

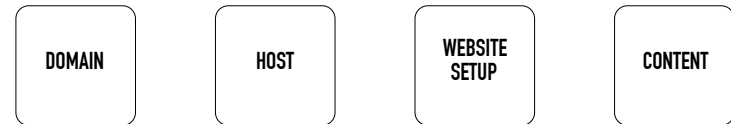
HI, I'M BUBBLES



BLOCKBETA.COM
ROBBIN@BLOCKBETA.COM

DIY WEBSITES

BUILDING BLOCKS



Part 1

Part 2

NOT: SEATTLEMARKETINGCONSULTANT.COM

YES: BLOCKBETA.COM

DOMAIN NAME

- ▶ Memorable, brief, distinctive, branded (company name is best)
- ▶ Check availability
 - ▶ Trademark? Uspto.gov
 - ▶ Internic.org (whois)
- ▶ Extensions
- ▶ Register: versions, spellings, "s"

.COM
.NET .ORG
.US
.BIZ .INFO
.TV .NAME
ET AL...

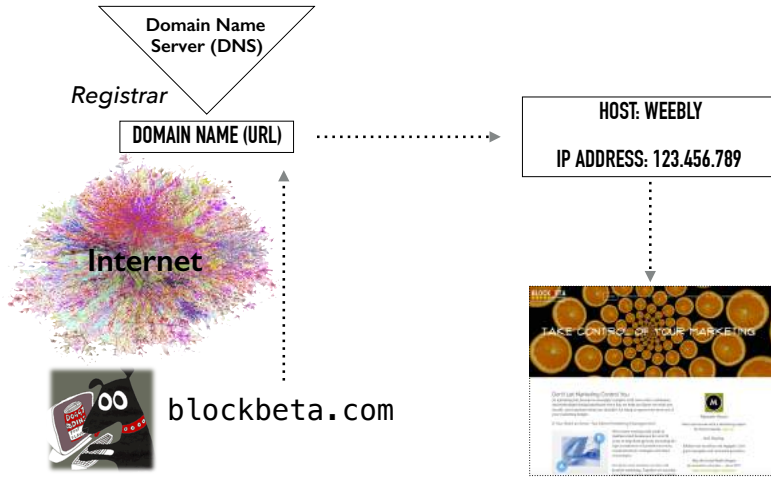
REGISTER YOUR DOMAIN AT A "REGISTRAR"

DOMAIN REGISTRATION

MORE INFO: BLOCKBETA.COM/NAMES--DOMAINS

- ▶ Average cost .com first year = \$10/year
- ▶ Check second year price increase
- ▶ Register for more than one year (Google likes it)
- ▶ Recommended: Namecheap, Netfirms

DOMAIN REGISTRATION DOESN'T NEED TO BE THE SAME AS WEBSITE HOST



A WEBSITE IS YOUR BUSINESS: THINK BEYOND BROCHURE-WARE

WHAT KIND OF SITE DO YOU NEED?

- ▶ Brochure-ware
- ▶ Ecommerce
- ▶ Online Magazine
- ▶ Membership
- ▶ Portfolio
- ▶ Social activities



PLUGINS AND EMBEDS EXTEND FUNCTIONALITY

EMBEDDING

Your Website

MailChimp



code

```
<iframe src="http://loop.ly/s?url=http://spacecommandmusic.com/ryuvschunli.mp3&amp;background=999999" width="265" height="53" frameborder="0"></iframe>
```

Subscribe to our list

Email Address * indicates required

Interested in:

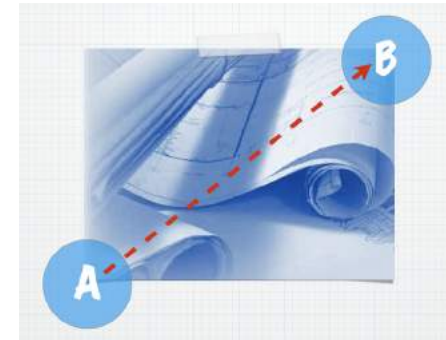
- Business events and workshops
- A speaker for events
- How to market your website

Subscribe

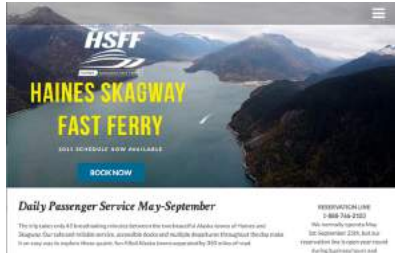
HOW MUCH DO YOU PLAN TO DO YOURSELF?

