

DEVELOPING & OPTIMIZING YOUR BUSINESS' WEBSITE

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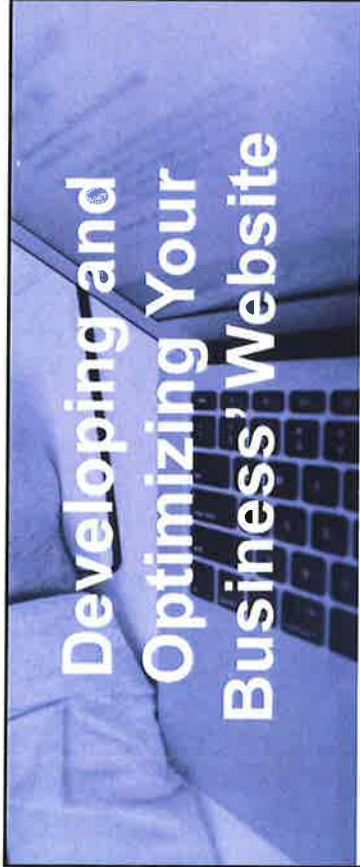
ALEX BELDING
Mad Growth Officer & Co-Founder,
WebriQ Goes Mad





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Developing and Optimizing Your Business' Website

THE PIKES PEAK SMALL BUSINESS DEVELOPMENT CENTER HAS BEEN DEDICATED TO HELPING EXISTING AND NEW BUSINESSES GROW AND PROSPER FOR MORE THAN 30 YEARS










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Developing and Optimizing Your Business' Website

Alex Ebeling - Mid Growth Officer & Co-Founder - Webring Goes Mad

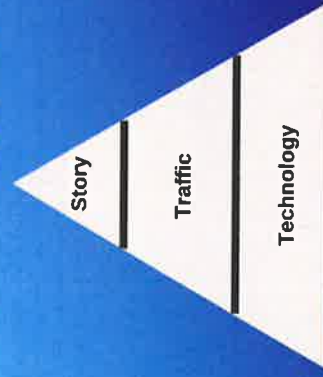
Before we begin let's define what a website is.

Defining a business website

- Brand, Educate and Convert
- Part of a greater marketing strategy.
- A Marathon - NOT a Sprint.
- Treated like a living thing.

The Website Pyramid

Digital Marketing Pyramid



This our own concept of
World Goes Mad that
we've developed through
creating and launching a
lot of websites

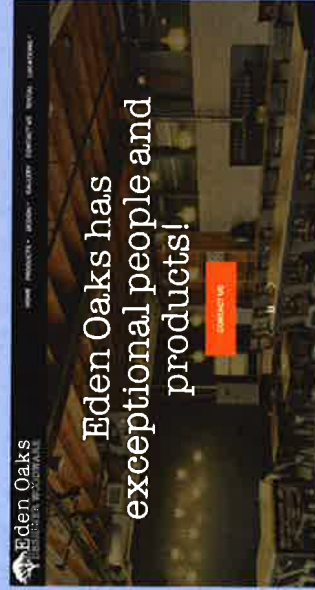
Start With Story

Start with Story

- Keep it simple
- Focus on your desired customer
- Create Clear "Calls To Action"

Ask These Questions

1. What does your customer want?
2. What's the external problem they are dealing with?
3. What's the internal problem? (How is the external problem making them feel?)
4. What empathetic statement can your brand make toward your customer's internal problem?
5. Why are you an authority to solve your customer's problem?
6. What's your plan to ease your customer's fear and confusion?
7. What is the direct call to action?
8. What does life look like for your customer if you solve their problem?



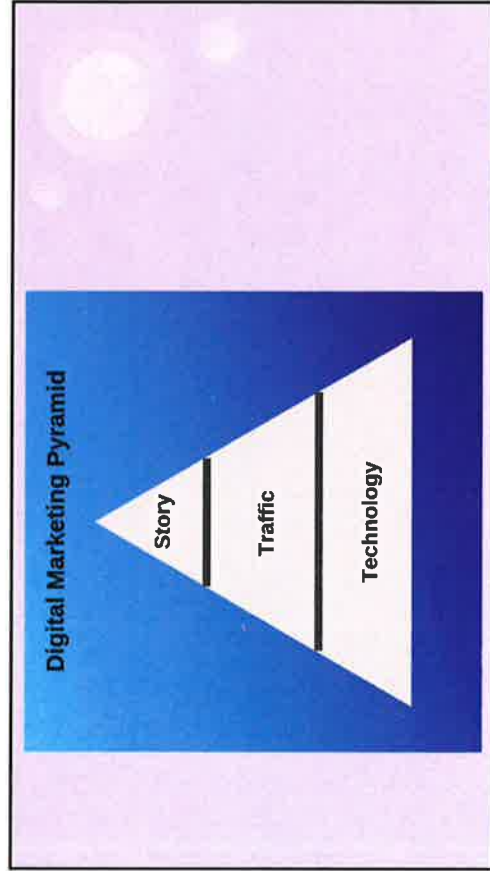


Tackle Your Traffic Acquisition

- Email Marketing
- Social Media
- Organic Search
- Paid traffic

Tackle Your Traffic Acquisition

- Be realistic
- Have easily defined goals
- Make it measurable



Take On The Technology!!

Take On The Technology

- Be honest with your abilities.
- What kind of support do you have?
- What does success look like?
- There is no magic bullet here. All systems have their own unique pros and cons.

Take On The Technology (Non Technical)

- Use an all in one tool.
- Drag and drop builder as well as pre-designed templates.
- Options include:
 - Wix
 - Weebly
 - SiteBuilder
 - Squarespace

Take On The Technology (Non Technical)

- Pros:
Easier to use. Well supported with technical customer service. Generally they are very well priced. They often can handle email, ecommerce and scheduling systems too.
- Cons:
Time consuming. Entirely DIY. Migrating off the platform can be difficult. Limited by the features and functionality of the tool.

Take On The Technology (Technical)

- Use a Content Management System (CMS)
- Use Templates or Custom Design
- Options include:
 - WordPress
 - Joomla
 - Drupal
 - WebriQ CMS

Take On The Technology (Technical)

- **Pros:**
Extremely customizable. Functionality and capabilities are only limited by your abilities and imagination. Total control over your website.
- **Cons:**
Technical support is limited to non-existent. Maintenance, hosting, security and data backup are your responsibility.

Making Websites That Work

Making Websites that Work

- Give yourself time.
- Experiment but have a strategy.
- Use the data you have.
- Be serious.

Making Websites that Work (Articles)

- Measure Your Website — Start with a Plan
- Finding Success Online Is Hard Work — It Doesn't Mean The Work Isn't Worth Doing
- Five Reasons Your Website is a Gym Membership

Questions



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