

The Digital Home Build

You know a lot more than you let on, don't you?

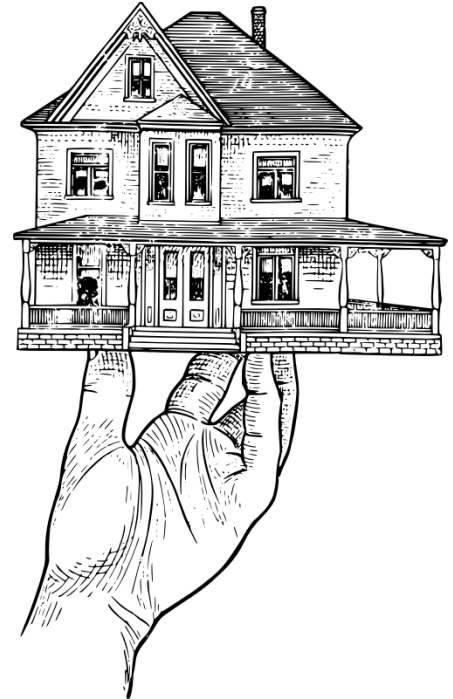
A Neume.xyz project by Gail Hantson

Your best work is scattered across newsletters, social media, PDFs, and old blog posts. When someone visits your website, they see only a fraction of what you know.

Your expertise needs a home.

Not another platform to rent space on, another profile to maintain, or another feed to keep up with.

A place that's wholly yours.



About the Service

The Digital Home Build helps consultants, writers, educators, and technical experts create websites they own.

Together, we'll inventory your knowledge, organize your ideas, design a clear structure, and build a publishing system that can grow alongside your work.

For the **low, low price of \$499**, we'll work together to construct a site you own, forever.

Years from now, you'll still be building on the same foundation.

This is right for you if...

- You've been publishing for years, but your work feels scattered.
- You have articles, newsletters, talks, notes, or resources spread across multiple platforms.
- You know your website doesn't fully reflect the depth of your expertise.
- You want a website you own and control.
- You prefer simple, durable tools over complicated marketing software.
- You want a publishing system that can grow alongside your work.
- You'd rather invest in a foundation than chase the latest platform.

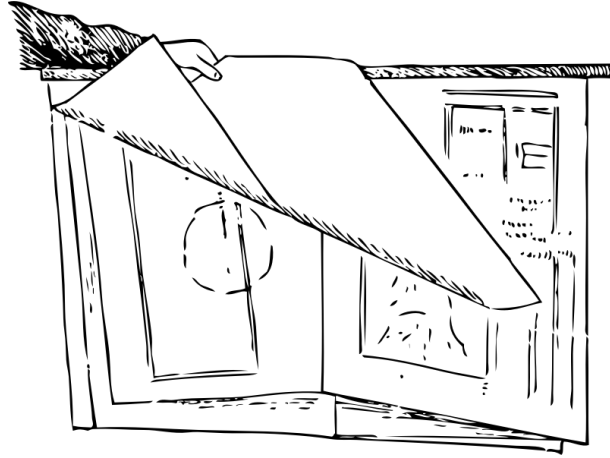
Who This Is For

- Independent consultants
- Writers and newsletter authors
- Educators and course creators
- People with a growing body of work
- Researchers
- Technical experts
- Small studio owners
- Creative types

Who This Is Not For

- Ecommerce stores
- Complex web applications
- Custom software projects
- Businesses that need daily marketing support

What's Included



Content Inventory

We'll gather the articles, resources, notes, talks, newsletters, and other materials you've already created to understand the full scope of your work.

Information Architecture

Together, we'll design a structure that makes your expertise easy to navigate, explore, and expand over time.

Website Design & Development

I'll build a fast, lightweight website using simple, open tools that you can own and maintain.

