



Is Your Website Working As Hard As You Are?

by
Jenny Guy

Short Description of the Presentation:

Nearly every business has a website.....but is it working? By working we mean is it educating your customers and/or producing sales. This presentation will cover seven tips for creating a very effective website that will be the foundation stone for profit growth for years to come.

Seven (7) Tips for Improving Your Website

#1 - Know Your Customers

- Who is your typical customer?
- Demographics of your desired customer
- What are your customers looking for?

#2 – Plan Your Site and Work Your Plan

- “Message” – What do you want your customers to know about your company (using blogs, testimonials, articles, etc.)
- What “function” do you want your website to perform (customer service, record keeping, showcase projects, etc.)
- Product heavy, service heavy and easy to use

#3 – Content Rules!

- Short is better (use bullets, heading and tag lines, etc.)
- First 10 seconds on website are critical or the customer will leave

#4 – Web and Social Friendliness

- Optimization – Making your site easy to find by search engines and social media
- SEO and SMO best practices
- How SEO works
- Social Media optimization
- Designing for devices (iPad, phones, tablets, computers, etc.)
- Sight navigation
- Analytics – Measuring your sites performance and effectiveness

#5 – Know Your Team

- Web developer
- Web designer
- Web content writer

#6 – Don’t Forget the Budget

- Initial budget and maintenance budget

#7 – The End Is Just the Beginning