Carr Communications Inc.

Writing ❖ Editing ❖ Web Development

Is the Web Working for You?

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Starting Points

- Having a website is not enough
- A bad website could be worse than no website
- The real goal: making the web work for you
  - Making you money
  - Saving you money
  - Drawing attention to your business
- Not just about your website
  - Email, directory listings, social media

What We Will Cover

- Leveraging your online identity and website
- What NOT to do
- How visitors find your site
  - How you can help
- Understanding email pitfalls and trade-offs

About Me

- Small / midsize business I.T. columnist for Forbes.com
- Former Technology Editor, Internet World Magazine, Baseline Magazine
- Case studies on Google, MySpace, Yahoo, and Second Life, as well as corporate subjects
- Web consultant to small businesses, non-profits, political campaigns

About You

- Do you already have a website?
- Is it working for you?
- Do you use Facebook and Twitter? Do you find them fun or bewildering?
- Do you advertise online?
- Are you doing email marketing? Using a tool like Constant Contact or just Outlook?
- What are your burning questions?

Establish an Online Identity

- Register a domain. Make sure YOU have control, not a consultant, friend or volunteer
- Use your business domain for all business email. No more hotstuff123@hotmail.com
- If you use Facebook, set a username like facebook.com/davidfcarr/
- Consider a separate Facebook business page
- Take passwords seriously to prevent hijacking

Why You Need a Website

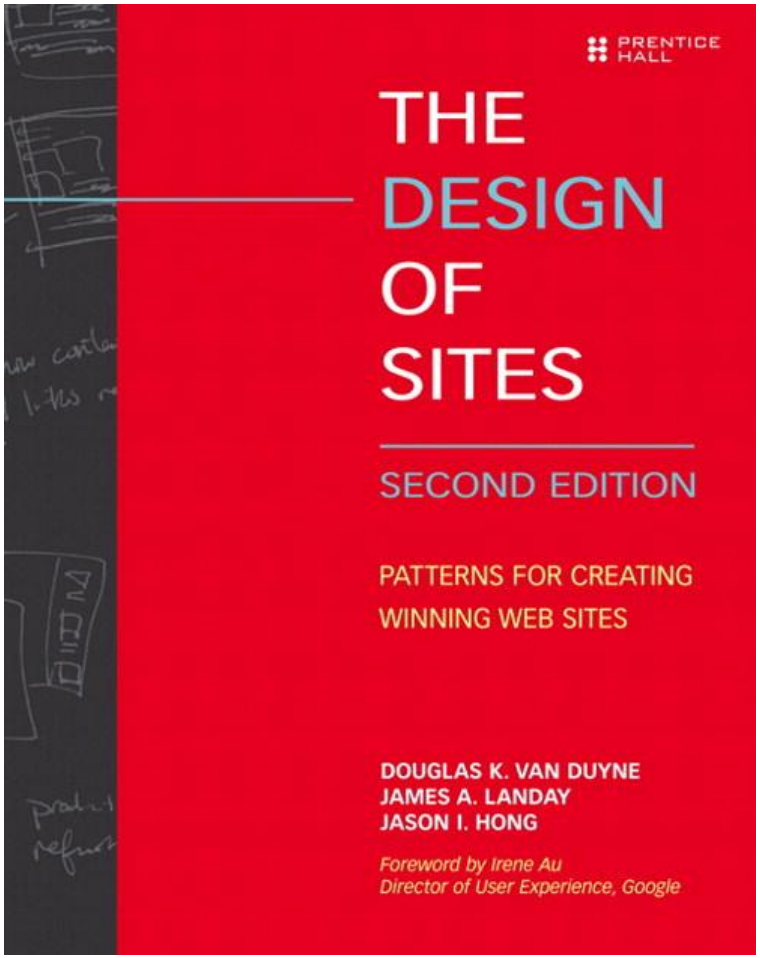
- If it's not in Google, it must not exist
- Extends the value of print advertising
- Destination for online advertising links
- Generate leads
- Close sales online

