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Make the most of your website!

Making the most of your website

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Introduction

#CamWeb

Introduction

My name is Martin Underhill and I run TemperTemper Web Design. I built my first website back in 2002 and have never looked back!

I love helping other small businesses achieve a great online presence and understand the challenges faced in promoting products and services online.

Introduction

Your website is your most efficient and cost-effective tool to attract new business and keep hold of existing clients

Making the most of your website design/redesign is crucial!

Fortunately it doesn't have to be difficult!

Introduction

- General questions at the end
- Specific questions at the CTHA stand
- Contact me via my website/Twitter/Facebook
- Please stop me if I'm not making sense!

These slides will available for download on my website:
http://tempertemper.net/downloads

www.

Domains and email

www.

Registering your domain name, if available, is quick and easy and can be done before anything else is tackled.

Once you have your domain name, you can arrange to set your business email up too!

www.

Ask your web designer about securing to check the availability of and secure your domain name.

Consider the most appropriate type (.co.uk, .com, something else or a combination).

Your domain name should always be registered to you, even if set up by your web designer. If not ask why not.

www.

Your domain name should then be used as your email address. You can usually arrange to have several set up.

hello@mybusiness.com or martin@mybusiness.com looks smart and professional compared to something like martin123@hotmail.com

Content

A website is a means of communication

Content

Before you start having your website designed make sure you know what you want to say!

Your content (photos, copy, etc.) will dictate the layout of the website.

Content

Your content (photos, copy, etc.) will dictate the layout of the website.

If your web designer has all of this up front they will know the best way to present it.

Content

Keywords

When someone searches, a search engines then decides which websites would provide the most useful answer/information. Without having the right keywords throughout your site, the search engines won't be able to return your site in the results.

Content

Copy

Keywords are one thing, but how do you make the wording on your site as effective as possible, once your visitors have found it? A good copywriter can work wonders and a good web designer should be able to arrange this for you.

Collaboration

Collaboration of experts

Collaboration

The process of building a website is a collaborative one.

You're the expert in your field and your web designer is the expert in theirs.

Communication at every stage is vital to ensure the best end product.

Objectives

Business goals

Objectives

A website should have a definite purpose.

The business objectives of the website should be mapped out at the beginning and every decision made should refer back to these.

Objectives

One of the big advantages of a website is that you can measure the effectiveness of pretty much everything!

Not just how many sales you're making, enquiries you're getting or fans you're gaining on Facebook– website analytics track how your visitors are interacting with your website so that you can turn more visitors into customers!

Design

Website design

Design

Site structure

A good site map lays the foundations on which the site will be built.

Navigation throughout the site (the way the pages link in to one another) should be easy and obvious.

Design

Layout

Page layout is crucial. Where things are placed on each page can have a big impact on your customer's experience.

Consistency is central and each unique element's placement should be thought through.

Design

Mobile

Layout isn't necessarily fixed. Your content can change shape and position depending on the device it's being viewed on.

There's a huge variety of screen sizes out there!

Design

Personality

Your business will have its own personality. Show your web designer lots of examples of things you feel reflect your business' personality.

Don't try and be something you and your business are not–your clients will see through this eventually.

Design

Encourage your visitors to stay:

- Visual interest
- Well laid out/presented
- Easy on the eye
- Unobtrusive

Build

Website build

Build

Your site should be built well!

Accessibility is massive. You don't want to exclude potential customers! Not only this but you'll be in the search engines' good books if your site is as accessible as possible, which means your rank will improve.

Build

- Disabled users
- Low-bandwidth users
- Compatibility
- Readability
- Older internet browsers
- General niceties

Build

General build quality

Things like broken links can be frustrating for your visitors and will reflect badly on your business.

Standards compliant– if the code adheres to standards it's not only more likely to work on more devices, but you'll gain favour with Google, Bing and Yahoo.

Social media

Social media

Social media

There are countless social networks:
Twitter, Facebook, LinkedIn, YouTube, Pinterest, Google+, App.net, Myspace, Vimeo, Reddit, Delicious, Digg…

Used correctly, they will help cement your reputation in your field, make new connections with potential customers and even help boost your search engine ranking!

Social media

- Pick your platform.
- Dedicate time to it.
- If you can't, don't!

There's not usually a financial outlay but you have to keep on top of it! It's a big commitment!

Social media

Start with one or two of the big ones that you know your customer base uses and go from there.

- Schedule some time to write posts
- Post links to interesting and relevant web pages
- Interact with your fans/followers
- Look for interesting people and businesses to follow or subscribe to

Social media

Every social network has its own unwritten rules and etiquette!

Don't overdo it! If you post too much you'll lose fans/followers. People's spam thresholds are pretty low!

On the other hand, don't under-do it! If you don't post enough your fans/followers will lose interest.

Social media

Links to your site from social networks will boost your search engine ranking.

You can meet potential new customers via your social network.

Establishing your authority and growing your reputation has never been easier!

Summary

Where are you?

Summary

If you're yet to establish your online presence it can feel daunting.

It's hard work to set a website up. But place yourself in good hands and it's massively rewarding, fun and can bring you an amazing return on your investment!

Summary

"But I already have a website- an overhaul terrifies me!"

My website is a constantly evolving beast and yours should be too. It's an ongoing process.

Don't feel overwhelmed! Changing things bit by bit is less daunting.

Summary

- Arrange to speak to a reputable web designer. Pick someone you get on with!
- Have your content ready before coding begins
- Keep business goals in mind at all times
- Consider your design options
- Start with the most appropriate social media platform and do it well before considering others
- Have fun!

Summary

Download: http://tempertemper.net/downloads

I specialise in websites for small businesses and my website provides a resource with tips and tricks on how to use the internet to grow. Why not sign up to my newsletter?

I'll be at the CThA stand for the next couple of hours. Come and say hello!

Questions

Any questions?

Thanks

Thanks for listening :)