

# Step by Step Startup

**Examples of the elements involved in  
starting a web site from scratch.**

*Computer Productivity Consulting*  
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# What a web site does

- **Establish an image for your business**
  - identifies you as a professional and capable organization with which to do business.
- **Inform prospects about what products and services you provide.**
- **Educate prospects about the advantages of doing business with you**
  - as opposed to dealing with your competition.
- **Provide services to your clients conveniently through the Internet interface.**
- **Attract new prospects to your business who may never have heard of your company.**

# **Research keywords to focus the site.**

- **Identify the principle focus of the business.**
- **Identify the “Unique Selling Proposition” .**
- **Consider how clients would express interest in the business concept.**
- **Research the keywords using Google AdWords**

## **Tool.**

- Initial list
- Select likely terms.
- Broad search.
- Eliminate mismatches.

# Selecting appropriate keywords.

- **Tabulate the research findings.**
- **Examine the results to identify productive groupings of phrases.**
  - See illustration of technique using spreadsheet to identify like phrases.

# What “Kind” of Site?

- **What is the primary purpose of the site you want to develop?**
- **What level of competition for clients will you encounter?**
- **What kind of resources will you commit to development and maintenance?**
- **Different answers to these questions can lead to different decisions about how to develop your site.**

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# Choosing Your Domain Name

- **Is search engine ranking critical?**
  - If “Yes”, look for existing domain names
    - Age and “cleanliness” are the important elements
    - Registrars offer lists of names available
  - If “No”, create short, easily remembered name
- **Consider separate domain names for ranking and for email.**
  - Use the established name for the site to rank
  - Use the alternate name for business identification, mail address, etc.

# Locating a Hosting Provider

- **Most important considerations are reliability and support.**
- **Ask about up-time, backup, support policies, web site statistics, other sites on same server, site development tools, etc.**
- **Cost is a lesser important factor in choosing a hosting company.**

# Planning Your Site Development

- **Identify your developer (can you do it yourself?)**
- **Establish the criteria that are important to you for your site.**
  - Marketability, ease of adding to or changing site, style of design, site features, etc.)
- **Check experience and references**
  - Look at other sites by this developer, will they work for you?)
  - Don't count on getting something different from what you see.
- **How easy will this person/company be to work with?**

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# Organizing the site structure.

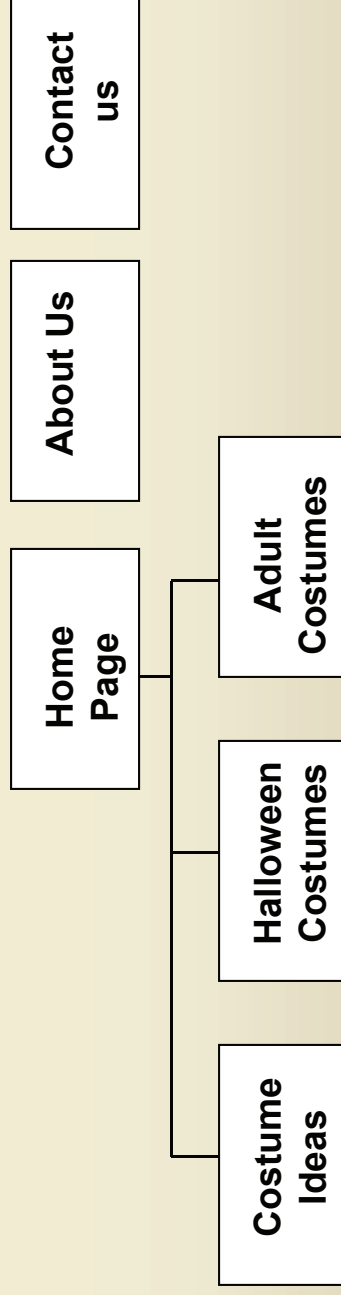
- Use keyword research findings to set up structure to capitalize on keyword focus.
- See example sites:
  - <http://www.medical-supplies-equipment-company.com/>
  - <http://www.residential-landscape-lighting-design.com/>

# Setting up the site layout (page format).

- **Diagram your site layout in a “tree” format.**
- **Establish a standard “template” for your pages.**
  - Header graphics.
    - Sets the image for the site without burdening load time.
  - Footer information.
    - Include your address to localize search.
  - Interior page layout.
  - Graphics to be included?
    - Optimize all images.
    - Use caution & discretion with graphics.

# Tree diagram

- Illustration of a sample site structure.
- Note the hierarchal nature of the structure.