Website Challenges

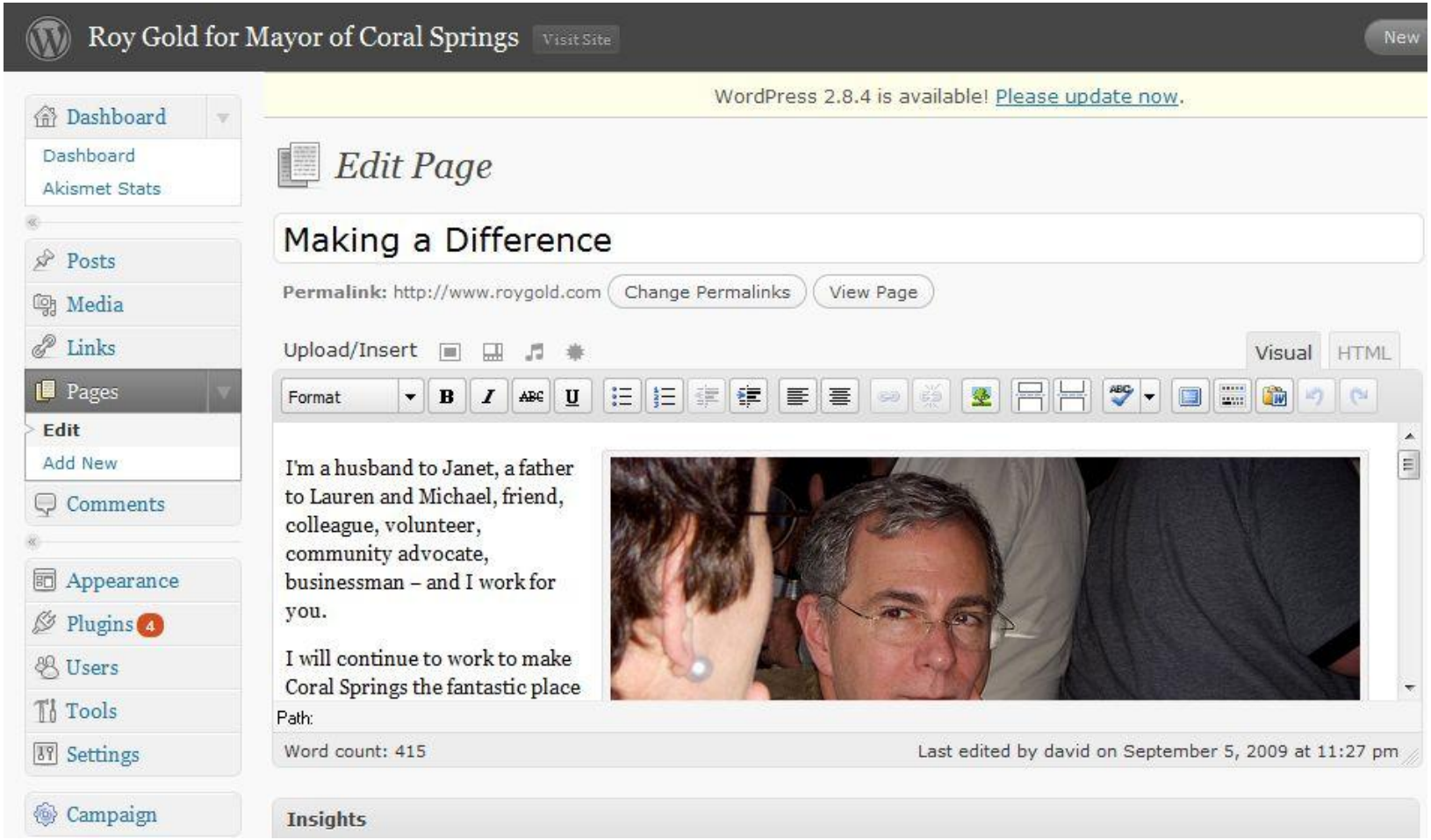
- Make it look good
- Make it work right
- Make it easy to update
- Make sure you actually ***do*** update it
- Make it say something interesting
- Make someone care enough to link to it
- Make money with it

Steal from the Best

- A Site Genres
- B Creating a Navigation Framework
- C Creating a Powerful Homepage
- D Writing & Managing Content
- E Building Trust & Credibility
- F Basic E-Commerce
- G Advanced E-Commerce
- H Helping Customers Complete Tasks
- I Designing Effective Page Layouts
- J Making Site Search Fast & Relevant
- K Making Navigation Easy
- L Speeding Up Your Site
- M The Mobile Web



