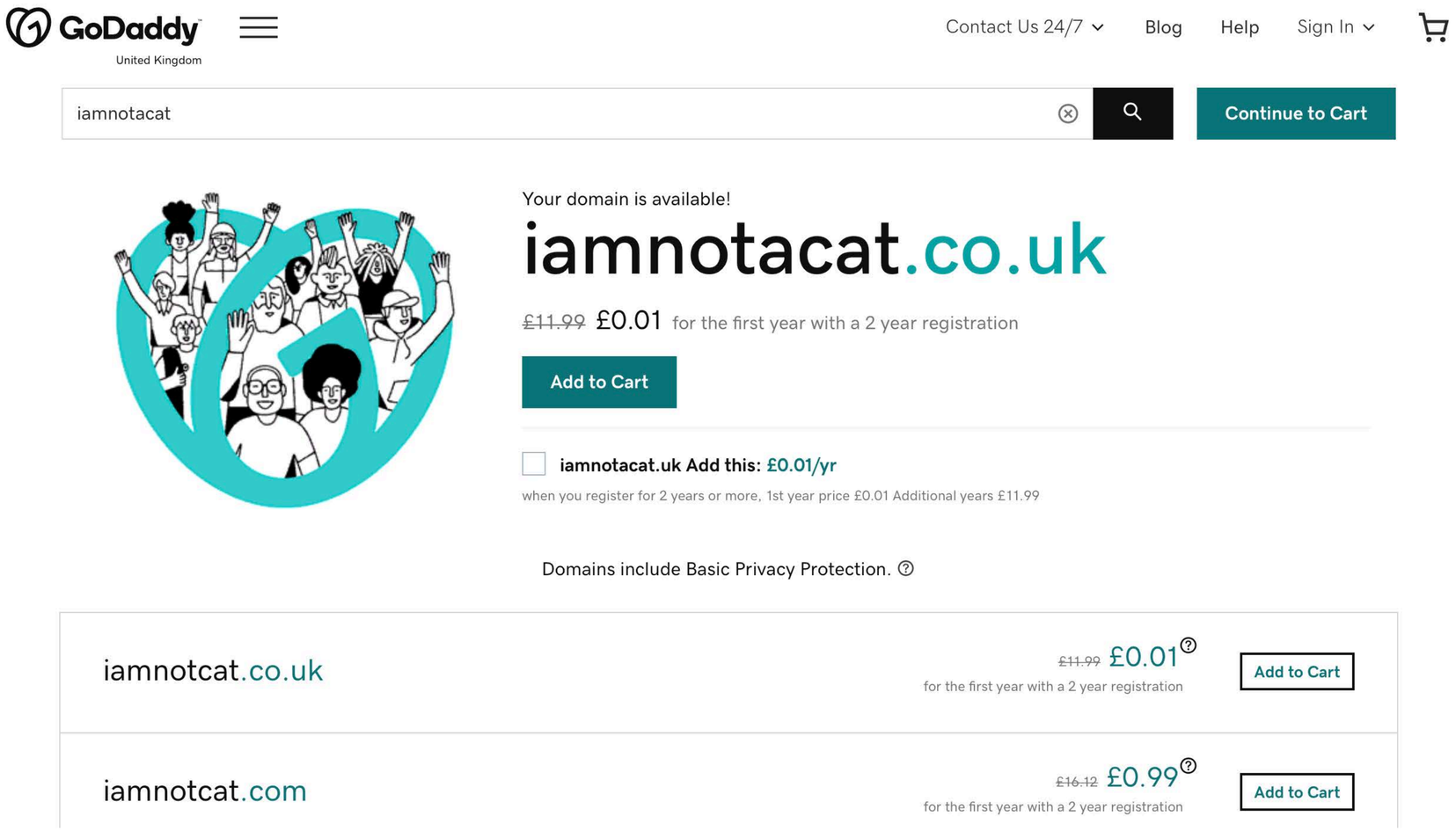
BEN KOLDE
I design and develop experiences that make people's lives **simple.**
See my work

