



WEBSITES ONE ON ONE

 *Your basic guide to website creation*

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INTRO

Thanks for downloading our eBook "Websites One on One" we hope you find it to be a usefull guide for your website endevure.

Our goal with providing this free ebook is that we believe that educated clients Are empowered clients, being in the know and up-to-date with the current trends and changes in the world of webdesign is to benefit both: our web agency and the client to be on the same page and aim to achive the same goals.

If you have any questions regarding website creation feel free to contact us:



844.WEB.MODE



office@WebModeinc.com



845.388.1244



WebModeinc.com



THE ONLINE OPPORTUNITY

It is truly amazing how the internet has impacted human existence today. People are using the internet for all sorts of things on many types of devices. The traditional desktop computers have now been overshadowed by the advent of devices such as laptops, tablets, smartphones etc. Whether on the move, in their offices, at home, at a meeting, people are constantly online. Now, imagine been able to reach out to all these people. With the help of the internet, it is now physically possible to touch places you would never have dreamed of reaching before. This is one general reason that you would love to “build a web presence”.

To understand the magnificence of internet usage in the world today, consider these facts: In year 2000, 361 million people were online worldwide. In year 2014, we had the number increase to 3 billion. That is one very significant increase of more than 760%. Today, that number has increased and will continue to increase. What exactly do these people occupy themselves with online anyway?

Many of these people are shopping; in addition to socializing a third of their entire time online, watching videos on sites such as YouTube or Netflix and so on.

All these people doing all these many things presents a lot of potentials for you because if you tap into the rich goldmine presented by the internet, then you can reach anyone seeking to make use of your service.



As time pass by, the internet would improve and continue to impact everyone in many ways. It would also impact businesses and open more possibilities in our ever changing world.

Another thing to consider is the medium by which people now access the internet. With the advent of numerous devices, doors of opportunities aren't open to traditional computer users alone.

The number of mobile devices in the market today proves it.

Building a system such as a website to target such devices is a smart move.



BUILD YOUR WEB PRESENCE

Building your web presence is like establishing your building on a piece of land within a locality on the surface of this earth. It requires certain steps and once understood, anyone can build a web presence. It is true that you can get started using social media pages, but for the most part of it, as you get serious you would require a website.

A website is a collection of related web pages that are linked together and typically identified by a common domain name. It also includes multimedia pages as well. A website can serve many functions, and can be used in a number of ways. A website may be a personal website, a business website, a gaming website etc.

To create a website, certain tools are used. Typically, you would employ such tools as "HTML", "CSS" and so on. There are so many more and each serve a different purpose. Many of these tools can be used to achieve the same thing and it becomes a matter of preference. People that design websites are called website designers or developers. They understand these various tools. However, things have been made a lot easier today. With the help of website editors such as Adobe Dreamweaver, you only need to drag and drop elements on a web page. You use a What-You-See-Is-What-You-get (WYSIWYG) design technique. No need for coding. You can get by with no knowledge of traditional website designing languages. The website editor generates everything else itself. This only designs the website on a local machine – a computer.

At this point, people can't visit it yet. For people to visit your website, you need a "*Domain name*" and a "*Hosting service*".

A domain name is what your website is called and acts as a unique identifier for that website. Take a sample web address "www.yourDomainName.com". It is that name that appears between the "www." And the ".com" parts of the web address. The combination of the "www.", "yourDomainName", and the ".com" extension is called a web address.

A domain name is very important and representative of the website so it must be chosen with care.

There are various websites on the internet where you can purchase a domain name.

These websites are known as "Registrars".

Websites like "www.godaddy.com", "www.1and1.com", are registrars where you can purchase a domain name, provided it hasn't been chosen yet.

Once a domain name has been used by someone else, it can't be chosen by someone else until the original owner either puts it up for sale or runs out of contract. This is why you must be careful when choosing your name.

