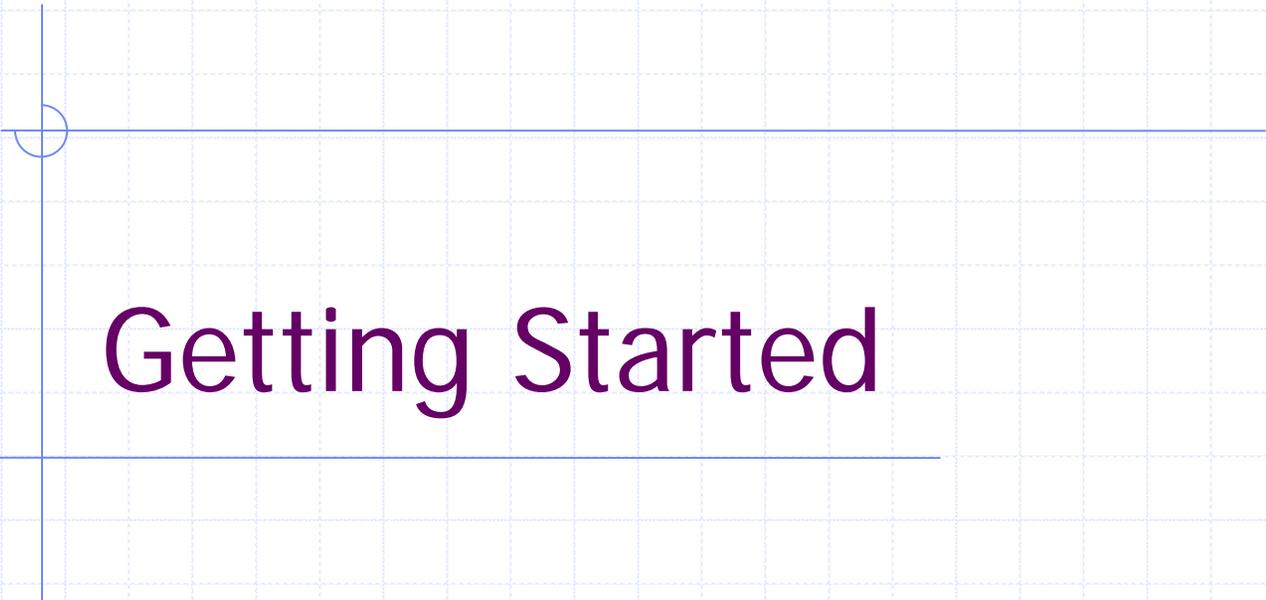




Your Website as a Marketing Tool

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Getting Started



Register Your Domain Name

- ◆ Pick something that people can associate with your company
- ◆ Pick something easy to remember
- ◆ NetworkSolutions.com, Register.com & Others
- ◆ Main choices .com .net .org
- ◆ New choices .cc .ws
- ◆ If name is taken, try adding a dash

Get Your Email Setup

- ◆ Nothing looks less professional than using an AOL address for your business
- ◆ Setup email addresses for all your staff
rlmartin@rlmartin.com
- ◆ Setup a general email address for your web site (e.g. info@yourdomain.com)
- ◆ Make sure your email address is on your business card and all other information you give out

Web Development Process

- ◆ Decide if you're going to do the site in-house or hire a web developer
- ◆ Make a list of what to include
- ◆ Develop an outline of the flow
- ◆ Design the Main Page and a template for the 2nd and 3rd level pages
- ◆ Collect necessary information
- ◆ Create pages and link together

Typical Builder Site

- ◆ Company Profile
- ◆ Building Philosophy
- ◆ Portfolio of Homes
- ◆ Homes/Sites Available
- ◆ Partners
- ◆ Related Sites
- ◆ Contact Us

Site Design Tips

- ◆ Ideally, main page and all links should be able to be viewed without scrolling
- ◆ Design for a screen size of 640x480
- ◆ Contact information on every page
- ◆ Pages need to load quickly
- ◆ Logical navigation is a must
- ◆ Don't use animated gimmicks

Site Design Tips

- ◆ Site should have a consistent look
- ◆ Include company name on every page
- ◆ Search & Site map for large sites
- ◆ Every graphic should have alternative text
- ◆ People should be able to find what they are looking for in three clicks