Make it easy to update



Blogging

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August 22, 2009

Website Launch: PYS Associates, LLC

Filed under: Site Launch, Web Development — david @ 2:52 pm

The website of PYS Associates, LLC, is a good example of building a website around existing graphics. In this case, our client is a specialist in consulting with firms doing business in China and other Asian countries. He already had a nice logo and a watermark graphic that he used for print materials. We adapted them for use on the web and built the rest of the design (particularly in terms of color choices) around those elements. So we're helping his address his needs for web-based promotion, while helping keep his branding consistent across online and offline media.

See it at http://www.pysassociates.com/

Share:

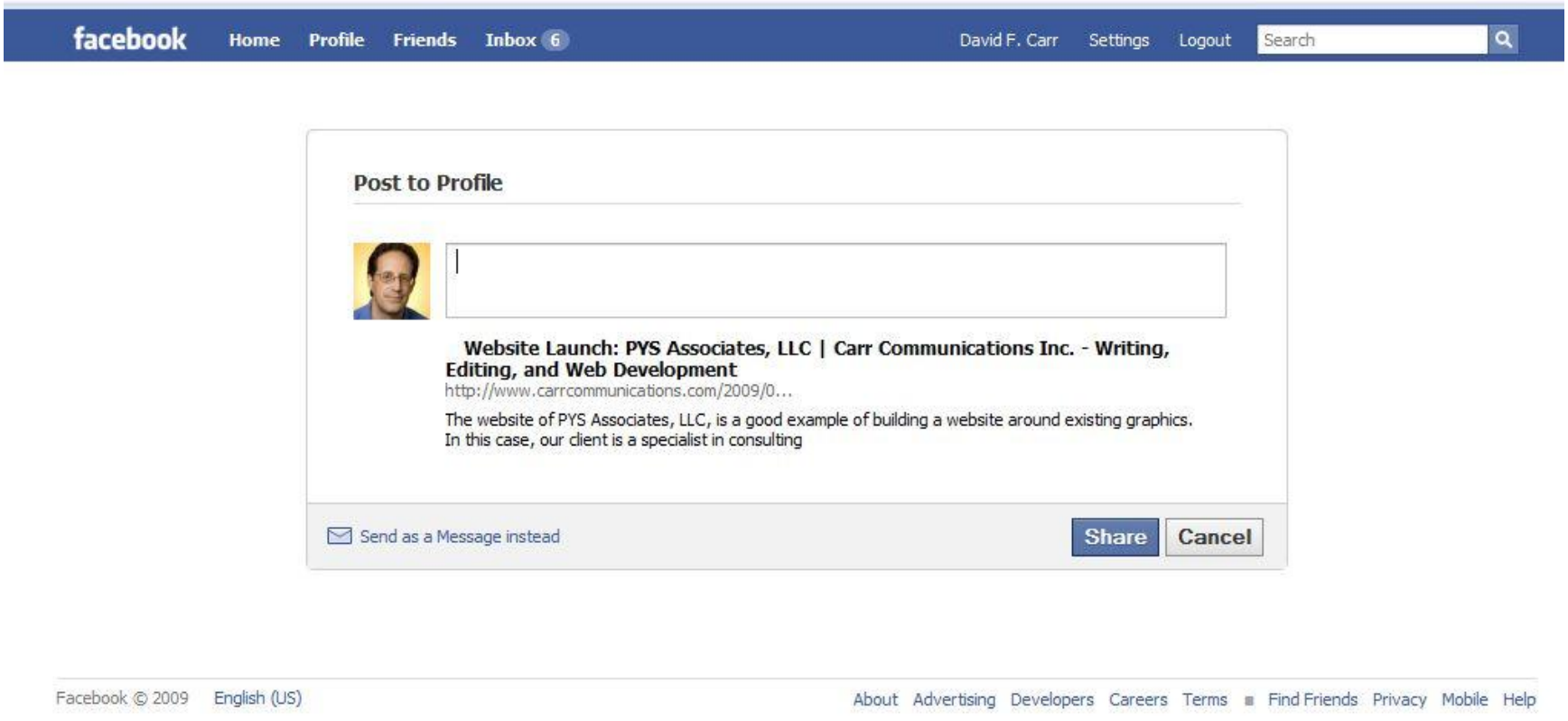
Comments (1)