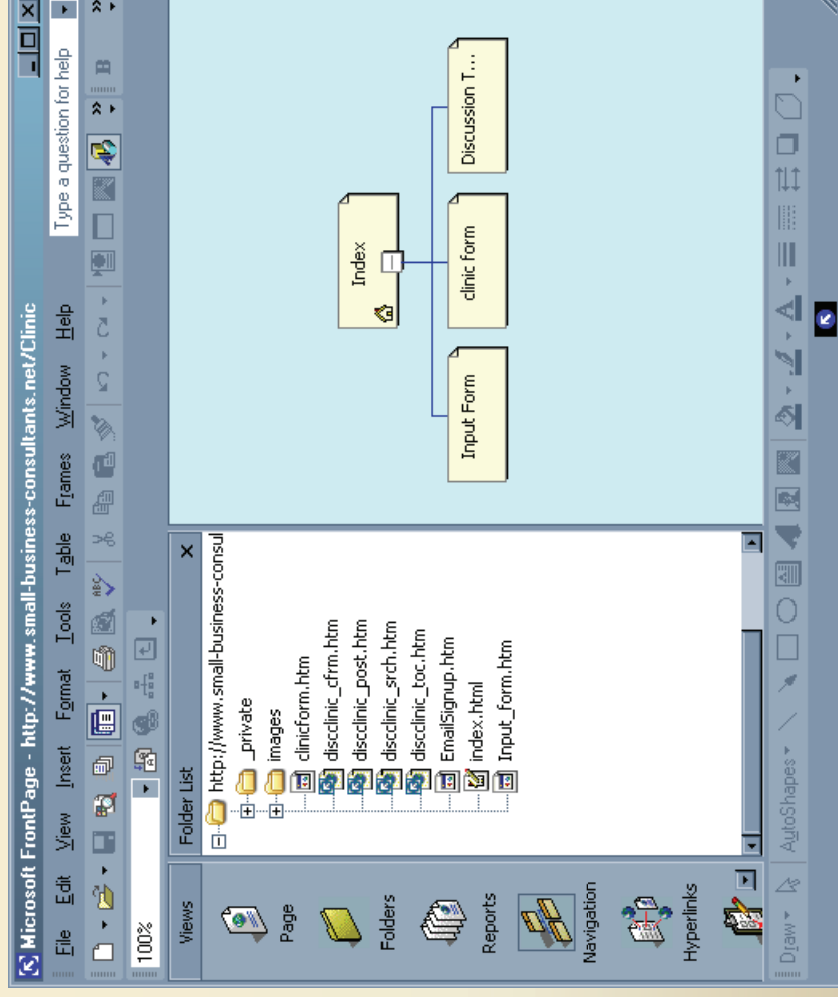


# Creating the site.

- **Wordpress is the simplest startup option.**
  - Note that specific support is required from the hosting company.
  - Support must be confirmed before committing to this approach.
- **Pick a usable template**
  - Features and options built into the template are the critical elements, not just the appearance
- **Navigation bar setup.**
  - Wordpress templates support automatic update of nav bars.
  - Creates some special conditions to be aware of in design.

# Directory vs. Navigation Structure

- **Note the Directory structure on the left panel.**
- **Navigation structure in the right panel.**
- **Directory structure should be “flat”**



# Elements to include in the site:

- Content pages focused on terms identified as keyword phrases.
- Site map (on site page, sitemap file)
- Contact us
- About Us
- Newsletter
- Blog
- Forum?
- Site search

# Site Map

- **Provides a direct link to any page in the site.**
- **Aids the search engines in finding pages on the site to index.**
  - Make sure the sitemap conforms to standards and is registered with Google and with Bing
- **Can be of value to site users as well, but that is not the primary benefit.**
  - Site navigation should provide access to the site for users.

# Newsletter

- **Regular correspondence builds a community.**
- **Existing clients are your best source of new business.**
- **Newsletters constitute “networking” via the web!**
- **Think about why these individuals came to your site.**
  - Give them more of what they are interested in to tie them to your business.

# Blog

- **Blog becomes a “user community” where others interested in your product/service follow your site**
- **Your community helps you to create more content.**
- **Comments must be monitored for corrupting content.**

# Blog <sup>(2)</sup>

- **Blogs have many advantages over standard forum format.**
  - Easy to create and maintain.
  - Administrative support provided free through blog setup.
    - Wordpress provides support.
    - Wordpress is widely used and has a huge community of support professionals
  - Blogs are easily syndicated.
    - Similar to newsletters, except that users automatically get the information directly where they want to read it.
    - Users can also republish the content, extending the reach of your communication.
    - Syndication features automatically add new content to your site

# Site Search

- **Supplement to site navigation.**
- **Enables users to define their interest.**
- **Provides insight to what users are looking for.**
- **See Freefind as an example of site search tool.**
  - Google also provides site search utility (only for pages they have indexed).
  - Freefind is under your control.
  - Offered free with advertising included on results page.
  - Configurable.

# “Contact Us”

- **Page to provide alternative contact information.**
- **Principal means of contact should be included on every page if that is part of the activity you want to encourage.**
- **This page can include more information about your staff resources useful to your clientele.**

# “About Us”

- Describe your operations and personnel.
- Helps to establish a personal feeling to the relationship with your clients.
- Describe your service areas with terms that may help you in searches.

# Wordpress Configuration

- Review elements of dashboard
- Step through configuration options to illustrate
- Important plugins, recommended:
  - Akismet
  - All in One SEO Pack
  - Custom Post Type UI
  - Google XML Sitemaps
  - Custom Permalinks
  - .html on pages

# End of Presentation

## Questions?

**Don't forget to complete your class evaluation form  
and turn it in at the back of the class!**

**We need to clear the room promptly at 9:00 p.m. so the  
staff can go home. Thanks for your cooperation.**

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