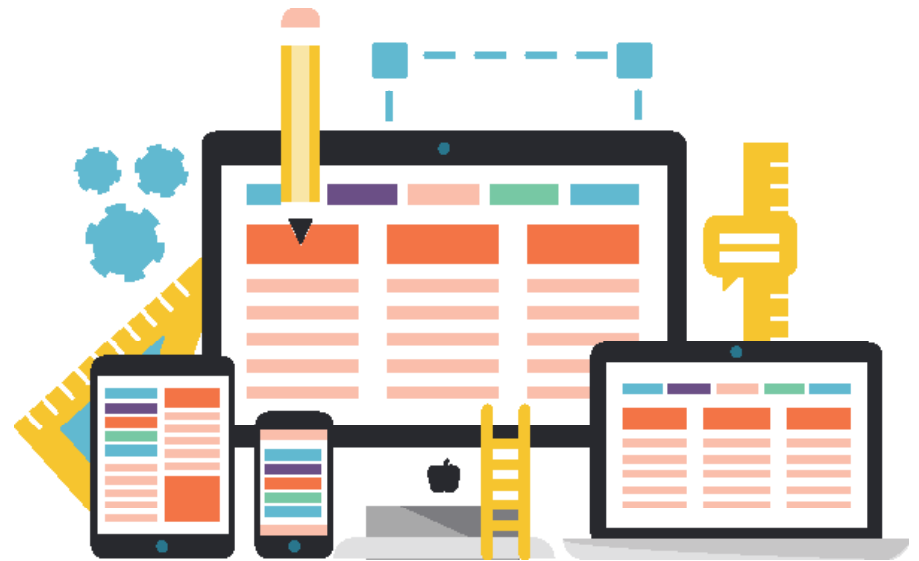
A domain name points at your website but to place your website on the internet, you need a hosting service.

To get a picture of this, imagine you own a house on a piece of land at a place. The house number is the domain name. The land where the house rests upon is the hosting service and the house itself is the website.

Most registrar websites offer hosting services as well. Just to mention a few reputable registrars that offer hosting service as well are, "www.hostgator.com", "www.godaddy.com", "www.1and1.com".

If you purchase both the domain name and the hosting service from the supplier, then you won't really have to do anything. The process is automatic.

Another option for getting yourself a website is by using platforms like "www.weebly.com", "www.wix.com", "www.squarespace.com" etc. they don't require advanced knowledge but the functionality is limited.





**GET A
DOMAIN NAME**

Your domain name is your business at a glance. It must be relevant to the contents of the website itself. It should tell visitors in a small way what you do. Take for example, you own a bakery that sells chocolate bread. You don't want your domain name to read something like "www.mywaytolife.com", or "www.betoffers.com". What do those names have to do with the purpose of the website? It would be more meaningful to have a name like "www.chocolatebread.com", which is more intuitive to anyone who needs to buy chocolate bread or bread at all.

You also want your domain name to be as short and simple as possible. It should be something that visitors can remember on the go.

Let's look at the example of a bakery again. You don't want your domain name to read "www.buyYourBreadInMyChocolateBakeryHereOnTheGo.com", this is absolutely unnecessary. It's just way too long.

www



There is no general rule but the best advice is, if you can make it shorter, make it shorter.

Another mistake would be to make your domain name language intensive. You don't want "www.sophisticatablybreadchocolate.com", for the simple reason that your visitors aren't all professors of English language. The same rule applies for any language. Again, if you can make it simpler, make it simpler.

Here are three examples of domain names:

- 1 "www.buyYourBreadInMyChocolateBakeryHereOnTheGo.com"
- 2 "www.chocolatebread.com"
- 2 "www.sophisticatablybreadchocolate.com"

Which of these three is best for a domain name?

Believe it or not, the easier it is to remember your domain name, the better.

When choosing a domain name, it must be available. To know if a domain name is available, you can type in a web address and search, or go over to a registrar and attempt to buy it. If it is chosen, you would be told and suggestion for alternatives would be given. If your choice of domain name is already chosen, just look for a variation of it or choose from the suggestions if you are fine with it.





