

Planning Your Website

What you need to know to create
a successful website.

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DEFINE SUCCESSFUL

Set up some targets

Who is your audience?

- Expected site visitors...Who are they?
 - Current customers
 - Prospective customers
 - Information-seekers
 - The competition?

Who is your audience?

- What do they want?
 - What would a site visitor expect to see when they came to your site?
 - What materials would they be looking for when they entered your site?
 - Why did they come to your site?

Give them what they want!

- Product information.
- Company information.
- Warranty information.
- Shipping information.
- Logo shop? eCommerce?
- Anything else (kitchen sink)!

Content is King

- Information, information, information!
- Less is less; more is better!
- Attempt to answer all your customer's questions before they call you on the phone.
- Copyright: Make your own info. Don't "borrow" from other sites, sources.

Site Organization

- Make it easy to get to the most common information sought by site visitors.
- Logical layout, organization, flow.
- Don't put flashy geegaws between site visitors and the information they seek.
- Substance over style.

Flowchart Your Site

- Plan the sections of your site, visualizing the paths taken by your target site visitor.
- Start with your home page at the top, major site sections at the next level, and so forth.

eCommerce?

- Things to consider:
 - Secure ordering
 - Fulfillment
 - Standalone store?
 - Yahoo store?
 - CafePress store?

If I Build It, Will They Come?

- Should you do-it-yourself?
 - Cheaper, total control.
- Should you hire a professional?
 - Professional face to the public.
 - Helps you to answer these questions, and to ask other questions, offer other solutions.

Domain Name

- “Vanity License Plate” ...
- Domain Name Registrar.
- Name Search — “Whois”?
- .com, .net, .org, .us, .info, and many more.
- NetworkSolutions.com, Dotster.com, Register.com, GoDaddy.com ... others.
- Annual fee to hold your name.
- Fee to web host to connect to your site.

Hosting

- Hiring someone else
 - Less expensive.
 - No equipment; No Admin (Geek)
 - Less control.
 - Limited space, bandwidth?
 - What Web services do you need?

Hosting

- Host it yourself
 - More expensive.
 - Equipment; 'Net feed; Administrator.
 - More control.
 - Any feature you can think of, you can implement immediately.

Marketing

- Word-of-mouth.
- Company collateral (Printed materials).
- Traditional media (Public Relations).
- Traditional media (Advertising).
- Search engines (Google, Yahoo, etc.)
- Encourage others to link to you.

Any Questions?

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- Mahalo nui for sitting in today!