


Building a Better Website

in about an hour

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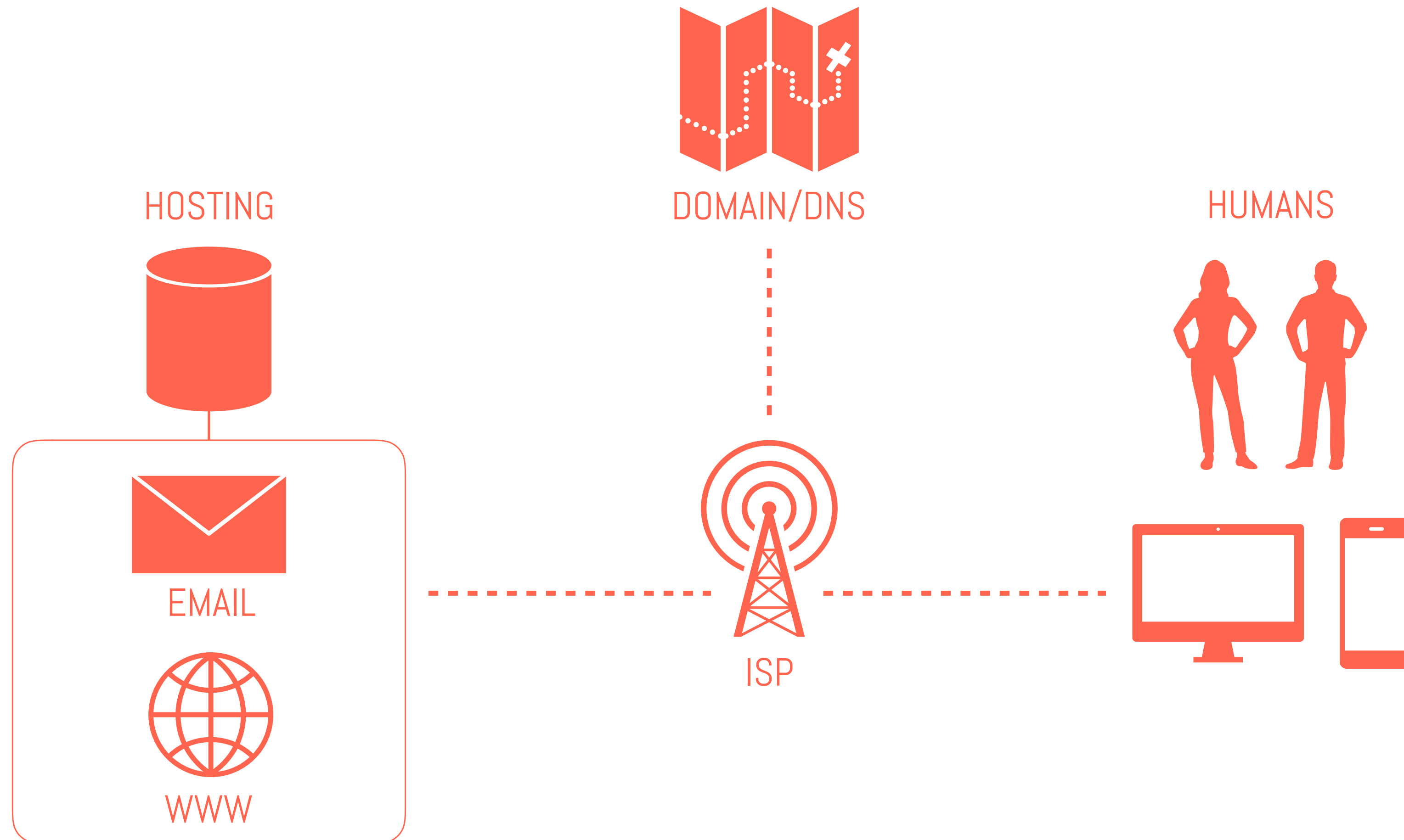
Overview

- Choosing a Platform
- Integrate Marketing Efforts
- SEO = Content
- Measuring Stuff
- Selling Online

Website Options

- Subscription Platforms
- DIY Platforms
- Code Your Own

How it all Works



Subscription Platforms

- SquareSpace
- Format
- WordPress.com

DIY Platforms

- WordPress.org
- + Hosting

Code Your Own

- HTML
- CSS
- JavaScript
- Photoshop
- + Hosting

Why Have a Website?

- Integrate your marketing.
- Own your own content.
- Establish a home base.

Integrate Your Marketing

- Personal Info
- Professional Info
- Work Samples
- Email List
- Social Media
- Events
- News, Press, Announcements
- Blog
- Sales

What About SEO?

- Content FIRST. Good content.
- Best Practices = Your Practices
- Produce more good content.


How Can We Tell If It's Working?

- We measure it all!
- Use analytics to learn.
- Who, where, and what.
- Success? Goals.


I Want to Sell Online!

- Great!
- Prepare thoroughly.
- Provide excellent customer service.
- Promote.

Questions?

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Basic Website Assessment

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Basic Website Assessment

- Design and Communication
- Integrated Marketing
- Technical Stuff

Design and Communication

- What's this site about?
- Is it mobile friendly?
- Is it easy to navigate / find stuff?
- How's the content?
- Contact information?

Integrated Marketing

- Work Samples
- CV / Resume
- News / Press / Announcements / Events / Blog
- Social Media / Links
- Store
- Email List

Technical Considerations

- Domains / Hosting
- SEO
- Analytics
- Security / HTTPS

Selling Online

- The sale is the easy part.
- Customer service is hard.
- Prepare thoroughly.
- Provide excellent customer service.


Always Remember:

It's YOUR website.

Do it your way.

Be cool with that.

Questions?

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Thank You!

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