DOMAIN EXTENSION

The part after the “dot” notation in a web address is the extension. Take “www.domainName.**com**” for example. The emboldened part of the web address is known as the extension.

If you notice, we have been using “.com” in most of our examples. This is because it is the most common name extension since internet came into being. Other very common extensions are, “.net”, “.info”, and “.org”. This is why it is difficult to get a domain name with these extensions. It is always likely that a meaningful domain name in these extensions would have been chosen, but it also good to try. This implies that the same domain name that is chosen under the “.com” extension for example, can still be available under another extension.

These common domain extensions are known as top-level domain extensions. This is why you want to try as much as possible to secure your domain name in this extensions.

Today, more top-level domain extensions are being created and this is good news, because it gives you the chance to snag up a favourite domain name with an extension specific to your industry like, “.photography”, “.healthcare” etc. You might also want to go with a geography specific domain like, “.ng”, “.co.uk” etc.





**TELL YOUR
REGISTRAR**

After carefully choosing a domain, you can then head to your registrar to purchase it. Once registered, a domain name becomes yours for a period of time when no one can use it. For example, if you registered a domain name for a period of one year, after one year is up, you would need to renew the contract or you won't be able to use it again and risk losing it to someone else.

Domain names cost depends on projections of popularity and what extension you choose.

If your domain of choice isn't available, you could purchase it from the domain aftermarket, which is a fancy word for purchasing the domain from the owner. It would cost more but it might be worth it, your pickles!

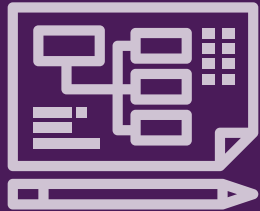




**PROTECT
YOUR DOMAIN**

There is a database of all domain names on the web with the contact of the person that registered it. If you are not interested in the world seeing your web, then you can purchase privacy protection gotten from the registrar as well.





PLAN YOUR WEBSITE

Web site building is all about relevant contents. The more relevant your contents are, the more people visit your website, the better for you. Unless of course you are building your website for fun, you generally want people to visit it.

Start by telling your story. You could begin with how it all started. Keep it interesting and short. What makes you do what you do? It is much like a compelling story to attract people towards the journey.

Go on to what exactly it is you have to offer. What does what you do mean to the people that visit? Remember, most people that end up on your site already have something in mind. Can you help them? Can you solve their problem? That is relevance.





DESIGN BASICS

- When designing your site, make sure it reflects what your company is about.
- Design a modern, flat look and feel.
- Ensure design and content match and complement each other.
- Utilize webfonts such as Fontdeck and Font.com to add modern style with typography and crawlability.
- Utilize copy, text, and images alongside content to create content rich pages