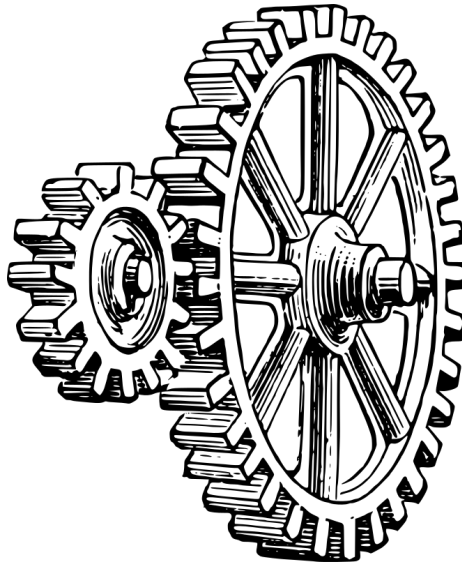
Publishing System

You'll receive a clear workflow for adding new content, creating new pages, and growing your site without needing a developer for every change.

Launch & Handover

Once the site is live, you'll have full ownership of the code, content, and publishing process.

The Process



Phase 1: Discovery & Inventory

We begin by taking stock of what you've already created.

Articles, newsletters, PDFs, presentations, resources, notes, projects, and ideas all count. Together, we'll identify what deserves a place in your digital home and establish the goals for the site.

Deliverables:

- Discovery call
- Content inventory
- Project roadmap

Phase 2: Structure & Architecture

Once we know what exists, we'll decide how it should be organized.

This is where categories, navigation, resource libraries, and site structure take shape. The goal is to create a system that makes your expertise easy to explore today and easy to expand tomorrow.

Deliverables:

- Site map
- Information architecture
- Content organization plan

Phase 3: Design & Build

I'll build your website using simple, open tools designed for speed, longevity, and ownership.

Deliverables:

- Complete website
- Homepage
- About page
- Core navigation
- Content sections

Phase 4: Publishing & Launch

Before launch, we'll make sure you know how everything works.

You'll receive documentation, guidance, and a straightforward publishing workflow so you can continue growing your site with confidence.

Deliverables:

- Publishing workflow
- Documentation
- Website launch
- Full ownership and handoff

Phase 5: Keep Building

This is where the real value begins.

Your digital home is designed to grow alongside your expertise.

As you publish new work, your site becomes a richer and more useful representation of what you know.

Years from now, you'll still be building on the same foundation.

Showcase – Picnic Spoons

The Digital Home Build for a Writer and Lifelong Learner

Picnic Spoons

Commonplace Library Field Notes

Field Notes for a Future Family

Picnic Spoons is a commonplace book about learning, household culture, and the lived practice of preparing a life that can be shared.



Starting Point

Dozens of article ideas, multiple recurring themes, notes spread across different systems, and no clear home for long-form writing.

The Challenge

How do you build a website that can support years of essays, field notes, commonplace entries, and intellectual projects without becoming a chronological blog archive?

The Build

- ✓ Content inventory
- ✓ Theme development
- ✓ Information architecture
- ✓ Content taxonomy
- ✓ Publishing Workflow

The Result

A digital home designed around accumulation rather than publication.

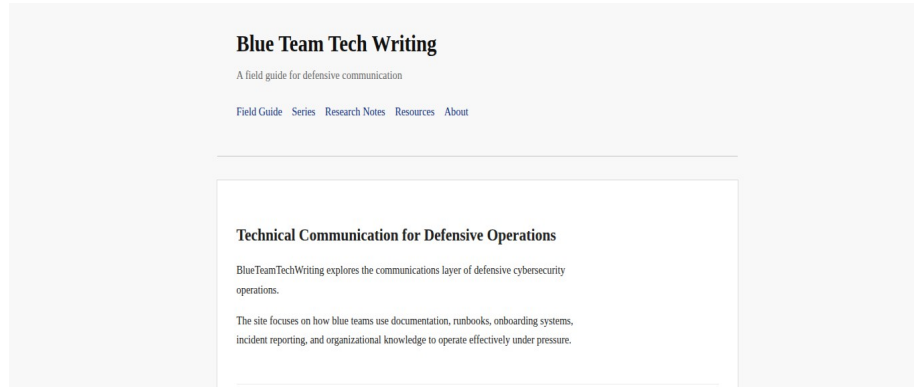
New writing has a place to live. Existing ideas have a structure to connect through. The site can continue growing for years without requiring a redesign.