MANAGEMENT PLANNING

- ▶ Requirements
- ▶ Future?
- ▶ Maintenance
- ▶ Frequency of Updates
- ▶ Skill
- ▶ Budget



DESIGN



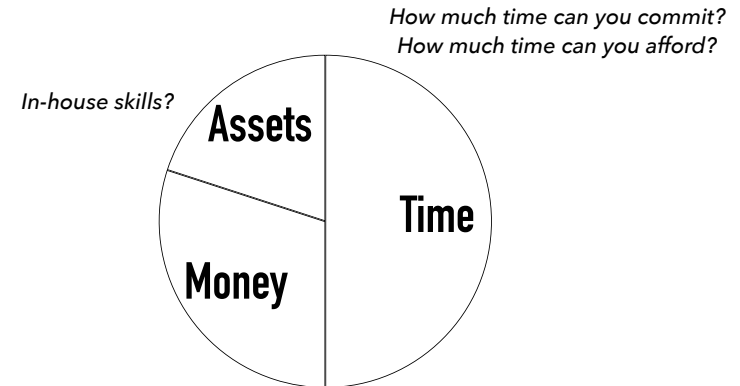
TEMPLATE



CUSTOM

MORE TIME THAN \$ = DIY; MORE \$ THAN TIME = OUTSOURCE

REALITY CHECK: RESOURCES



ecommerce → www.shopify.com/?ref=blockbeta

WEBSITE PLATFORMS

Simplest
Drag & Drop
Host + Builder



Web Savvy
unhosted



hosted



Database-Driven
Web Pros

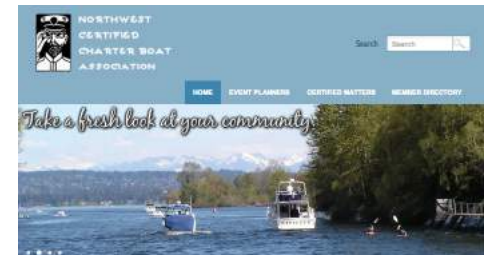


Applications
Web Developers

CUSTOM
CODE

BUILDER BENEFITS

- ▶ One-stop-shop
- ▶ Add-ons integrate easily
- ▶ Flexible
- ▶ Little tech expertise req'd
- ▶ Know what you're getting
- ▶ No software to download
- ▶ Access from any Web connection
- ▶ Easy maintenance



Downside of
Hosted builders

Can't easily move entire
site to new host

DRAG & DROP

WEEBLY ADMIN

BLOCKBETA marketing

"BACK TO FRONT"

WORDPRESS ADMIN

BLOCKBETA marketing

WHAT TO LOOK FOR CHECKLIST

CHOOSE A HOST & BUILDER TOOL

- ▶ Business stability
- ▶ Features
- ▶ Mobile responsive
- ▶ Templates
- ▶ Customization
- ▶ Ease of use
- ▶ Tech support
- ▶ Price



For customers
For Google

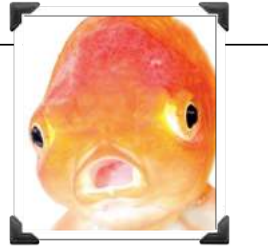


PART 2

DIY WEBSITES: BUILD IT OUT

IT'S ABOUT CONVERSION, NOT PERFECTION

WEBSITES ARE MORE THAN A PRETTY FACE



▶ User Experience (UX):

- ▶ Visitors easily "get" what you're about
- ▶ They're satisfied; they find what they need quickly
- ▶ Site is easy to use without explanation
- ▶ Visitors "know" what to do
- ▶ Can do in the least amount of time possible

▶ While achieving your conversion goals: sales, leads, etc.

Select
Template/
Theme

Customize
Template

Set Up
Navigation
& Functions

Content

Header, logo,
tagline, color
scheme, link
style, footer,
social links...

Menu, actions

Headlines, text,
images, contact
info...