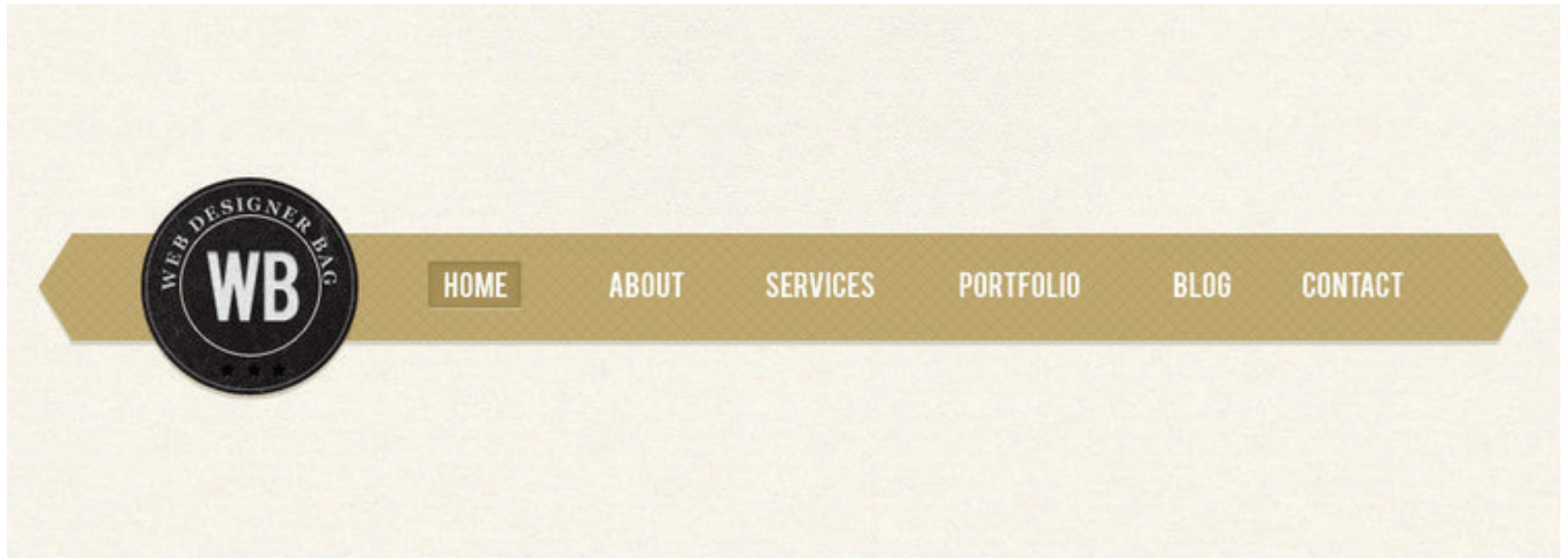


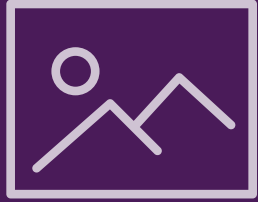


EASY NAVIGATION

Imagine yourself on a website seeking information. You are currently on the homepage reading through some introductory text on what the website is about. After a while, you follow a link to an article on the same website and for some reason need to get back to the home. Lo and behold, you can't find a link back to the home page. You probably discover that to get to the home page you need to re-type the web address and watch the page re-load. Imagine if this runs throughout the website. Every time you need to return to the home page, you need to re-type the web address. Now say you need to get to the contact page from the about us page, you have to re-type the address, wait for it to come on before you can then click a link to the contact page.

This is terrible navigation system. Your website must be easy to navigate. It must be intuitive enough to help people get to anywhere from anywhere with a single click. People get pissed when they waste time on a website doing simple things. If at any point on your website, I could easily return to the home page or get to the contact page at once, then that is a plus. It follows along the same paradigm as keeping it simple. The simpler it is to navigate your website, the friendlier your website becomes.





WEB IMAGE TIPS

If you need to pass a message using a thousand words, use an image. However, you must be careful enough to make sure that your images do not slow down your website's loading time significantly. A rule of thumb is, when you can, limit each image size to below 100kb. If an image causes your website to lag for more than 15 seconds, then you can kiss a lot of customers' goodbye.





CHOOSE A LOGO

A logo is a visual representation of what you are about. It is a pictorial front view of your business identity. Looking at your Logo, people see your business so you need to be careful when choosing one.

Here are tips on key elements to observe when getting a logo:

- *Your Logo should be describable and memorable*
- *Your Logo should be great without colours*
- *Your Logo should be scalable*
- *Your Logo should be relevant to the industry of your business*





**CREATE
RELEVANT
CONTENTS**

Your website is only really as useful as much as it is relevant. You might be able to attract me to your book with a fancy covering but if you want to get me to read it, it needs to proffer something of note to me. The same goes for websites. Search engines punish sites where people pop in and out very quickly. It can be assumed that if your contents are relevant, people would stay. The catch is to get people to stay on the site by creating contents that are actually relevant to them. How else would you achieve that?





