Boost the marketing power of your web site

DigitalSolid

- Questions
- Analyze results
  - Google Analytics
  - Watch trends over time
  - Watch time on the site
  - Watch bounce rates
  - Count leads!
    - How did you learn about us?
    - Emails from Contact Us form
- You can afford a content management system (CMS)
  - Make additions to site easy
  - Many include search engine plug-ins
  - Wordpress works well
- Decide who will build the thing
  - Services make *do-it-yourself* (DIY) sites possible
    - One-click installation
      - Wordpress
      - Dreamhost.com
    - Subtopic
    - "Template site" services
      - Be sure you have your own domain name
  - If you outsource, use your *scope document!*
- Be Specific
  - Create a list of pages
    - Create a list of pages
    - Don't worry about their order
    - Post-Its can help you organize
    - Finalize: Call it your *scope document*
  - Identify who will be responsible for maintenance
    - Even before you figure our who builds or redesigns it!
    - Site "owner" need not spend more than 1 hour each month on changes
      - Web sites are not static
  - List the sites you like
    - Do not get hung up on appearances!
    - No need to reinvent the wheel
  - Be specific about what the site would and *would not* do
    - Focus on *calls to action*
    - Put in writing what your site will *not* do!
- Why should I care?
  - Your site should be the center of all communications
    - The Hamburger Helper Principle
      - Costs little and stretches everything!
    - *Digital ink* is cheap!
    - Changes are easy
- People go online to do work
  - Help people to find you!
    - Like politics, all search is "local"
    - Consider your home page the Google search engine results page
  - Tell them what you do
    - Hyperlinks aid in *information snacking*
    - Secondary pages can expand upon service summaries
  - Post news
  - Recruit new hires
  - Allow people to refer you
    - Your web page "footer" becomes your business card
    - How will bloggers in your area point to your site?
    - The web is becoming a conversation
- Forget about having a perfect site
  - Dazzling aesthetics are nice but not necessary
  - Focus on *functional design*
  - Act like Google
    - Many iterative changes
    - Consider your new site a beta version
    - Always think of your user