Designing for Maintenance

- ◆ Any thing that is repetitive should be saved as a separate file to include on your pages
- ◆ Some designs are easier to update than others

Site Organization

- ◆ Don't put all files in main folder
- ◆ Design folders so addresses to pages make sense and are as short as possible
(e.g. www.naseo.org/events/)
- ◆ Use the default file names for main pages in folders so you don't have to type the file name

Don'ts

- ◆ Don't put all your information on one page
- ◆ Don't fill front page with 100s of links
- ◆ Don't try to use every color in the rainbow
- ◆ Page Counters
- ◆ Under Construction
- ◆ Links that don't work
- ◆ Click here...
- ◆ Misspellings
- ◆ Hard to find contact info

What make a good web site?

- ◆ Offers value
- ◆ Professional
- ◆ Attractive
- ◆ Clean
- ◆ Quick-loading
- ◆ Easy to navigate
- ◆ Interactive
- ◆ Easy to find what your looking for
- ◆ Draws you in
- ◆ Engages you
- ◆ Considerate of the viewer

Web Styles

- ◆ Text
- ◆ Color Bar
- ◆ Graphic
- ◆ Flash

Web Site Promotion

“You can have the most beautiful web site and the best product, but if no one can find it, you are wasting your time and your money”

Promoting Your Web Site

- ◆ Direct Marketing
- ◆ Semi-Direct Marketing
- ◆ Indirect Marketing

Direct Marketing

- ◆ Put Web address on all your printed and promotional materials
 - Business cards
 - Stationary
 - Signature on all email
 - Vehicles
 - Signs
 - Exhibits
 - All printed promotional materials

Step 1:

Defining Your Objectives

- ◆ Most people skip this step
- ◆ Its as important as a business plan
- ◆ What do you expect to gain from having a web site?
 - Do you wish to provide information to your customers?
 - Do you wish to brand your company, creating a particular image?
 - Do you wish to sell a product or service?

Step 2:

Define Your Target Audience

- ◆ Who will benefit from coming to your web site?
- ◆ Write them down
- ◆ Don't put "General Public", be specific
- ◆ Write down at least 3 or 4
- ◆ My Target Audience

Step 3:

Research, Research,....

- ◆ Research other web sites that provide the same or similar services
- ◆ Forget that you have every heard of your product or service
- ◆ Write down 4-6 "keywords" or "keyword phrases" that you would use to type into a search engine
- ◆ Choosing the right "keywords" is critical

...and More Research

- ◆ Do people search for words using singular or plurals?
- ◆ Do people search for words in the past, present or future tense?
- ◆ Do most people search for words using adjectives?
- ◆ Do most people search for single or multiple words?
- ◆ Answers depend on age, education, region or topic

Step 4:

Know the Search Engines

- ◆ All search engines index differently
- ◆ They all vary in the time it takes to index a site
- ◆ There are companies that specialize in getting you listed in the top 10

Main Search Engines

◆ Alta Vista

◆ Excite

◆ Infoseek

◆ MSN

◆ HotBot

◆ Lycos

◆ Webcrawler

◆ Yahoo

Search Engine Preparation

- ◆ Make list of keywords that you think people would use to find you
- ◆ Write brief description
- ◆ Add meta tags to your site
- ◆ Some index text in Title
- ◆ Some require text on the front page

Step 5:

Search Engine Submission

- ◆ Use Free Submission Pages
- ◆ Go to Each Search Engine and submit
- ◆ Use one of the Submit to 500 for \$49.95

Search Engines

- ◆ **1st Goal:** They can easily find you when they know your name
- ◆ **2nd Goal:** They can find you if they are looking for you, but don't know your name
- ◆ **3rd Goal:** They can find you when they don't know you but are looking for what you do or sell

Step 6:

Setup Reciprocal Links

- ◆ Using Reciprocal links is as effective if not more effective than using search engines
- ◆ You need a links page on your site to reciprocate