1 Comment »

1. I love it!

   Comment by Philip Shen — August 23, 2009 @ 10:02 am

Cross-Posting



Maximize Free Resources

- Free blogging platforms and software
- YouTube – free bandwidth, free tools for publishing video.
  - Embed video code in your site or blog
  - Include a link to your website in YouTube posting
- Flickr – free photo galleries, photo hosting
- Google Apps – Gmail and collaboration tools, can be linked to your domain

Websites Backfire When They …

… are forgotten

… are irrelevant

… are obviously outdated

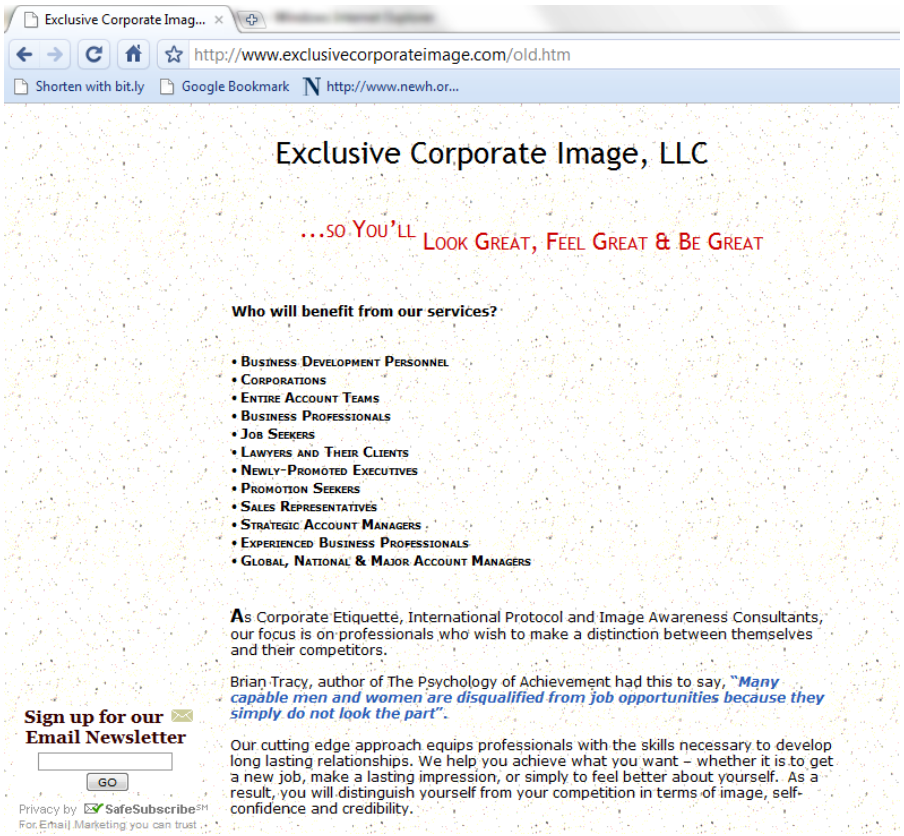
… don’t display properly in common browsers

… are ugly in any browser (or out of fashion)

