Take Control of Your Website

Why your website is an important
ASSET....

CREDIBILITY   CONTROL   REACH   24/7 ACCESIBILITY

Your website should be your

HUB

Website Building Options

Do-it-Yourself – Website Builders
- $8 to $50 per month
- Average $300 per year

Do-it-with-Assistance
- $500 - $5,000 for Design
- $2000 Average
- $10 to $100 per month for Hosting

Do-it-for-Me
- $2500 to $10,000 for Design
- $50 to $150 per month hosting
- $100 per hour for updates/changes
- Or $100 to $500 per month flat fee for updates

Best Website Builders

www.Wix.com – Best all around. Most tools, and options.

www.Squarespace.com – Best design orientated. Most flexibility in design.

www.weebly.com or Godaddy.com Easiest to Use. Not as flexible as others. For the super newbie.

www.shopify.com – Best for ecommerce with over 25 items.

www.Wordpress.org : Most Flexible but biggest learning curve. Best for more experienced or large complicated websites

Questions to ask a Website Designer

❖ What live sites have you designed?

❖ Have you worked with my industry previously?

❖ How much and how do you charge?

❖ Who will be working on my site. Who is my point of contact?

❖ How many reviews and edits am allowed in the initial cost

❖ Will I have full editing control of the Site?

❖ What Content Management System do you use (WordPress is most universal and common)

❖ What is the Timeline?

❖ What assets do you need– Logos, Photos, etc

❖ Who will write the content. IF it is you will they edit for tone and voice. How will you supply the content.

❖ How do you approach Search Engine Optimization. If they can't or won't explain, RUN. It is not difficult

❖ Will you train me on the CMS

❖ Will you use Google Analytics. Will I have access

❖ Will I have ownership and full access to the Website, Host, domain name registrar and analytics?

GET YOUR PLAN TOGETHER

Whether you are going DIY or having it built for you.. Take ownership of the content.

What sites do you like?

What do you Hate?

Color

Organization

Layout

Content

Voice

BUSINESS & COMMUNITY
EDUCATION

AMERICA'S
SBDC
IOWA

NEBRASKA
ENTERPRISE FUND

What is the Purpose of the website?

Promotional

Educational | Informational

To Sell

Motivational

Functional

Engagement

Entertainment

What is the Goal of the website?

Increase Sales

Become an Expert

Improve Engagement/Interaction

Build Your Brand

Increase Leads

Define your Audience

Who is visiting

What are they interested in

What are they looking for

What do they need

What are their pain points

What is there first question(s)

Define your Advantage

What makes you different

What are your benefits (features are boring)

What could make your site experience different/better

What problems are you solving (on your site and with your product or service)

Compose Your
Elevator Pitch

Home Page should have a short concise statement about your business ABOVE the fold
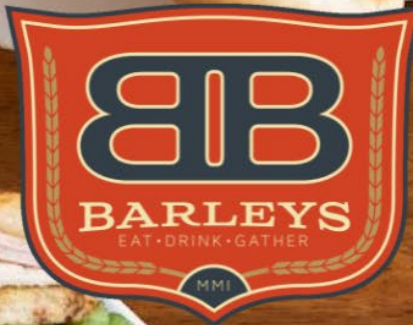
Use Main Keywords

Tell visitors who you are and what you can do for them. Solve their pain!

Ready to level up your digital presence?

We're Boomerang, a digital studio in Manchester that combines marketing and technical expertise to help brands realise their full potential online.

BARLEYS
EAT · DRINK · GATHER
MMI

ORDER NOW

Barley's in Council Bluffs

The best food and craft beer on the historic 100 Block in Council Bluffs.

UU
BUSINESS & COMMUNITY
EDUCATION

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SBDC
IOWA

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ENTERPRISE FUND

What pages do you Need

Start with the basic pages

Home, About, Products, Store, Contact Us

Consider Major keywords as separate pages

Major Product or Service categories should be separate pages

Consider Structure – Main Menu and Drop downs

Begin organizing and creating Content

- Choose Template
- Draw out or wireframe
- Fill in the blanks
- Keep each page focused
- Keep keywords in mind
- Create footer content
- Consider Photos, Color Schemes and Logo Design
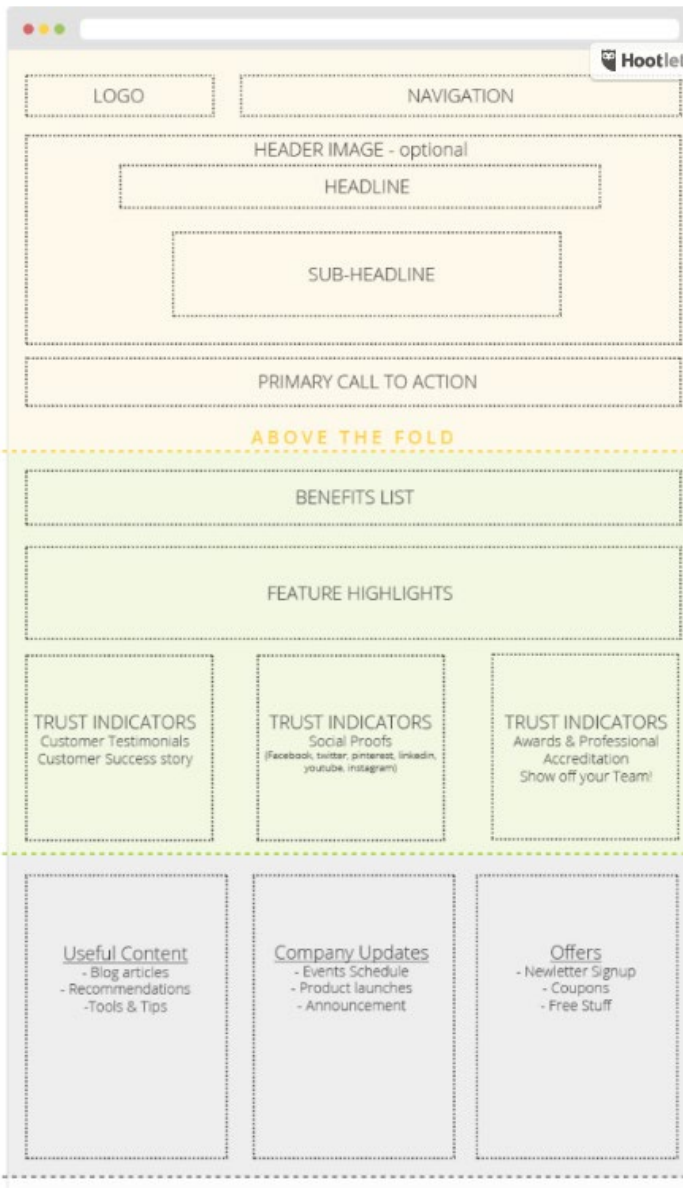
Click to enlarge image