View the finished site →

picnicspoons.com

Showcase – Blue Team Tech Writing

The Digital Home Build for a Technical Expert



Starting Point

Technical expertise, resource ideas, educational content, and professional goals.

The Challenge

How do you organize highly technical material so that it remains approachable, discoverable, and useful as the library grows?

The Build

- ✓ Content inventory
- ✓ Resource hub planning
- ✓ Information architecture
- ✓ Hugo website
- ✓ Publishing workflow

The Result

A focused platform for publishing cybersecurity knowledge and technical writing resources. The site is structured to grow into a library of interconnected resources rather than a collection of isolated articles.

View the finished site →

blueteamtechnicalwriting.com

Pricing

The Digital Home Build

\$499

A complete engagement designed to help you build a durable home for your expertise.

What You Receive

Discovery & Inventory

- Discovery call
- Content inventory
- Project roadmap

Structure & Architecture

- Site map
- Information architecture
- Navigation design
- Content organization plan

Design & Development

- Custom Hugo website
- Homepage
- About page
- Core navigation
- Content sections
- Hosting setup assistance

Publishing System

- Documentation
- Publishing workflow
- Ownership handoff
- Launch support



Timeline

Most Digital Home Builds are completed in 4-6 weeks, depending on the complexity of your content and your responsiveness during the process.

Ownership

When the project is complete, the website, content, structure, and source code belong entirely to you.

No subscriptions, no proprietary systems, no vendor lock-in. You own your digital home – you don't rent it.

*“That’s a lot for just \$499!
How do you keep your prices so low?”*

First, I’ve spent a great deal of time developing and refining a repeatable process. Every **Digital Home Build** follows the same core framework, which allows me to work efficiently without reinventing the wheel for every client.

Second, I believe **tools and knowledge should be distributed as widely as possible.**

Most of my process is documented publicly, and I actively encourage clients to understand and maintain their own digital homes. My goal isn’t to lock anyone into an ongoing dependency – it’s to help them build something they can own.

Third, I use **simple, open tools that keep costs low and complexity manageable.**

There are no expensive platforms, proprietary systems, or unnecessary layers of technology involved.

Finally, I have the flexibility to keep my prices accessible. My cost of living is relatively low, which allows me to **focus on helping more people build durable digital homes** rather than maximizing revenue from every project.

As demand grows and the service evolves, pricing will likely change. For now, I’m excited to work with a small group of early clients and continue refining the process while remaining committed to making durable, independent publishing accessible to more people.

The Comparison

The Digital Home Build vs. A Leading Site Builder

This isn't the primary reason to build a digital home, but it's worth mentioning.

Many website builders charge a monthly subscription fee. Over time, those costs add up.

A website builder that costs \$20/month will cost approximately \$2,400 over ten years. And that assumes subscription prices remain unchanged for ten years.

The Digital Home Build costs \$499, once. After that, you're responsible only for hosting and your domain name. Depending on your needs, hosting may cost a few dollars a month, a few dollars a year, or nothing at all.

The real value of a digital home is ownership, not savings.

Still, if you're planning to maintain a website for years or decades, the long-term economics are worth considering.

Other Differences

A website builder gives you a predefined set of tools and templates. A custom website gives you freedom to shape the site around your work. That means you can:

- Create custom content types beyond “blog posts” and “pages”
- Organize information in ways that reflect your expertise
- Build resource libraries, reading lists, field notes, commonplace books, project archives, or collections
- Connect related ideas across the site
- Design navigation around themes, topics, or bodies of work
- Add features and functionality without waiting for platform support
- Move hosting providers without rebuilding the site
- Adapt the structure as your work evolves.

For many websites, these differences don't matter.

For a growing body of work, they often do.

The Digital Home Build is designed around the assumption that your expertise will continue to grow, change, and accumulate over time.

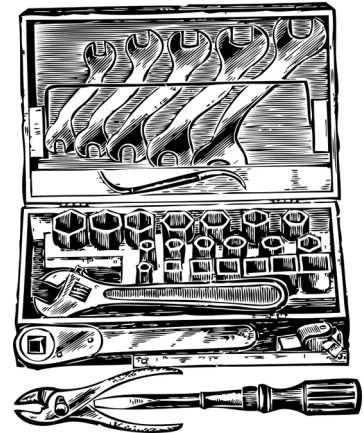
The “Do It Yourself” (DIY) Option

The Digital Home Build for Dedicated Creators

Not everyone needs to hire me.

