



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 WordTracker.
 - 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.





Choosing Your Domain Name

- **Is search engine ranking critical?**
 - If “Yes”, look for existing domain names
 - If “No”, create short, easily remembered name
- **Consider separate domain names for ranking and for email.**





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).

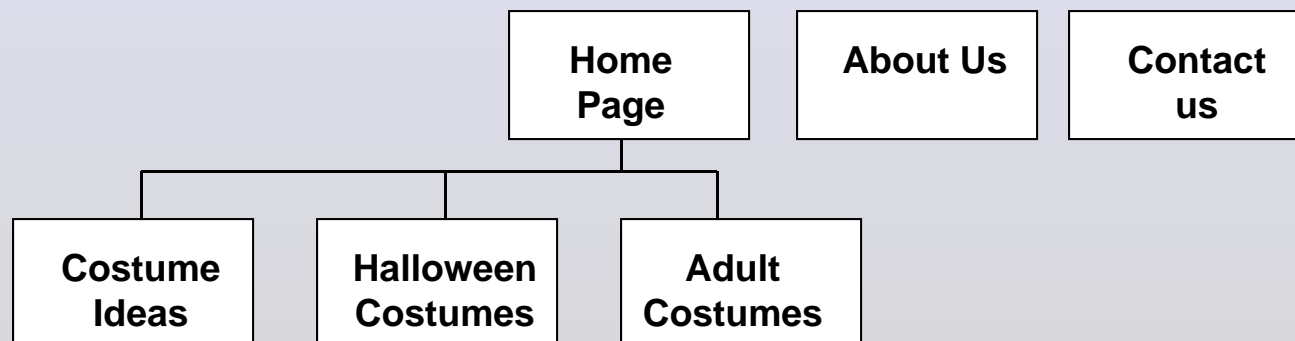
- **Diagram your site layout in a “tree” format.**
- **Establish a standard “template” for your pages.**
 - Header graphics.
 - Sets the image for the site without burdening load time.
 - Footer information.
 - Include your address to localize search.
 - Interior page layout.
 - Graphics to be included?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





Tree diagram

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





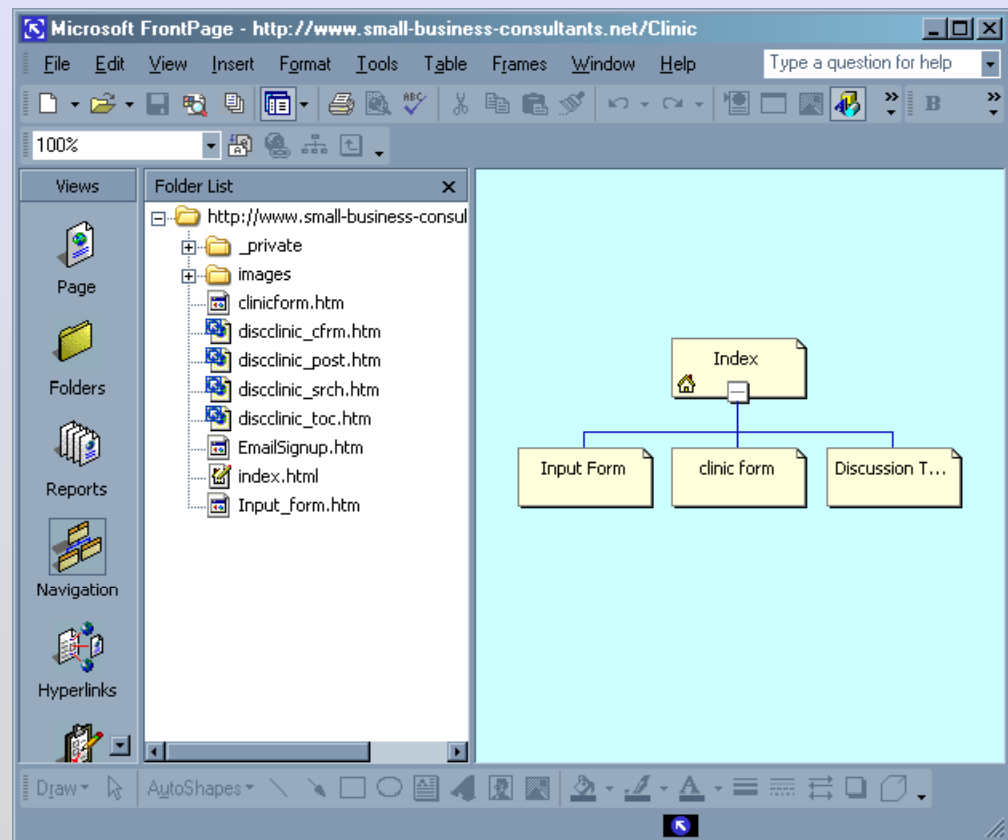
Creating the site.