… break their promises

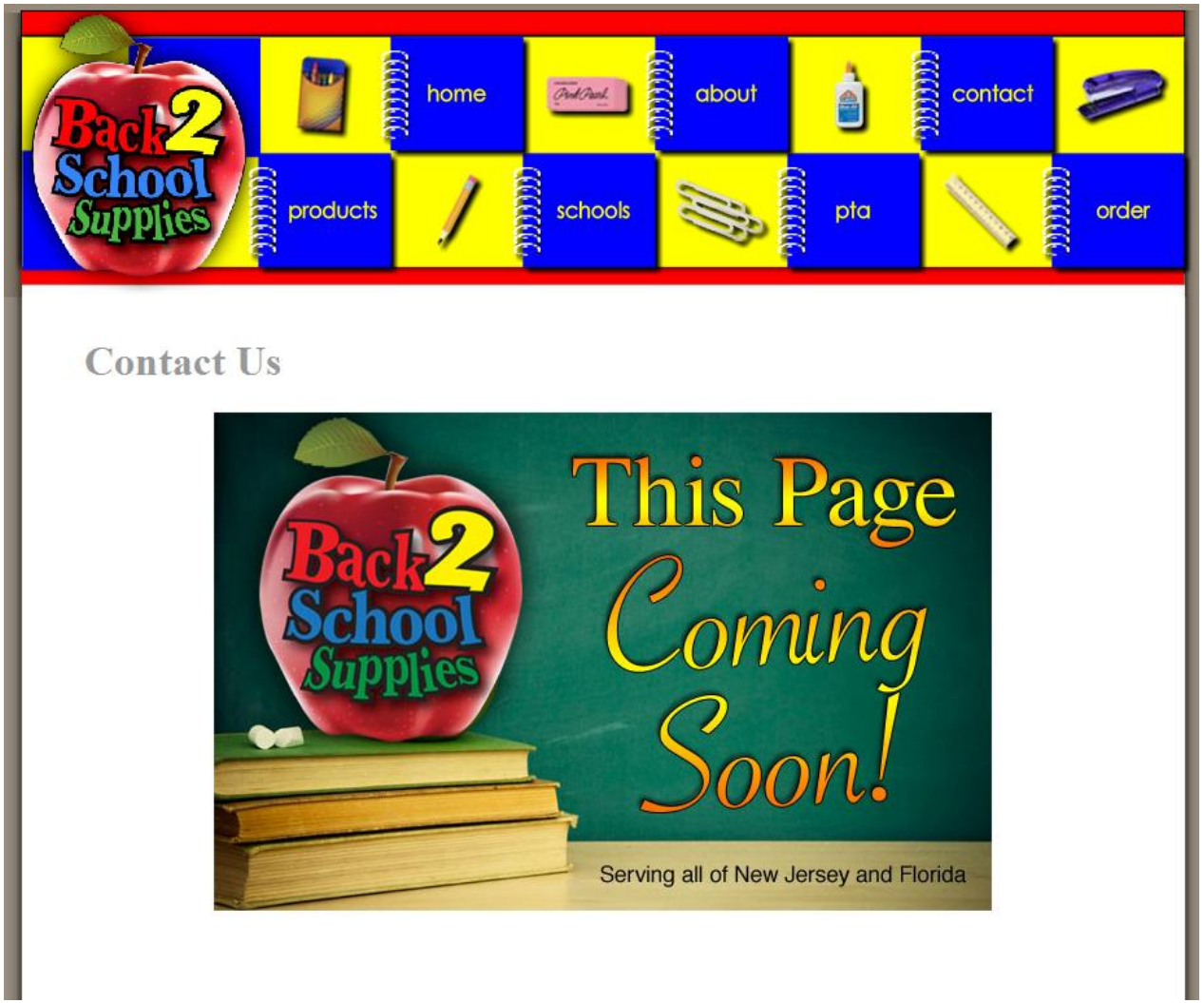
Which One Knows There Is an Election Coming?