Website Content Workbook

https://tinyurl.com/3epbyu25

OPTIMIZE YOUR CONTENT

SEO USED to be about clever tricks to get a website or content to rank in google

NOW we solve for the SEARCHER – not the search engine

Happy Humans = Happy Google

Happy Google = Better Rankings

Basic (very) SEO

Keywords: Meta Titles, Meta Descriptions, Headlines

Relevant Useful Content

Fast Websites

Clear, well designed sites

Mobile Friendly sites

TOP TOOLS/RESOURCES

IMAGE EDITORS

Pixlr - A free online image editor. Enables to fix, adjust, and filter images in a browser.

Adobe Express – Create graphics, collages, flyers, videos and animations that look professional in just a few taps.

Canva – makes design simple for everyone. Create designs for Web or print: blog graphics, presentations, Facebook covers, flyers, posters, invitations and so much more. (Free and Premium)

IMAGE COMPRESSORS

Save bandwidth and accelerate your site's performance with these powerful free tools

www.compressjpg.com

www.compresspng.com

www.compressnow.com

www.kraken.io/web-interface

CROWDSOURCING DESIGNS

www.99designs.com - The largest marketplace for custom graphic **design** online.

www.crowdspring.com - is an online marketplace for crowdsourced creative services.

www.fiverr.com- Fiverr is the world's largest marketplace for digital services. Get logo design, marketing services, whiteboards and more,

fiverr®

CHOOSING COLOR SCHEMES

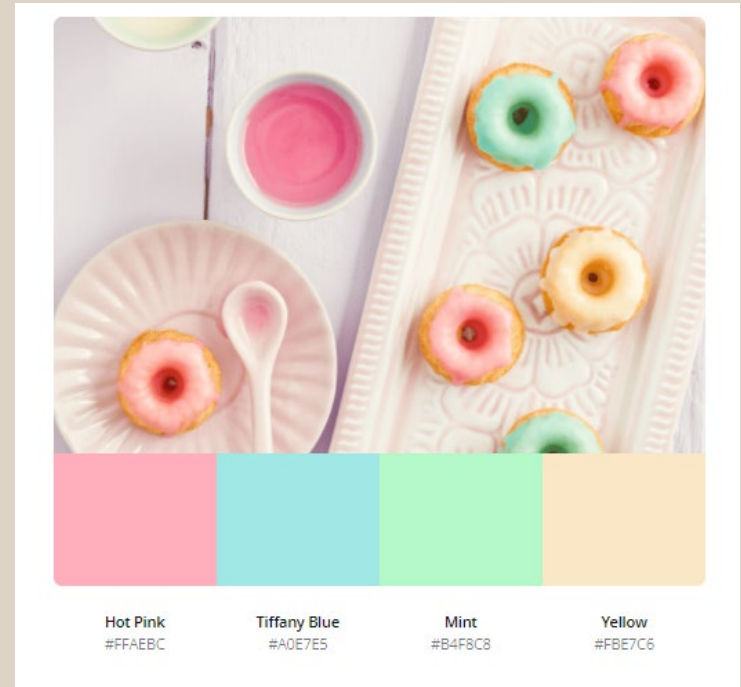http://www.websitebuilderexpert.com/how-to-choose-color-for-your-website/ - Great resource on how to choose color schemes for websites

Coolors – Color scheme generator

Canva Color Palette Generator

Chrome Extension – Eye Dropper

| Hot Pink | Tiffany Blue | Mint | Yellow |
| #FFAEBC | #A0E7E5 | #B4F8C8 | #FBE7C6 |

FREE IMAGES

www.unsplash.com

www.pexels.com

www.stocksnap.io

www.pixabay.com

Creative commons –via google image search -

Negative Space

Death to the Stock Photo

Picjumbo

Kaboompics

ATTRIBUTIONS

Piggy bank Icon made by Freepik from www.flaticon.com

Clock Icon: By Pau Giner (Own work)Wikimedia Commons

Search Icon: By Derferman (Own work) [Public domain], via Wikimedia Commons

Dollar Icon: Karen Arnold/ www ✉

Zuckerburg: By Annika Laas (Own work) [CC BY-SA 4.0 (http://creativecommons.org/licenses/by-sa/4.0)], via Wikimedia Commons

WRITING TOOLS

WWW.GRAMMARLY.COM – A better grammar & spell checker

WWW.HEMMINGWAY.COM – Analyzes your writing for wordiness, etc

Cliché Finder – Combs through your content in search of cliches.

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