- **Frontpage (defunct, look for Microsoft Expressions) is the simplest startup option.**
 - Note that specific support is required from the hosting company.
 - Support must be confirmed before committing to this approach.
- **Use of “include pages” to simplify update and to standardize appearance.**
- **Table structure background aids in defining layout of pages.**
- **Navigation bar setup.**
 - Frontpage supports automatic update of nav bars.
 - Creates some special conditions to be aware of in design.



Directory vs. Navigation Structure

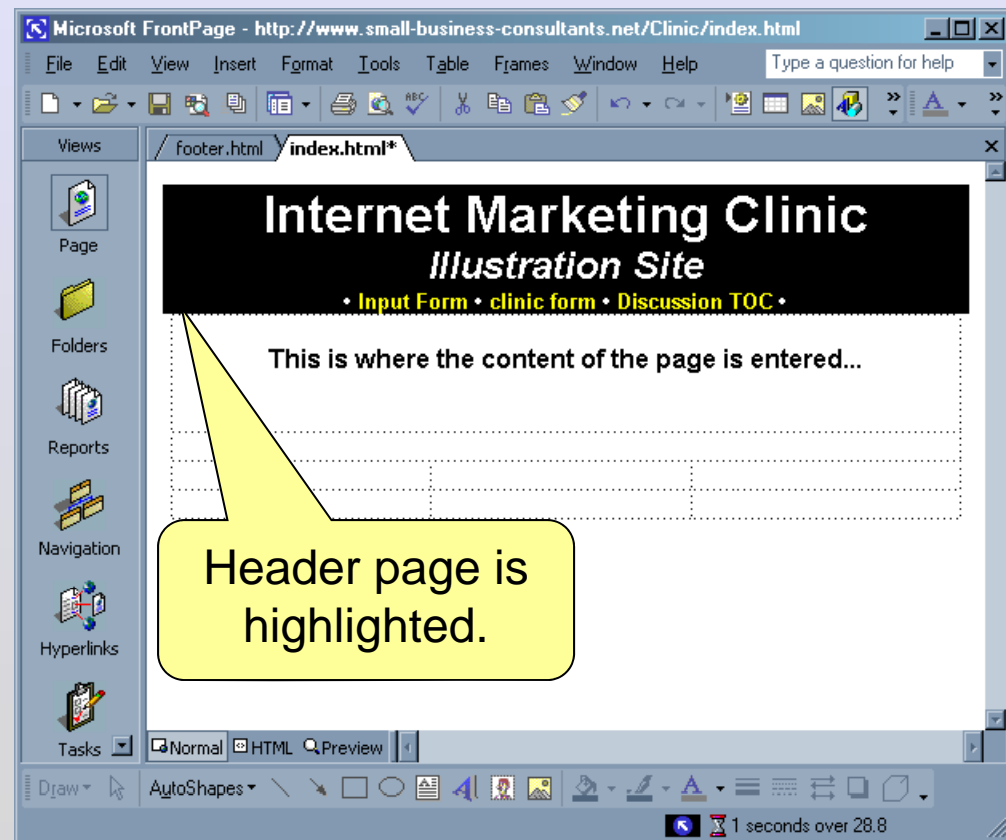
- Note the Directory structure on the left panel.
- Navigation structure in the right panel.





Included Page

- Note placement of “header” page include.
- Note basic navbar included on header page.
- Placement of footer bar on page follows same technique.





Elements to include in the site:

- Content pages focused on terms identified as keyword phrases.
- Site map (on site page, sitemap file or both)
- Contact us
- About Us
- Newsletter
- Forum/Blog
- Links pages
- 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.**
- **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.





Forum/Blog

- **Forum becomes a “user community” where others interested in your product/service contribute ideas to the site.**
- **Your community helps you to create more content.**
- **Forums must be monitored for corrupting content.**





Forum/Blog (2)

- **Blogs have many advantages over standard forum format.**
 - Easily updated from anywhere.
 - Easy to create and maintain.
 - Administrative support provided free through blog setup.
 - Blogger.com provides support.
 - Blogger.com belongs to Google, highly likely to have content indexed by Google.
 - 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.





Links Pages

- **Links are still extremely important to ranking.**
- **Google is making changes to how they treat links from other sites.**
- **MSN & Yahoo have not made similar changes to their link treatment.**





Links (Google)

- **More intensive scrutiny of significance of links.**
- **Many prior links will not be acknowledged by Google.**
- **Excessive links can engender penalties from Google in rankings results.**
- **Links to environments that Google discriminates against can hurt you!**





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.**



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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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