



# 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

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## **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**

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## Appendix: *Layout Your Site on Paper*

