

GET THE RESULTS

WEBSITE ARE THE EXTENSION OF YOUR BUSINESS
NOT A NIGHTMARE

Goals for your Business and Website

GOALS

- BUSINESS GOALS - 1 YEAR, 5 YEARS
 - INCREASE REVENUE
 - INCREASE BRANDING
 - BE UNIQUE

You website should aim towards the same goals.

Does it?

Who is your
Target Audience

Target Audience

- Your buyers
 - Potential (if they knew you existed)
 - Finds you via Search Engines, printed material, etc.
 - Direct (know you URL)
 - Found you via referrals, email with link, visited business.

Target Audience

- Identify - User Scenarios

Refer to the specifics of a particular user in a specific circumstance.

- Age
- Gender
- Income
- Lifestyle
- Language
- Technology ability
- Occupation
- Reason to visit site
- Education

Use Cases

- Who would use the site and for what reason
- Use cases is a decomposition of an activity
 - What is accomplished by a user in a single visit
 - level of difficulty for the user
 - Success of business goal

Creating a Uses Case

- Description - what do you want a user to accomplish? Make a call, email, fill out a form, purchase, learn information, etc.
- Actors - who will be doing the action? A single adult, a teen ager, a twenty something? A married husband who works from home?

Analyze your Website

Rate Your Site

- Site Architect (Layout)
- Layout and Design
- Content
- Interactivity - forms/galleries
- Graphics

Rate Your Site cont'

- Colors
- Font
- Error tolerance
- Compatibility

4 Simple Rules for the Landing Page

The Landing Page

1. Is it Simple?
2. Does the heading HOOK the audience?
3. Is there an irresistible offer to bring the user into the site?
 1. Are you generating a client's list?
4. Readability is it clustered? The font wrong size? Etc.

Search Engine Optimization

SEO

Search Engine Optimization

- How to check your site - Google it

[Forest Hills **Dales Pony** Farm - Bed and Breakfast, **Dales Ponies** ...](#)

Classy English bred **Dales Ponies** for sale, and standing at stud at Forest Hills **Dales Pony** Farm.

[foresthillsdalesponies.com/](#) - 8k - [Cached](#) - [Similar pages](#)

Search Engine Optimization

- Title is in blue

Title

[Forest Hills **Dales Pony** Farm - Bed and Breakfast, **Dales Ponies** ...](#)

Classy English bred **Dales Ponies** for sale, and standing at stud at Forest Hills **Dales Pony** Farm.

foresthillsdalesponies.com/ - 8k - [Cached](#) - [Similar pages](#)

Search Engine Optimization

Description is in Black

[Forest Hills **Dales Pony** Farm - Bed and Breakfast, **Dales Ponies** ...](#)

Classy English bred **Dales Ponies** for sale, and standing at stud at Forest Hills **Dales Pony** Farm.

foresthillsdalesponies.com/ - 8k - [Cached](#) - [Similar pages](#)

Title

Description

Search Engine Optimization

Web Address is in Green

Title → Forest Hills **Dales Pony** Farm - Bed and Breakfast, **Dales Ponies** ...

Description → Classy English bred **Dales Ponies** for sale, and standing at stud at Forest Hills **Dales Pony** Farm.

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Web Address

Keywords

How is a site searched

- Googlebot processes each of the pages it crawls in order to compile a massive index of all the words it sees and their location on each page. In addition, Google processes information included in key content tags and attributes, such as Title tags and ALT attributes.

SEO - Keywords

Keywords are what a person would type in a search engine such as Google or Yahoo.

#1 Mistake - owners don't think like their clients and choose the wrong keywords. You must speak like your clients.

SEO - Keywords

Find most commonly used keywords.

<http://freekeywords.wordtracker.com/>

<https://adwords.google.com/select/KeywordToolExternal>

Learn what competitors are using for keywords.

<http://www.keywordspy.com> (limited trial)

<http://www.ranks.nl/tools/spider.html> Great to test keyword density - the cloud is a good visual of words. If the keywords you chose to have greater density isn't then you know to go back to your content and make changes.

SEO Rules

SEO - Rule 1

Have a URL -Domain Name that contains at least 1 keyword.