Image Problems

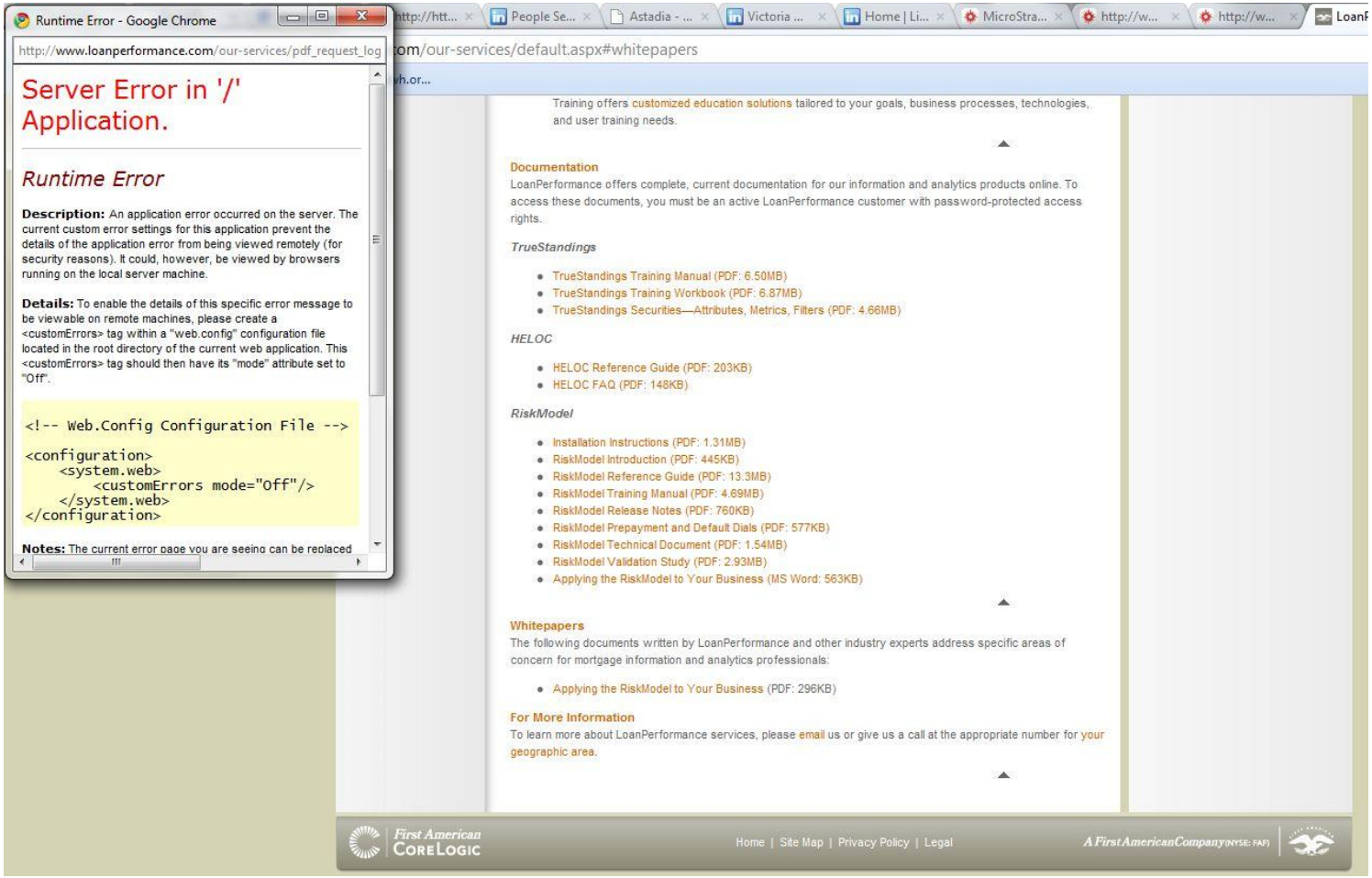


Where Is That Promised Special?

“Under Construction”



Unforced Errors



How Visitors Find Your Website

- Your website turns up in search results
- Visitor follows a link from an online article, blog, or social media post
- Your email marketing campaign hooks them in
- You run an effective online ad
- Visitor types in address from your business card, brochure, or newspaper ad

How Google Works

- Indexes the bulk of the web
- Analyzes headlines and navigation schemes to divine organization and meaning
- Analyzes links, keywords in links, relationships between pages
- Scores links to a page site or page as “votes”
- Filters out spam and fraudulent links

How to SEO

- Know your keywords
- Create keyword-rich content
- Create content others will want to link to
- Share links generously
- Measure results
- Adjust as necessary

Social Media

- Use Twitter, Facebook, LinkedIn to share links
- Ask your friends and extended network to share those links with other friends
- Use a URL shortener such as tinyurl.com or bit.ly to fit links in Twitter 140-character limit
- Monitor rapid changes in this medium
- Beware business / personal overlap