CREATE A CTA

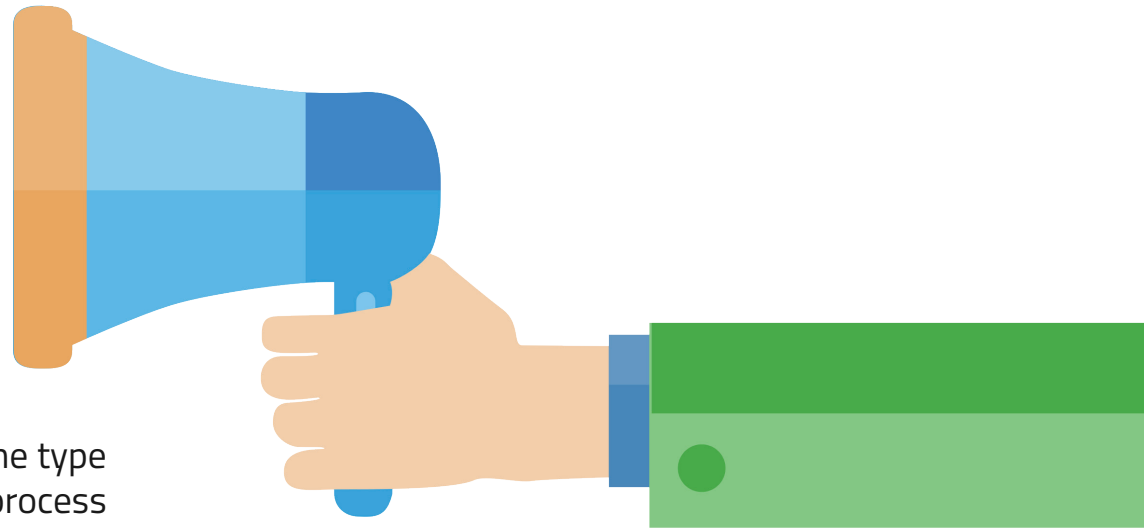
Although most small businesses are now investing more in web marketing over traditional avenues like the Yellow Pages, most are still missing a critical component on their websites – the call-to-action.

What can be included in a call to action?

A call-to-action can include:

- Specials
- E-mail newsletter signups
- How-to guides downloads
- Demos
- Interactive tools
- Contact information

The type of CTA you end up using depends a lot on the type of content and where your prospect is in the sales process – often times, your CTA should involve an invitation to learn more, either through a link to other resources on your site.





GET FOUND

Let's say you sell bread in Lagos. Now imagine I whip out my device within your locality and search for "bread in Lagos" on google, wouldn't you love to appear on the first page of the search results? I bet you would. There are dos and don'ts to observe if you want to achieve this and find good footing amongst search results.

To understand this, you must first understand the concept of "*Keywords*".

Keywords are words or phrases that a potential customer types into search engines when searching for a product or service.

The idea is design your website in such a way that when people search for what you offer using those keywords, then they should find you.

Imagine you sell bread. You do not want a situation where a person types, "How to kill my pet", and ends up receiving your web pages as search results. What that means is, you want to find out words that relate to what you offer and include them in your contents. The process of researching keywords that relates with the products and services you render is called, "keyword research". If you plan the contents on your website around the required keywords, then your chances of landing clients become greatly increased. You must be careful to avoid loading a webpage with keywords unnecessarily, an act known as *keyword stuffing*. This could lead to your website been banned on search engine result pages.





EMPLOY SOCIAL MEDIA

"Everyone is on social media". This might not be an exact fact but it is a tangible statement. The fact is, you can't get a better audience anywhere else than you would get on social media. Putting yourself out there is like setting up shop on the world's largest virtual market show. Its advantages are bigger than anything else for reason of its sheer size. As of the third quarter of 2016, Facebook had 1.79 billion monthly active users. Facebook also happen to be the most popular social media network worldwide. There are others, big in their own way, and very resourceful as well.