NOT EVERY HOMEPAGE HAS THE SAME REQUIREMENTS

TEMPLATES VARY DEPENDING ON THE BUSINESS MODEL



Single Product Ecommerce



Single Service Focus



Craft Tutorials



Catalog Ecommerce



Consultant



Software Application



Construction



Infrastructure Software

IT MAY TAKE THE WHOLE SITE TO GET VISITORS TO PURCHASE, BUT THEY'LL NEVER SEE IT IF YOU CAN'T GET THEM PAST THE HOME PAGE

YET, THIS IS WHAT ALL HOMEPAGES NEED TO DO

Build relationship Educate, inform, demonstrate expertise Convince, compel Sales and leads

INSPIRE

BUILD TRUST

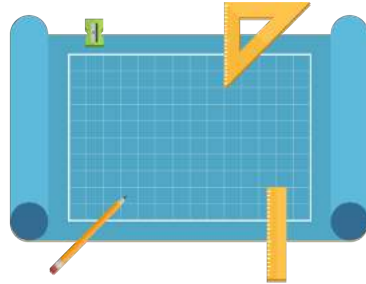
PERSUADE

MOTIVATE

CONVERT

YOUR HOMEPAGE WILL HELP YOU PLAN YOUR ENTIRE SITE

- ▶ Blueprint
- ▶ Dictates:
 - ▶ *Navigation* (menu)
 - ▶ *Architecture* (how pages connect)
 - ▶ Other pages you'll need



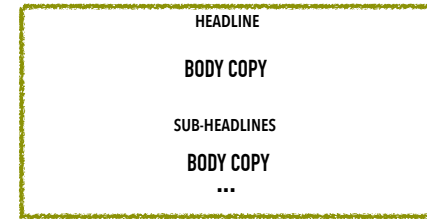
TEMPLATE STRUCTURE

Always the same



HEADER IMAGE MAY BE THE SAME,
CHANGE OR NOT BE HERE AT ALL

Different for each page

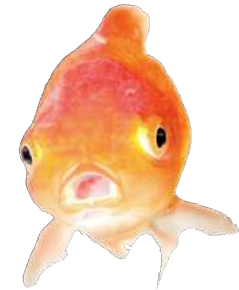


Always the same

FOOTER

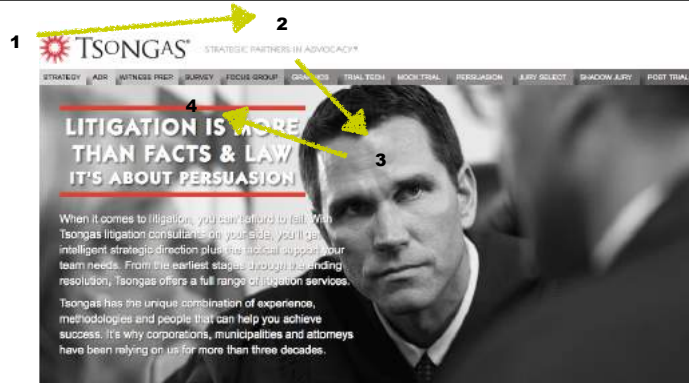
IN A SNAPSHOT, VISITORS MUST:

- ▶ Understand who you are
- ▶ What you offer
- ▶ See that you can solve their problem, fill need, relieve "pain"
- ▶ Trust that you can fulfill your promises
- ▶ Relate to the content, have an emotional response or feel connected in some way



THE ATTENTION SPAN OF A GOLDFISH.
A HUMAN'S IS EVEN SHORTER.

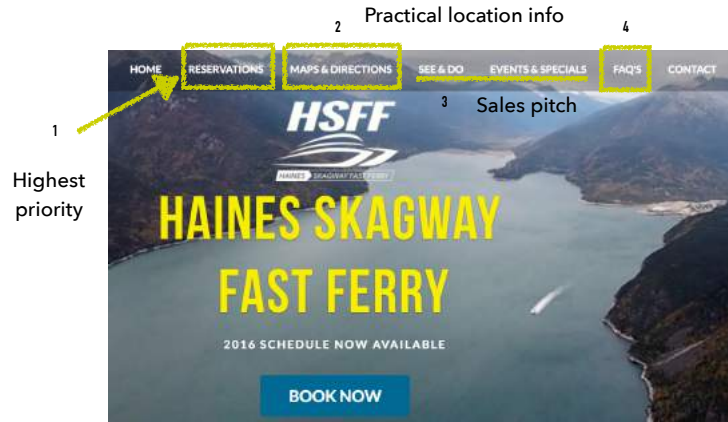
THE PROBLEM IS,
YOU'VE ONLY GOT 8 SECONDS



FIRST THING VISITORS WANT TO KNOW.
AM I IN THE RIGHT PLACE?