Google AdWords

Advertising

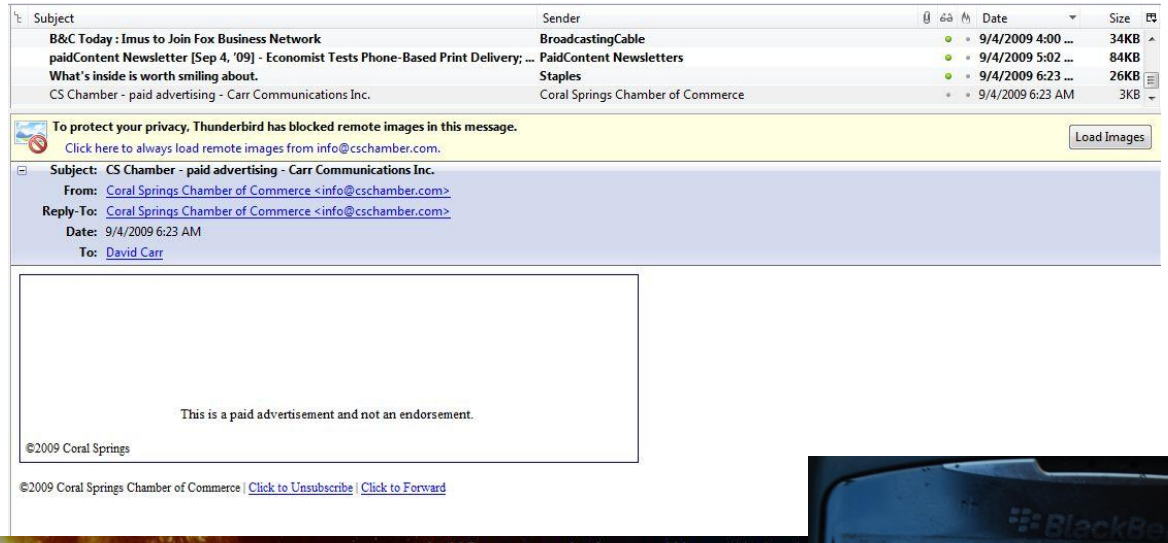
- Online advertising targeting can be effective
- Users see ads for products and services they are most likely to be interested in
- Google infers interest from keyword searches
- Facebook has the advantage of user profiles – users explicitly describe their interests
- Drive traffic to a web “landing page”

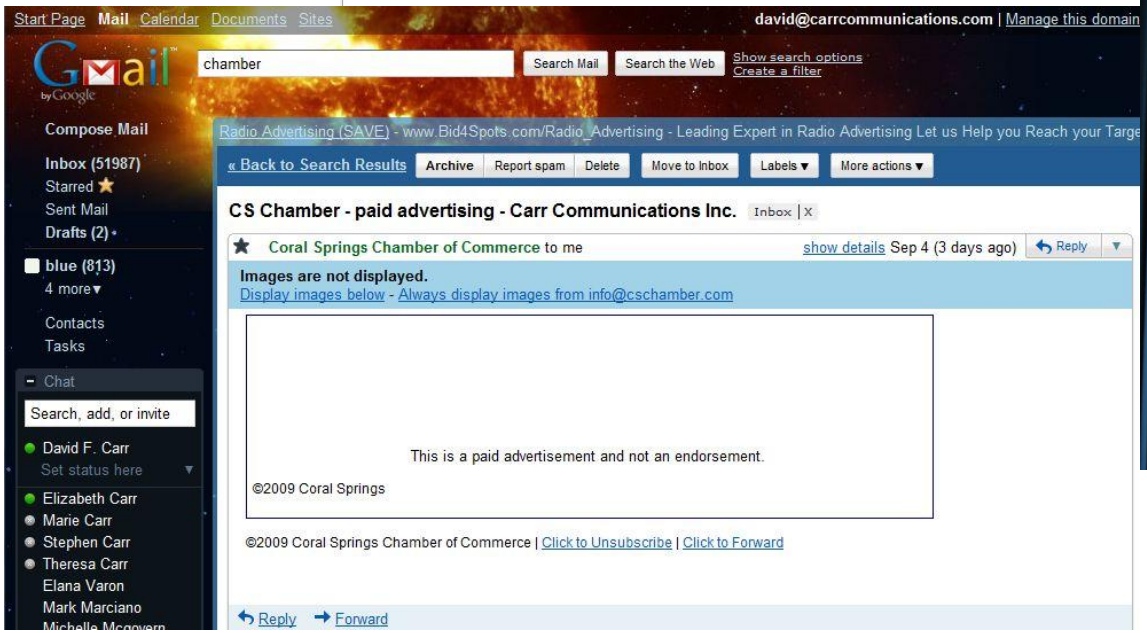
Who Are You?

