Build Your Own Website

By Matt Harmon & Jerry Michel
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Facts And Stats
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> 90% of adults in America are online in some way in 2019. This compared to only 52% in the year 2000.

> Of the 90% that are online, 70% use Facebook.

> According to Pew Research, 8 in 10 Americans shop online. Of those that do, 15% make a weekly purchase online.
Business Online Presence
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“If your business is not on the internet, then your business will be out of business” – Bill Gates
Business Online Presence

> Makes business available 24/7/365
Information about your business, values, products, and/or services can be viewed at any time when on your website

> Searchable on Google, Yahoo, Bing - SEO
Yelp, Google Business, Yellow Pages. Gives a place for customers to leave feedback and reviews for those looking for your service or product

> Global Presence
Anyone with an Internet connection can find you

> Marketing
Showcase your products and services
Website
Website

> **Creates distinguishable branding**

Understand your market by differentiating yourself from the competition
Identify who your target market is. Create a website that reflects your target audience

> **Add credibility to your business**

More likely to get business if person can check out your product/service before hand
Customers can leave feedback and reviews
Social Media
Social Media

> 2.38 Billion monthly active users (Facebook)
> Free
> According to Forbes, customers when surveyed said they developed their brand loyalty through the companies’ social media marketing

“In a survey of more than 600 senior marketers, 39% said they saw a medium return on investment (ROI) from organic social media posts, while 20% said they received the highest ROI from this form of marketing channel. In addition, 36% said paid social media ads brought in medium ROI, while 17% said the channel provided high ROI.”
Before Getting Started
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> Types of Websites: Ecommerce

e-Commerce, also known as e-Business, or electronic business, is simply the sale and purchase of services and goods over an electronic medium, like the Internet. It also involves electronically transferring data and funds between two or more parties. Simply put, it is online shopping as we commonly know it.

> Example: www.amazon.com
Types of Websites: Business

A business website is any website that’s devoted to representing a specific business. It should be branded like the business (the same logo and positioning) and communicate the types of products and/or services the business offers.

Example: www.yourmdl.org
Before Getting Started

> **Types of Websites : Blogging**

Personal websites have been a favourite for families and people who wish to document the big occasions of their lives such as weddings, new babies or their travels. These days, the modern alternative; blogging has become an extremely popular. Blogs are usually updated frequently and older posts can be viewed through archives.

> Example: [https://littlebitsof.com/](https://littlebitsof.com/)
> Types of Websites: Support/Customer Interaction

Website where customers can receive help with a service or product from the business and/or other customers.

> Example: https://support.kaspersky.com/
Types of Websites: Portfolios and Galleries

Portfolio websites are sites devoted to showing examples of past work. Service providers who want to show potential clients the quality of the work they provide can use a portfolio website to collect some of the best samples of past work they’ve done. This type of website is simpler to build than a business website and more focused on a particular task: collecting work samples.

Example:
https://katelynjames.com/featured-greg-kate
Before Getting Started

> Types of Websites: Staff Resource Site

Resource website for employees to have access to frequently used resources, company policy, announcements, calendars, and employee user directories.
Before Getting Started

> Types of Websites: Entertainment Website

If you think about your internet browsing habits, you can probably think of a few websites that you visit purely for entertainment purposes. They could be humor websites like The Onion, webcomics like xkcd, or just websites with fun or interesting content like NETFLIX

> Example: www.netflix.com
Before Getting Started

> Importance of Choosing Domain Names

In most cases, your business name dictates your domain name, or the creative naming process in the starting phase of launching a business goes kind of simultaneously. Nevertheless, your domain name must support your brand’s story.

> Easy to type
> Keep it short
> Use keywords
> Target your area
> Avoid numbers and hyphens
> Be memorable
> Research it
Choosing a Platform
Content Management Systems

WordPress
- 34% of all websites
- Free & open source
- Extensive library of forums
- Most plugins
- Most popular platform
- Most user friendly

Drupal
- 2% of all websites
- Free & open source
- Most powerful
- Requires technical coding skills

Joomla!
- 3% of all websites
- Free & open source
- Mostly used for E-commerce and social networking sites
Website Builders

- **Squarespace**
  - > 1.5% of all websites
  - Best designed templates
  - No free plan option
  - Most structured

- **Wix**
  - > 1% of all websites
  - Free and paid plans
  - Complete drag and drop
  - Backup and restore feature

- **Weebly**
  - > .25% of all websites
  - Free and paid plans
  - Most user friendly

- **Google My Business**
  - Free analytics
  - Google website free for first year
  - Very limited
Going Live
Website Hosting

Server space where your website is stored and made accessible on the internet

Shared Hosting
> Multiple sites on a single server

Dedicated Hosting
> Single site on a single server

VPS Hosting
> Multiple sites on a single server with allocated space

VPS Cloud Hosting
> Single site on multiple servers
Website Hosting

**Inmotion Hosting**
- Up and coming
- Great security
- Extra features like spam protection

**BigScoots**
- Not as well known
- Great customer support
- Offers content management
- Chicago Based

**GoDaddy**
- Most Popular
- Most affordable
- Geared towards e-commerce
- User-friendly website builder
- Guaranteed uptime
A sitemap is a model of a website's content designed to help both users and search engines navigate the site.
Style Guide

A set of standards for the writing, formatting and design.
Search Engine Optimization

The process of increasing visibility of a website or a webpage to users of a web search engine.

Keyword Research
Research and identify main keywords using various tools.

Site Structure
Maintain user-friendly site structure for better crawling.

On-page SEO
Optimize webpages, content, titles, etc.

Off-page SEO
Off-page Optimization and Link Building.

Submit Site to Search Engines
Submit Site to Google, Yahoo, Bing, etc.

Competitor Analysis
Analyzing competitor sites to grow your business.
Usability

The ease of use, access and learnability of product or tool.
Maintenance: Updates & Backups
Questions?