In fact, much of the Digital Home Build process is documented publicly. If you’re comfortable learning new tools and investing your own time, you can absolutely build your own digital home.

Below is the same process I use with clients, along with resources, guides, templates, and examples to help you along the way.



Step 1: Content Inventory

Take stock of what you’ve already created.

Articles, newsletters, notes, talks, presentations, resources, projects, and half-finished ideas all count.

Resources

- [Content Inventory Guide](#)
- [Example Inventory Document](#)

Step 2: Information Architecture

Organize your expertise into a structure that can grow over time.

Resources

- [Information Architecture Guide](#)
- [Example Site Map](#)
- [Example Taxonomy](#)

Step 3: Build Your Site

Choose a platform, establish a visual foundation, and begin constructing your digital home.

Resources

- [Hugo Starter Guide](#)
- [Hosting Guide](#)
- [Example Site Repository](#)

Step 4: Create a Publishing Workflow

Make publishing simple enough that you'll continue doing it.

Resources

- [Publishing Workflow Guide](#)
- [Editorial Calendar Template](#)
- [Content Pipeline Example](#)

Step 5: Keep Building

The goal isn't to launch a website.

The goal is to create a place where your expertise can accumulate for years to come.

Resources

- [Maintaining a Digital Home](#)
- [Long-Term Publishing Practices](#)

Everything above is available publicly.

If you'd like to build your own digital home, I encourage you to do so!

Why hire me?

You can absolutely build your own digital home.

Many people do.

The question isn't whether it's possible.

The question is whether you'd like to spend the next few months learning information architecture, content strategy, static site generators, hosting, deployment, and publishing workflows.

Some people enjoy that process.

Others would rather focus on their expertise.

When you hire me, you're not paying for access to secret information.

You're paying for:

- ✓ A proven process
- ✓ An experienced guide
- ✓ Faster implementation
- ✓ Thoughtful structure
- ✓ Technical execution
- ✓ A second set of eyes
- ✓ Fewer mistakes

Everything I know is documented publicly.

What you're buying is time, experience, and a guide who's walked this path before.

Ready to Build Your Digital Home?

Your expertise deserves a place to live.

If you've spent years developing ideas, creating resources, publishing articles, or helping others, let's build a home that reflects the depth of your work.

As of Summer 2026, the Digital Home Build is available for \$499.

To get started, send me an email and tell me a little about your work, your current online presence, and what you'd like your digital home to become.

I'd love to hear from you.

- Gail Hantson

gailhantson@hotmail.com

Frequently Asked Questions



Why Hugo?

Because it's fast, simple, durable, and doesn't require a database or constant maintenance.

Your website is generated as a collection of static files, which means fewer things can break and hosting costs stay low. Most importantly, you're not dependent on a proprietary platform to access your own content.

What if I'm not technical?

That's perfectly fine.

The Digital Home Build is designed for experts, not developers. I'll guide you through the process and provide documentation so you can confidently maintain your site after launch.

What if I already have a website?

Great.

In many cases, we'll use your existing website as a starting point. We can migrate content, reorganize information, and create a structure that better reflects your expertise.

Can you migrate my content?

Usually, yes.

Articles, blog posts, newsletters, PDFs, and other resources can often be imported or adapted for your new digital home. We'll discuss your specific situation during the discovery phase.

What hosting do I need?

We'll choose a hosting solution that fits your goals and technical comfort level.

Because the sites I build are lightweight and static, hosting is typically inexpensive and straightforward.

What happens after launch?

The website is yours.

You'll receive documentation and a publishing workflow so you can continue adding new content and growing your site over time.

If you'd like additional support, we can discuss that separately.

Do I own everything?

Yes.

The content, structure, code, and website belong entirely to you. There are no proprietary systems, subscriptions, or vendor lock-in.

It's your digital home.