Susiesmay.com does not contain keywords if Susie sells flowers.
Instead Susiesflowers.com would have at least 1 keyword.

[Forest Hills **Dales Pony** Farm - Bed and Breakfast, **Dales Ponies** ...](#)

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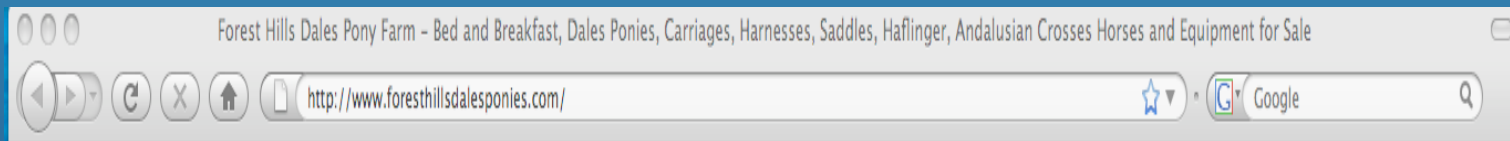
[foresthillsdalesponies.com/](#) - 8k - [Cached](#) - [Similar pages](#)

SEO - Rule 2

The title for each page should be unique

The title is located <head> section of the HTML code for the site.
It is what you see at the top of the browser.

The title should contain 2-3 keywords.
title to around 50 characters in length.



SEO Rule 3

Meta Tags - Description contains at least both the primary and secondary keywords.

This should describe what the article is about and should be around 200-250 characters long.

SEO - Rule 4

Meta Tags - 4 critical ones to include

keywords up to 40 words

title up to 25 words

descriptions up to 250 words

`<meta name="robots" content="INDEX, FOLLOW"/>` so
crawlers can index (read your site)

SEO - Rule 5

- Content - Good Copy is critical
 - Convey your message clearly
 - Organize the information logically
 - Write with personality (don't be boring)
 - Write with a purpose (each page doesn't just 'end')
 - Provide adequate whitespace for readability & easy scanning
 - Use grammatically correct content that has been spell checked
 - Write with enthusiasm using terminology the average person would understand
 - Use verbs and adjectives not just nouns (be descriptive)

SEO - Rule 6

- Navigation - Make it simple, don't make the visitor have to think

This is one area that many people who build websites are good at doing. Why?

SEO - Rule 7

Informative Headings `<h1>` `</h1>` tags

H1 tags are the larger font same as if you were creating an outline. I. II. Are greater in importance than A. B. C.

SEO - Rule 8

Contextual linking - Use absolute linking

```
<a href=  
http://clientswebsitecompany.com/portfolio.html>  
Clients website Company</a>
```

This type of linking keeps your site continually being indexed once it reaches high ranking.

SEO - Rule 9

Clean coding

validated - submit to <http://validator.w3.org/>

this tool will check the site for broken links, and missing tags in the HTML.

Use CSS rather than tables or flash. The Cascading Styling Sheets allow for all the creative look and feel of the site. Therefore the HTML coding is simple and the copy is read by the bots/crawlers.

SEO - Rule 10

Have links that are reputable and are relevant to your site. This is what influences page ranking.

Google Crawlers scan page-based text (which can be manipulated by site publishers through meta-tags), Google technology analyzes the full content of a page and factors in fonts, subdivisions and the precise location of each word. We also analyze the content of neighboring web pages to ensure the results returned are the most relevant to a user's query.

Marketing

Internet Marketing

Marketing on line - ways to increase traffic

- Submit URL to search engines <http://bblmedia.com/addurl.html>
- Use Google Adwords (Pay per Click) The ads on search pages. Usually to the right of a search page.
- Use Google Adsense(Free) Places Google searches on your site.
- Email - send out emails to potential buyers use freebies to get them to go to your site again.
- Keep site current - add new content, update links, images, etc.

Marketing

Networking - referrals

Printed ads - newspaper, magazines, trade journals, phone books

Other advertising - billboards, Magnetic signs, vehicle packaging, direct mailing, business cards

Sponsor events, volunteer for events, become active in an organization - Rotary, DBA, BNG, Etc.

The one factor unchangeable

TIME

A website needs time to be active. The older sites that are updated and have regular changes made will out rank other sites.

Thank You