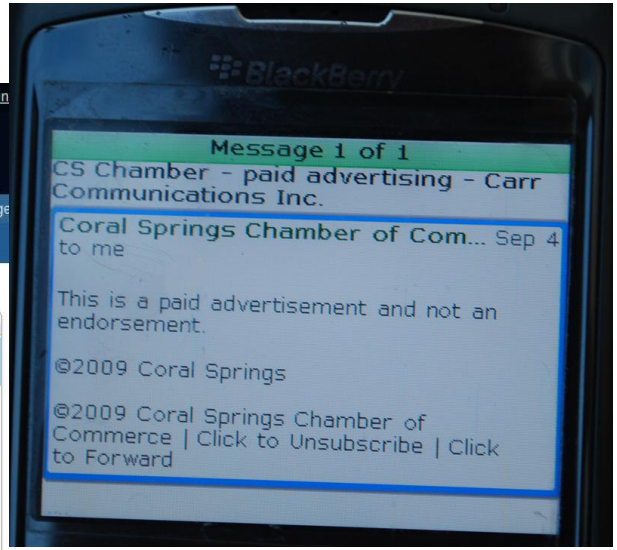
Subject	Sender	Date	S...
South Caucasus - another powder keg	**Worldsecuritynetwork**	**5/17/2006 1:...**	**14KB**
Martin Kiar who was endorsed by the Bro...	**Martin Kiar**	**5/17/2006 1:...**	**542KB**
Martin Kiar who was endorsed by the Broward C...	Martin Kiar	5/17/2006 1:52...	542KB
Treo 700p Goes Back to Palm OS Roots; Ho...	**eWEEK's Product Update**	**5/17/2006 1:...**	**29KB**
New Thermal Imaging System Boasts Adv...	**eMediaWire Newswire**	**5/17/2006 2:...**	**11KB**
SunRocket - Retail Packaged - Internet Ph...	**Wireless Dealer Magazine**	**5/17/2006 2:...**	**7KB**
And we're off!	**Jennifer O'Malley**	**5/17/2006 2:...**	**11KB**
Bebo Wins People's Voice Award as Best S...	**eMediaWire Newswire**	**5/17/2006 3:...**	**9KB**
OMG Special Events at the June Boston Technical...	Dana Morris	5/17/2006 3:06...	15KB

- From: Jennifer O'Malley *Who??*
- Subject: And we're off! *What's off to where?*

Missing Messages







Images Optional

Identify Yourself, Your Purpose

Instead of:

- From: bowser123@aol.com
  Subject: about tomorrow

More like:

- From: John Bowden for Mayor
  <john@johnbowdenformayor.com>
  Subject: Campaign Kickoff Planning Meeting Tuesday

Key Points

- Leverage your online identity and website
  - Multi-front campaign across website, social media
- What NOT to do
  - Outdated content, broken functions
- How visitors find your site
  - Draw them in with keywords and links; maybe ads
- Understanding email pitfalls and trade-offs
  - From and Subject lines, judicious use of images

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Back Up Slides

Where to Go For Help

- Interactive agencies with teams of programmers and designers
- Lone consultants, designers, developers
- Search engine optimization consultants
- Social media consultants
- Amazon.com, the library, self-help articles on the web (study up!)
- Bid out jobs online, possibly off-shore

Roles

- Domain registrar – company like GoDaddy authorized to sell you rights to a domain
- Registrant – legal owner of domain (**you!**)
- Domain account owner – has the password to make changes (you or **trusted** designee)
- Web host – operates web servers, networks, provides technical support
- Web developer – creates, configures website

Types of Web Hosting

- Shared – many websites on a server
- Dedicated – you get your own server(s)
- Cloud Hosting – hosting on a cluster of servers

Alternatives:

- Packaged, template-driven services like Yahoo Small Business, Intuit Websites
- Blog hosting – WordPress.com (free if you don’t mind ads), Blogger (free, ad supported)