

WEBSITE 101

Creating a website that delivers.

1. Introduction

- A well-done website can work for you while you sleep.

2. Before you start – Things to consider

- Know your purpose.** – What do you want your website to do? Are you going to be selling books? Do you just want to keep in touch with your readers? Your purpose will determine the elements you needed to make that happen.
- Know your message.** – What do you want your reader to take away from their experience on your website.
- Know your audience.** – Who are they? What do they need from you?
- Know yourself.** – How comfortable are YOU with technology and building a website. Is this something you can learn to do on your own, or should you hire it out?
- Know your budget.** – Know how much you are willing to spend. Most widgets are free and you can find free website themes, but both often have premium versions with just the service you are looking for. If you are hiring, know what to expect and budget for it.

3. Remember your brand – remember what we talked about this morning. This is where you will start using some of it.

- Color** – Colors have subconscious meanings. What color you pick determines the impression readers will have. (Oberlo.com image)
- Select fonts** – Keep it simple. Choose two fonts (1 sans serif and one serif) Display okay for logo.
- Logo design** – Fiverr, Canva, etc.
- Domain name** – keep it simple. If your name is easily misspelled, consider getting common alternative spelling and forward the site.

4. Write their story

- Inviting your reader into a story** - StoryBrand
- Make them the hero**
- Be their guide** – Show them mystorybrand.com – will help you come up with what they call the brand script... it is the story for your website. It will help you keep your reader as the hero in their story.

- d. **Your website needs to pass the 'grunt test.'**

5. Design elements

- a. **Clean design – white space**
- b. **Clarity beats cute and clever**
- c. **Email collector**
- d. **Use happy people pictures** – authentic, high quality
- e. **Break up text into small pieces** – use meaningful subheads to help break up the text.
- f. **Have a Junk Drawer** – keep your menu simple.
- g. **Tall pages** – They get 30% more conversion (CrazyEgg)
- h. **Have social proof** – reviews and awards

6. Stick to the standards (OrbitMedia.com)

- a. **Logo top left**
- b. **Horizontal navigation bar**
- c. **Search bar on top of page**
- d. **Social icons go on the bottom**

7. Technical stuff

- a. **Keep an eye on load times**
- b. **Make sure it is mobile friendly** - half of all Google searches (56%) take place on mobile.
- c. **SEO & Analytics** – They sound scary, but they are so critical. Once you learn about them, they make sense. Define.
 - i. **Search Engine Optimization** - Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. (Wikipedia)
 - ii. **Analytics** - Web **analytics** is the collection, reporting, and analysis of **website** data. The focus is on identifying measures based on your organizational and user goals and using the **website** data to determine the success or failure of those goals and to drive strategy and improve the user's experience. (Usability.gov)
 - iii. **Keywords** - **Keywords** are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to simple words and phrases, those are your primary **keywords**. (Moz.com)

This could be a class all on its own. This is just to introduce you to the idea and show you how important it is. Names to follow on YouTube... Neil Patel, Brian Dean, SemRush

8. SEO & Analytics Tools

- a. **Yoast (show)**
- b. **Google analytics (show)**
- c. **Ubersuggest (show)**

9. Things to remember

- a. **Update it monthly** - not talking blogs... talking design
- b. **Learn the legal requirements** – If you have customers in the EU, you need to familiarize yourself with the General Data Protection Regulation (GDPR)
- c. **A well-done website can work for you while you sleep.**
- d. **Find a website platform that you are comfortable with**
- e. **Have a clear and visible call to action**
- f. **Your website will never be done.**

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