



# EQUIPTT QUICK START GUIDE

## Website



### What is it?

- Your face to the world, as presented on the internet.
- Websites are typically a mixture of text, images, and other media (e.g., animations, streaming video).



### Resources Needed

- Expertise: many programs exist to help just about anybody make a website. However, if you want a polished look or interactive features, you may want to work with a professional web designer.
- A domain name or “URL” (uniform resource locator).
- An email address that is linked to your domain name.
- Text, graphics, and videos to enhance content.
- Someone to maintain and update the site.



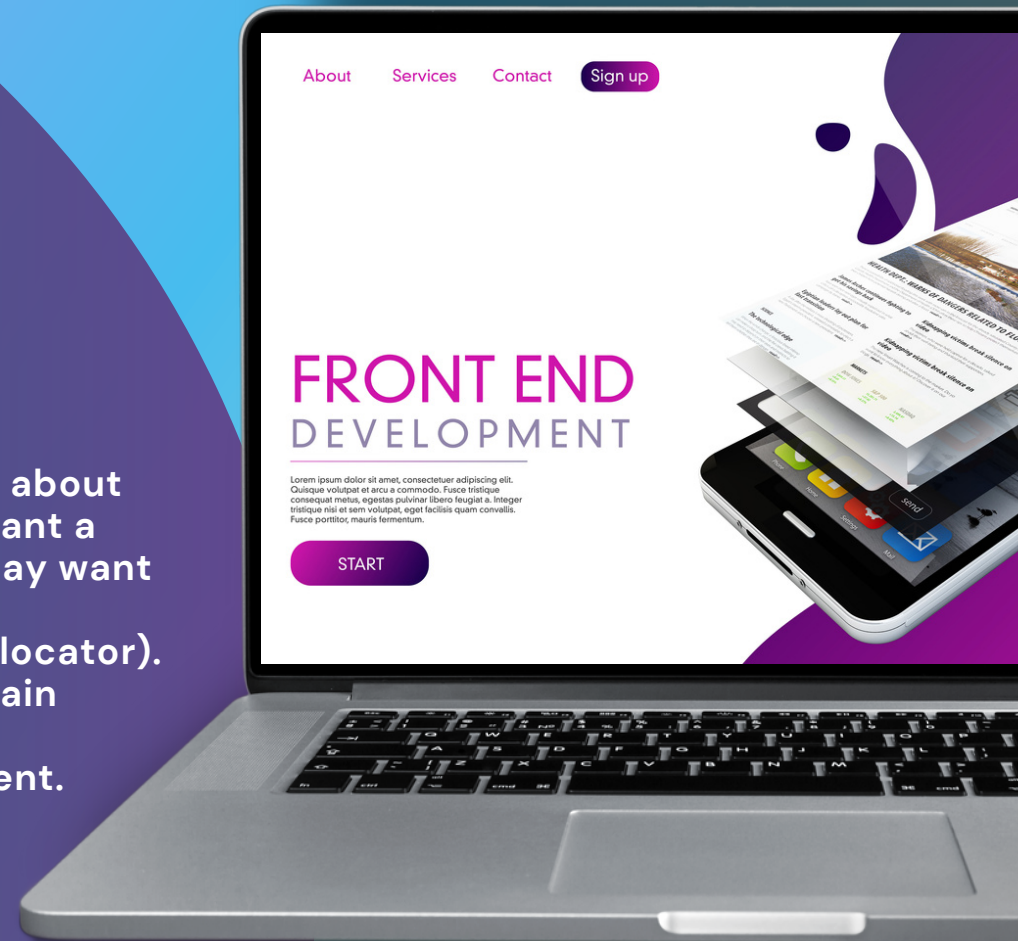
### Benefits

- Every agency or company is expected to have a presence on the internet.
- Sharing your expertise, skills, and products with the world has never been easier.



### Considerations

- Maintenance is essential, which means somebody has to keep the site updated.
- Websites may be formatted specifically for phones or coded using responsive design to change layout to adapt to different screen sizes.



### Want to learn more?

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