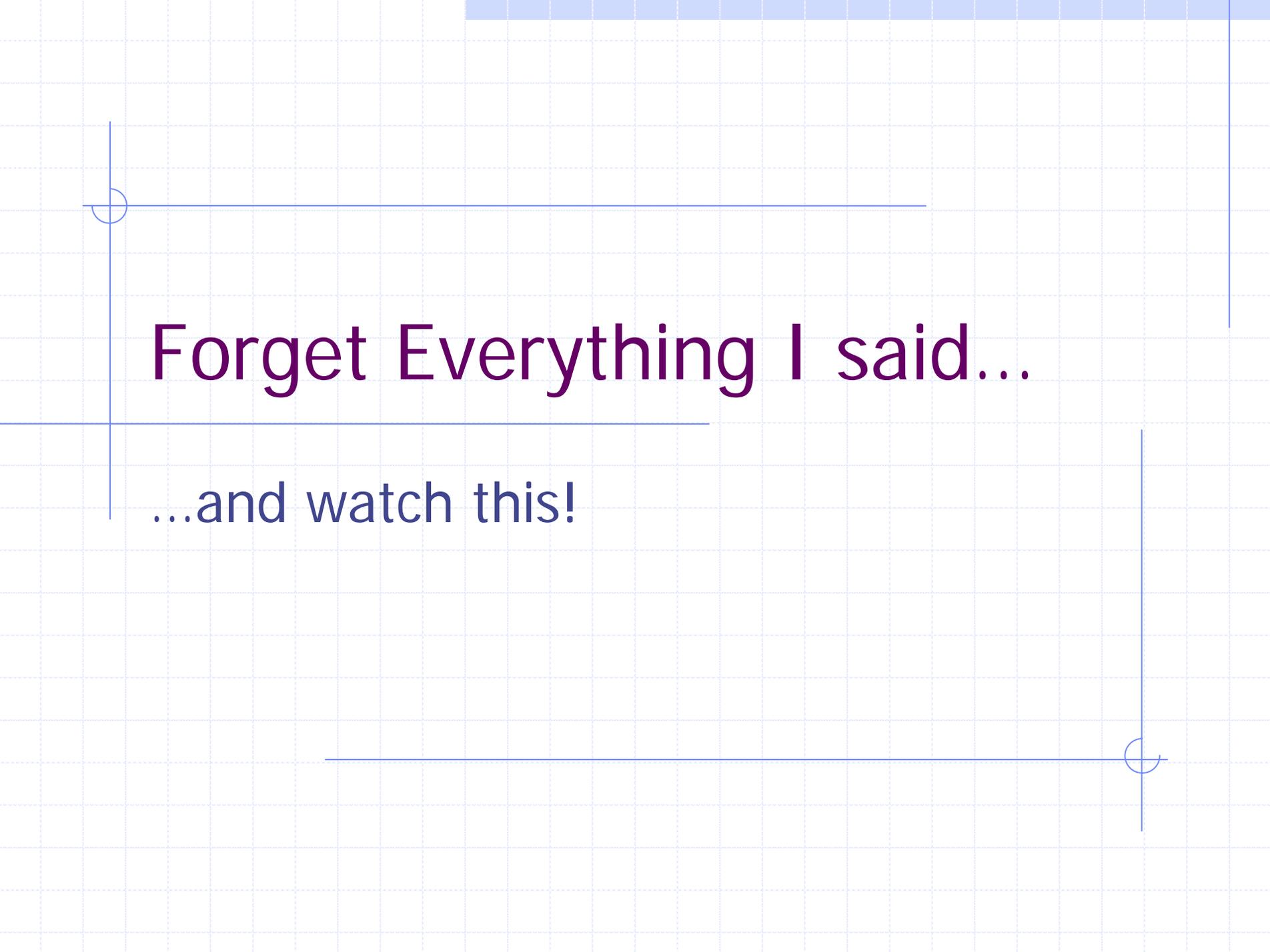
Step 7:

Tracking Your Marketing Efforts

- ◆ Create a leader page for each web site that is customized for that web site
- ◆ Track your visitors
 - Detailed access reports
 - How many and what pages
- ◆ Leader pages allow you to see where people came to you from

Summary

- ◆ Define your objectives
- ◆ Define your target audience
- ◆ Research, research and more research
- ◆ Know the search Engines
- ◆ Submit your site to the search engines
- ◆ Setup reciprocal links
- ◆ Track your marketing efforts



Forget Everything I said...

...and watch this!