

Create a Website for Fun, Profit & Business!

ZOOM controls

Mute Audio & Video (click black bar), **Ask Question, Chat** type question or, **Unmute Microphone**

Audio or Video Problems: refresh browser, end meeting & rejoin meeting

Part 1. Website Design Essentials

1. Determine Your Site's Requirements

- **Google** other similar sites – determine what you like and dislike, and want to include in your site. List all requirements and include ad-ons such as shopping carts, newsletters etc.
- **Layout your site on paper**
- **Write text/content** for each page using a word processor, then copy/paste to site
- **Gather Photos, Audio, Videos.** Don't shoot into the light

2. Choose Your Domain & Web Host

- Determine Desired Domain
- Web Hosting Features – Affordable, up-time guarantees, robust web design tool, tech support
- **Top Hosting Sites:** HostGator, A2, 1&1 IONOS, DreamHost, HostWinds, Liquidweb, Cloud Ways, ACCU Webhost, WP Engine

3. Create a Website Quick Cheap & Easy!

- Create a business website fast with the **IONOS** design tool
- **www.ionos.com** then top of screen click **Websites**, scroll down & choose **Website Builder**, then choose see plans. Create account, choose domain name. Customize Your Site.
- IONOS Overview

Break (10 minutes)

4. Website Design Considerations

- **#1 Tip for Website Design:** Make Your Site Easy to Use!
How to make it easy to use, Don't Make Me _____
(Eliminate user questions: *get it, without thinking what is it, what does it do, how do I do it*)
- **Theme:** Single themed, don't offer everything, focus on a single subject
- **Content:** Value, no useless content, up to date, motivate user to take action
- **Design:** Well organized, eye appeal, Keep it Simple, easy to use, no annoying distractions
- **Readability:** Easy to read, Arial 11 or 12 pt, B&W text. Don't use italics, reverse type
- A person scans looking for eye catching phrases, words or links. Show what is important and make it clickable. Omit needless words and sentences. No **Happy Talk**, no long **Instructions**.
- **Mobile Friendly:** Use larger text and buttons, space between hyperlinks, simple design, use graphics & banners for Calls to Action.

Google's Mobile Friendly Test Tool: <https://search.google.com/test/mobile-friendly>

Part 2. The Very Best Website Strategies

5. Search Engine Optimization (SEO)

- It is all about Search. Google Panda wants **Value Content** that people are searching for, **Inbound Links** from **Top Quality Authority Sites**, not to be **Confused**, focus on 1 subject.
- *#1 Theme in a successful site: It's not about you! Customer: What's in it for me?*
- *#1 way to Affect Ranking: Get links to your site from Top Quality Authority sites.*
- **PRWeb.com** to get press releases to thousands of news agencies, blogs and social media.

6. Social Media Marketing

- **Facebook:** Most popular, broad market. Create profile that makes you the expert, write fun, informative keyword rich content. *Quality posts*, engage readers to like and share.
- **Twitter:** Younger audience, info groupies, posts up-to-date, 1 or 2 x a day.
- **Pinterest:** Industries where customers seek product photos. Eye candy photos, primarily for women, food, fashion, home décor, get re-pins of photo, need excellent photos. Use Pin It buttons on your website's product photos.
- **Instagram:** Visually centric like Pinterest. Overlaps with Twitter, more hip crowd.
- **Blogs:** Find blogs with relevant content to yours. 1-2 times a week. Don't sell, leave your URL.
- **YouTube:** Make a video to demo your product. At end, provide a link to your website.

7. Cutting Edge Social Media Marketing Tools

- **BuySellAds.com:** Cheap way to get prime placement of your ad on popular social media posts.
- Can simultaneously post on Facebook and Instagram
- **Friends Plus Me, HootSuite.com & Buffer.com:** Let you simultaneously post to several platforms, and schedule posts.

8. Final Thoughts

Best Design tips for Success:

Don't make me have to **Think, Keep it simple, It's Not about You**
Show them what's **Important** and make it **Clickable**

Kevin Boyd, M.B.A., M.S., a former Bell Labs engineer and Vice President of a market leading cardiology software company, teaches at over 40 colleges in the U.S. and Canada. He is the published author of five books, has appeared on TV, various radio shows, and was interviewed by *Bloomberg News* and the *Seattle Times* for his insights into online entrepreneurship. The primary objective for his writing, teaching and consulting, is to educate online sellers at all levels and equip them with the skills necessary for online entrepreneurial success.

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Appendix: *Layout Your Site on Paper*