GUIDE VISITORS ALONG THE PURCHASE PATH: THINK LIKE THEY DO

SAMPLE MENU: HAINES SKAGWAY FAST FERRY



UNDERSTAND YOUR VISITOR'S PRIORITIES

EFFECTIVE CONTENT IS THE BIGGEST CHALLENGE

User Profiles
 "Personas"

Imagine target visitors so you can anticipate needs and behaviors

Use Cases

How will they experience your site?



Competitive Sites

Visit competitive websites for ideas, best practices, mistakes

GET RIGHT TO THE POINT

YOUR GOALS

- Sales
- Subscribers
- Education
- Social Engagement
- Leads: phone call, email contact, bid request

VISITOR GOALS

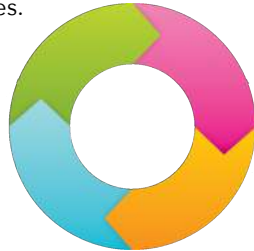
- Buy something
- Find a resource or vendor
- Stay informed
- Solve my problem or pain
- Answers to questions

MAKING GOOD CHOICES ABOUT IMAGES IS IMPORTANT, BECAUSE PEOPLE WANT TO ATTACH MEANING TO THINGS. — CHIP KIDD*

IMAGES HELP PEOPLE REMEMBER

People decipher images by reaching into their memories to understand them. The connection creates new memories.

Images can cause an emotional reaction. Emotions create new memories too.



New Memories

* "A Kidd's Guide to Graphic Design" Book cover designer, most notably for *Jurassic Park*.

BLOCKBETA marketing

ESTABLISHING SHOT

DIY Websites

30



BENEFITS, NOT FEATURES

HEADLINES & FIRST PARAGRAPHS

- ▶ Convert key messages into headlines
- ▶ Focus on benefits
- ▶ Include: Keywords, H1's, H2's.
- ▶ Headlines lead readers into the next paragraph
- ▶ First paragraph supports headline



SAMPLE HEADLINES

Quality Programs for Restoring Yourself and the Real Long Island

A Gem of a Gym in the Heart of Wallingford

We Call Lake Washington Home

Get to Sleep without Pills

Charter with Us to Experience the Uniqueness of Puget Sound and Beyond

Hide Your Data in Plain Sight

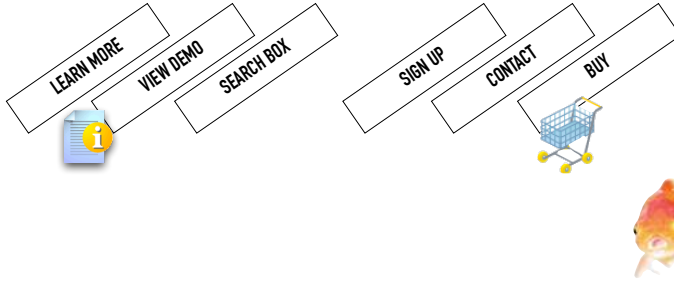
GET VISITORS TO DO WHAT YOU WANT. IT DOESN'T HURT TO ASK.

CALL TO ACTION: MOTIVATE, COMPEL, CONVINC

*This is worth taking
the time
to learn more.*

*I like what you're saying,
but I'm not ready to buy
now. I want to keep you
in mind.*

*I'm ready to make
a commitment.*



GETTING HELP

**FREE WEBSITE
SCORECARD**

- ▶ Evaluate assets; seek pros when needed.
- ▶ Hire who you need, when you need them.
- ▶ Hire carefully. Manage closely.
- ▶ Put everything in writing. CYA.

BLOCKBETA.COM/HOMEPAGE-HOMERUNS

BLOCKbETA marketing

Yes, we can help create your website. Give us a call to explore the options.

Contact us
206-335-5929
info@blockbeta.com
www.blockbeta.com
Twitter.com/robbinblock

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