One very important benefit of connecting with social media is that it helps drive traffic to your website. When you create a backlink to your website on very engaging posts on social media, it could lead to massive traffic on that website, which is something you want.

Traffic simply means visits.

Every visitor to your website is a potential client. If you play your cards right, many potential clients would eventually become actual clients.





**BUILD YOUR
BRAND**

With social media, you also get an opportunity to share valuable information about your website or business. You get an opportunity to tell people about what you do or what you are about. It provides a very readily available platform for advertising yourself and establishing a relationship with potential clients as well as established clients.





BUILD RELATIONSHIPS

There is a thing with social media that creates a feeling of closeness. On social media, people are more responsive and willing to engage. Use this to advantage by creating an atmosphere of informality around your interactions. Craft messages that promote responses from your subscribers. Ask questions, and endeavor to respond to their questions or enquiries as quickly as possible.

Take telecommunications for example. With the ease of accessibility of Facebook for example, how would you feel if you could just pop open your Facebook account, send a message to service provider and get a response within a few hours?

I bet you would even brag about it. That is exactly how your subscribers would feel as well when you respond promptly to them.





**DON'T
OVERDO IT**

One way to lose your subscribers is to abuse the privilege to message them by sending too many too often. It is possible to become a nuisance if you make it a habit to bombard your subscribers with too many messages, no matter how interesting they may be. One or two message daily would be just right and vary according to necessity. Focus on the value of information you wish to provide and spend the rest of the time responding to feedbacks.

The importance of feedbacks can't be exaggerated. It is a very useful way of knowing right or wrong when it comes to engaging with an audience. If you don't obtain feedback, how would you know what your subscribers feel?

For a system to really grow, it is important to obtain some feedback from users of that system. They know best.

Tailor your system to their taste and you win their hearts.





CREATE BACKLINKS

Backlinks are links to your websites that exist on other websites. Whenever you engage an audience or create a connection with your subscribers, don't forget that an aim is to guide them to your website. What this implies is that, you should place a link to your website on posts that you have created for subscribers who want to know more. This includes posts on any site other than your website, including your web pages and social media platforms.

Within the algorithm to determine website rankings by search engines, backlinks are also considered to be a plus by search engines programmers.

Now you understand the importance of creating a link to your website on various platforms where you exist. Another thing to consider is creating a link to your social media platforms on your website. You want your website and social media platforms to be joined adaptively. You want to create scenario where people can engage on your social media platform and website back and forth seamlessly. This can easily be achieved by adding buttons on your website where people can like your contents or link to your page and like your page where they can also engage.





**MANAGE
YOUR TIME**

Social media is time consuming, and for the upside of reaching out to a variety of audiences on different platforms for your business, there is a downside of not having all the time you need. This is why various tools have been developed to help automate many of the task mentioned, like scheduled posting, sharing, keeping track of competitions and so on. For example, you could compose many different contents at once and schedule each of them to post at given periods. This ensures that you keep your subscribers engaged as often as necessary even when you might not be inclined to do so all the time. Such tools include; "**Feedly**" for keeping track on competitions feeds, "**Likeable Local**" for automating the process of creating contents and making sure it reaches the right audience at scheduled intervals, "**Tweet Jukebox**" for creating many tweets on twitter and setting a calendar for when you want them to post live.

There are many more such tools on the internet, and Facebook provides a system of scheduling posts that you do not wish to post instantly as well.





E-MAIL MARKETING

Another great way to keep your audience abreast is via E-mail marketing. Your subscribers are willing to hear from you. That is why they became subscribers in the first place. Do them a favor by reaching out to them on a platform that they have at their disposal easily. Their Email is one of such platforms. Devise a way by which you can obtain their Email addresses. This is like bringing the party to them, instead of having them come to you. Think of every Email you will be sending as a way of granting benefits. If you promise people something for an action such as supplying an E-mail, you increase the chances of building your audience. Using E-mails, you can provide useful tips to your subscribers that link back to your website. You can also offer exclusive offers to them. This increases the relationship between you and your subscribers and would keep them wanting more.

