



DRYFTA EVENT TOOLS PRESENTS

HOW TO DESIGN YOUR EVENT WEBSITE

A DEFINITIVE GUIDE TO CREATING
YOUR EVENT WEBSITE

PRESENTED BY

Hema Pramasivam



SELECT A PLATFORM

When building an event website, the platform that you choose needs to be in line with your needs and offer you the right features for an event website. For a more customized experience, you would need an in-house developer who is well-versed in creating Cascading Style Sheets (CSS) to be able to maintain your site. Event management platforms like Dryfta provide a full-featured event website builder to build and customize your event website the way you have envisioned.

EASE OF INTEGRATION

See if your platform allows for easy integration of external sites and analytics apps. For instance, you would always need to link your website to all your social media channels and also a blog site, aside from analytics integrations like Google Analytics, so ensure that your website is ready for all this.

AFFORDABLE PLANS

Once you have an idea of what you will need in general, look for the pricing and calculate the cost of any add-ons that you might need. Search the platform's website for plan with an annual subscription that gives you a few percent off the whole deal. Save wherever you can and always look for a plan that gives you a bang for your buck.

PREPARE THE COPY

Work with an experienced website copywriter to add in the details to your website. Be sure to have a compelling and interesting write up that ultimately leads to improved conversion and increased relevant traffic on your new event website. But don't be too wordy and boring, people don't like that.

OPTIMIZE FOR SEARCH ENGINES

While writing the copy for your page, identify the keywords that is associated with your event's theme. Try to include them in your copy and in different places on your website without sounding out of context. When Search Engine Optimization (SEO) is done well, your website ranks higher on search engine pages and those interested in your event would be able to find your website easily by simply entering the keywords in search engines.

ADD CALL- TO-ACTIONS

Add a few call-to-action buttons or CTAs wherever it makes sense on your website, say on a contact form, so that people will leave you a message or on your telephone number, where people can give you a call with just a single click. Even pop-ups to your event's newsletter would work. CTAs are important for conversion, so don't overlook them.

REFINE THE USER INTERFACE



The UI or the user interface is the first thing that anyone will come across when visiting your website. In order to design the perfect UI, you will need to put yourself in your website visitor's shoes and imagine how they'd use your website, and perfect every click and copy within that journey.

DON'T FORGET JAVASCRIPT

Javascript is commonly used to make your website look nicer, for example, the drop down menus, videos and animations, countdowns, all that is thanks to Javascript. Don't forget to add Javascripts here and there to make your website more dynamic and interactive. Without these fancy codes, your website would be as good as a brochure.

ALWAYS INDEX

Don't forget to send your website details to be indexed by search engines. Google powers the biggest search engine in the world so submitting these details to them alone would suffice. Indexing helps your site to be discovered faster and it may also boost the chances of your website being found by the people who are interested in events and the likes.

SET UP TRACKING CODES

Always set up analytics features so that you will be able to tell where your visitors are coming from. With this detail, you would be able to optimize your website based on the majority visitor type as well as the external channels from which they are visiting, say Google search, social media or blogs.

RUN A FINAL CHECK

Just before going live, get a couple of people to test out your new website. It's always best to get a good mix of IT people, customer service people and just average Joes to give it a test run. This way, you will get a more thorough feedback on things and will be able to identify what's working and what needs a fixing.

LAST WORDS

These are just the basic steps to getting your brand new event website on its feet and doing what it's supposed to: bringing in the customers.

Be sure to have a few people check the website from time to time, just in case any bugs pop up or if anything is broken after a new update. Things like this can happen from time to time and would affect your customer experience, so it's best to solve it in the quickest possible.

Also, search the web for other event websites and see how they do it, grab some inspiration, if you will, and see how their ideas could be incorporated into your design to give a more wholesome website experience to your visitors.