COST

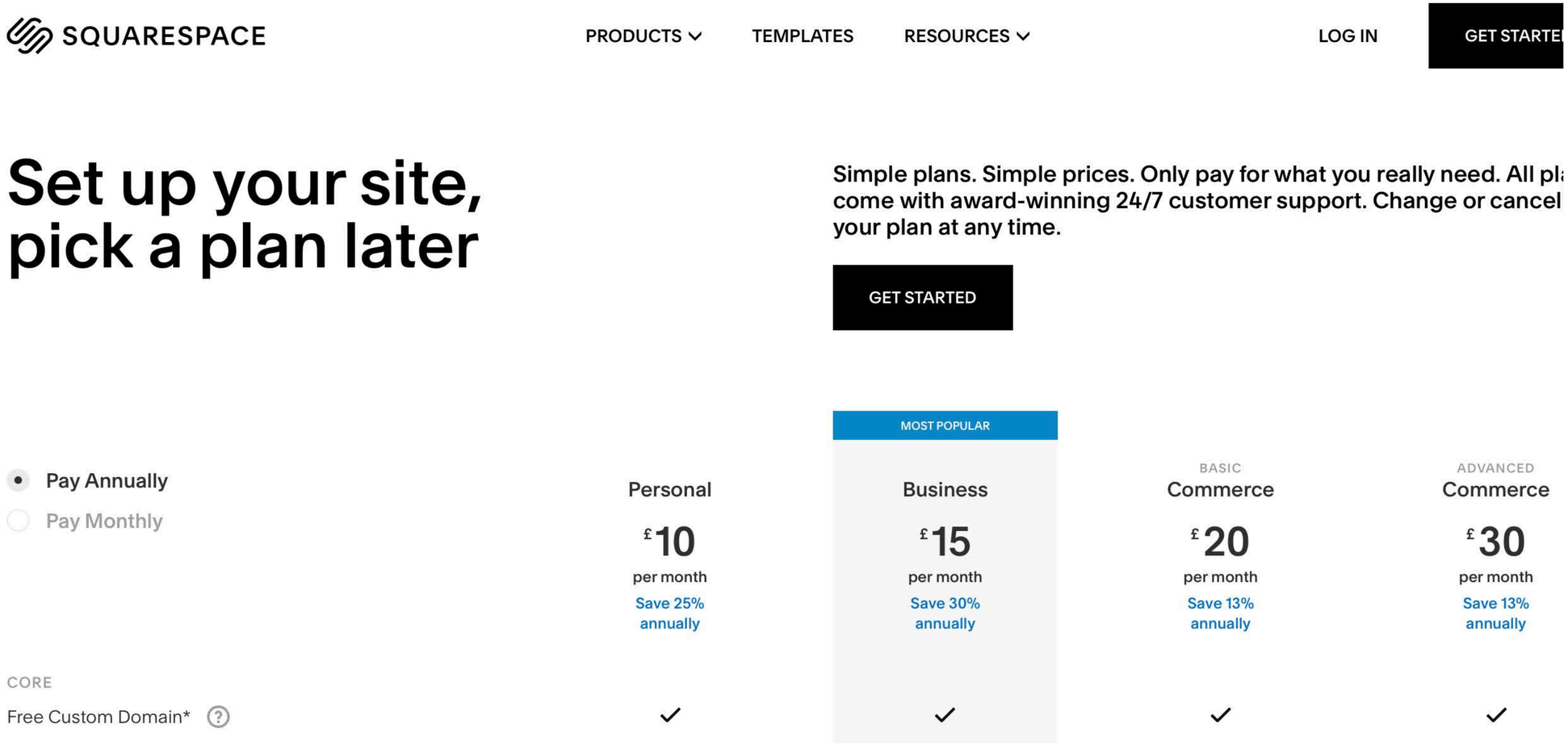
- Annual or monthly **domain hosting cost**
- Annual or monthly **web hosting cost**
- **Cost of making content** (eg. design software, equipment etc.)
- **External support** (eg. Hiring a Web Designer for more specialist work, Hiring an SEO specialist)



- Example


GoDaddy
United Kingdom
Contact Us 24/7
Blog
Help
Sign In
iamnotacat
Continue to Cart
Your domain is available!
iamnotacat.co.uk
£11.99 £0.01 for the first year with a 2 year registration
Add to Cart
iamnotacat.uk Add this: £0.01/yr
when you register for 2 years or more, 1st year price £0.01 Additional years £11.99
Domains include Basic Privacy Protection.
iamnotcat.co.uk
£11.99 £0.01
for the first year with a 2 year registration
Add to Cart
iamnotcat.com
£16.12 £0.99
for the first year with a 2 year registration
Add to Cart

- Example


SQUARESPACE
PRODUCTS
TEMPLATES
RESOURCES
LOG IN
GET STARTE
Set up your site, pick a plan later
Simple plans. Simple prices. Only pay for what you really need. All pl
come with award-winning 24/7 customer support. Change or cancel
your plan at any time.
GET STARTED
Pay Annually
Pay Monthly
MOST POPULAR
Personal
£10
per month
Save 25% annually
Business
£15
per month
Save 30% annually
BASIC
Commerce
£20
per month
Save 13% annually
ADVANCED
Commerce
£30
per month
Save 13% annually
CORE
Free Custom Domain*

KEY SEO

SEO - Search Engine Optimisation

- Choose the right URL
- Create titles and descriptions for each page
- Utilize anchor text
- Add alt text to all your images
- Give your site structure with the right headers

(via wix.com)

“Google EAT principle:
expertise, authoritativeness, and trustworthiness.

These factors help determine if a webpage has useful quality content. This principle is especially relevant in business niches that fall under the “your money, your life” (YMYL) label, such as health care and finance.”

(via semrush.com)

If you forget everything else,
try and remember

Create a website (or pick a platform!) that is:

- **MANAGEABLE**
- **AFFORDABLE**
- **UP-TO-DATE**

CHEERS :-D

KARISHMA KUSURKAR