To obtain E-mails on your sites, you can include a “signup” form that request for an E-mail as part of its fields. When people sign up on your website, it shows intentions. Build on those intentions.

Another way is to include a “contact” form. A contact form provides a medium where people can ask questions, seek information or have you contact them. Use this as an opportunity to obtain their E-mails.

You could also include an Email opt in box on your checkout page, for e-commerce sites.

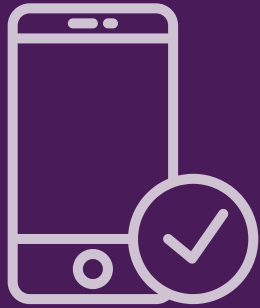
Now, how exactly do you want to reach out to these subscribers?

You don’t want to just send them unprofessional looking E-mail, possibly poorly constructed with out-of-touch marketing strategies.

You want to create and deliver a top-notch Email campaign. This is why you need to invest in a professional email marketing program.

Websites like “www.mailchimp.com”, and “www.getresponse.com” are credible places to purchase such email marketing programs for a well invested fee. They provide templates that can be customized.





GO MOBILE

Statistics show that mobile phone users have increased in billions to more than 4 billion users in 2016, and smartphone users have increased to more than 2 billion users within the same period. People now surf the web on the go. With increased mobility, comes an increased need to obtain information on the go and the internet is the biggest place to get information. Logically, it follows that anyone that can reach these people on their relatively smaller screens, would obtain a huge advantage. Imagine you own an ecommerce site that sells a product. Anyone trying to visit your website on their mobile device would not find it intuitive enough on their smaller screen as it would on a large computer screen. What they would rather have is a website that is optimized for their own screen size. Website developers are thus encouraged to embrace what is known as *Mobile Friendly Web Design* - Web pages that adjust to the screen size they are viewed on.



Advantages of mobile Web

Portability: With mobile web, people can access features of a website from anywhere, anytime with similar user friendly experiences. This provides the advantage of connecting with a larger audience across multiple device platforms. A user can, if or she chooses to, interact with your website throughout a Journey by switching devices at intervals as need be.

New Advertising Opportunities: Mobile advertising is growing at a rapid pace and presents many new opportunities for reaching target audiences with unprecedented precision. If your organization advertises on Google AdWords or other PPC networks there's a good chance your ads may also be appearing in mobile listings (depending on your account settings). However, with mobile advertising you'll want to ensure that your ads lead to mobile-optimized landing pages, rather than your regular desktop site, for optimal results and maximum ROI.

Inevitability

The mobile web, is here to stay. Any organization that seeks to target audiences online must adapt to this or risk losing a competitive edge. Most leading industry analyst, such as Facebook's CEO Mark Zuckerberg, project that within a few short years, mobile smartphones would become the most common device for accessing the web, not the PC. Website owners must realize this as an opportunity and take advantage of what mobile offers for connecting with a much larger audience that would continue to increase in size and would inevitably access the web on their mobile device. If it is going to happen anyway, why not brace oneself for it. The time to do so is now.

Competitive Advantage

A mobile friendly website puts you ahead of your competitors with your subscribers. This is due to the fact that, if your website looks good on smartphones, then users would switch to your website especially when on the move or can't access a bigger device.

The beautiful part is, any website can benefit from mobile friendly websites.

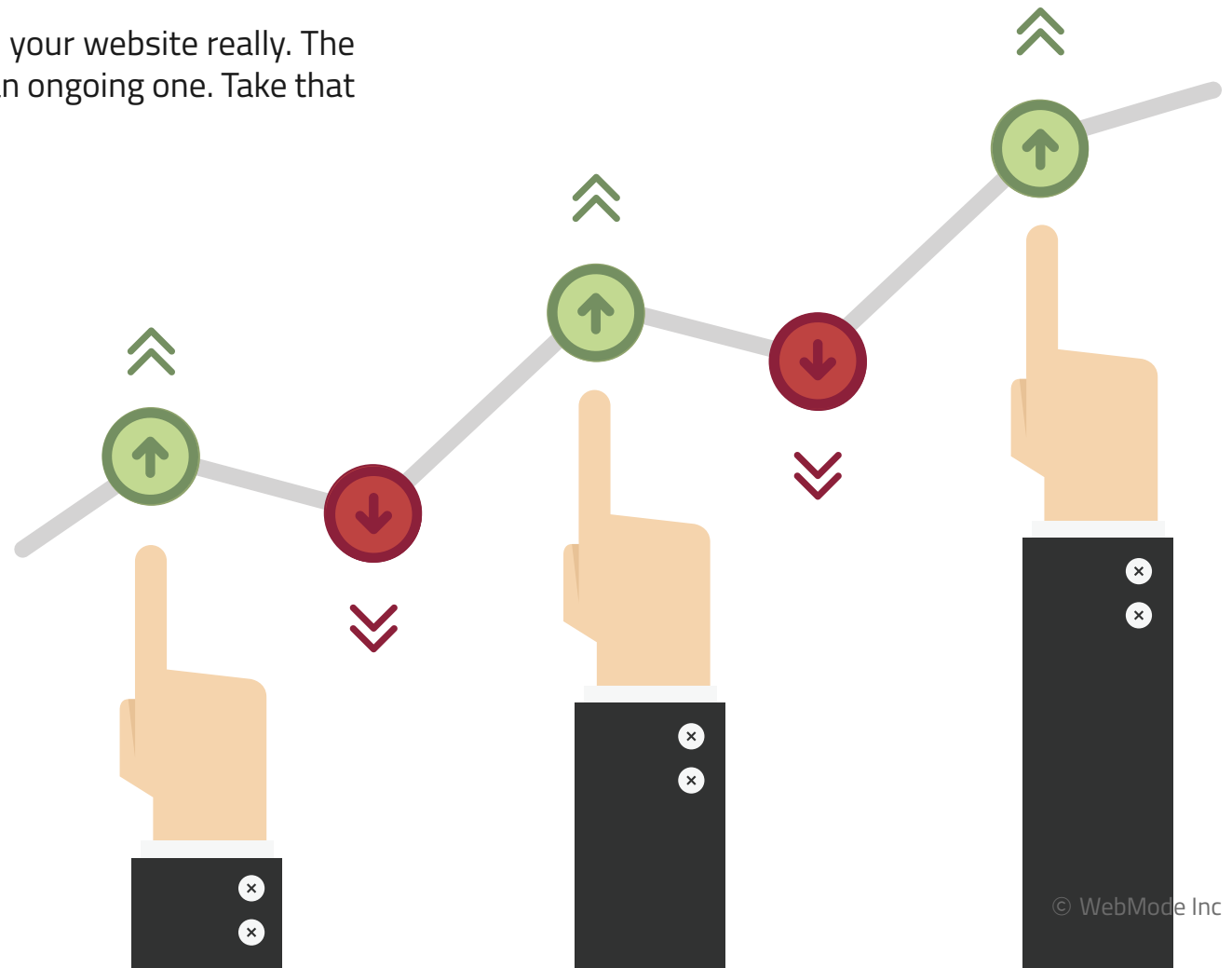




TRACK, MEASURE AND GROW

You must have an idea of whether or not your website is achieving set goals. There is a lot you should look out for which would require a process called web analytics. There are products that can help you obtain useful data about what is happening on your site. A good place to start would be with a product like "Google Analytics". Google analytics like many other analytical tools can tell you what is working on your website over a period of time and give you an idea of what needs to be done to improve those aspects of the website.

There is a lot you can observe on your website really. The process of creating a website is an ongoing one. Take that first step now.





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