

10 Steps to a successful Website Launch

- **Know Your Target Customer Group**

Identify your main clientele. As a general rule, it is hard to build a website for everyone imaginable. Focus on 2-3 main groups. The more you know about your focus group the better. Describe your customers using demographic and psychographic variables.

- Demographic Variables are: Age, sex, income, occupation, family size, town, city, education, religion, schools, etc.
- Psychographic Variables are: Lifestyle habits, shopping/dining/recreation, activities, publications, techno-savviness, hobbies, values, frequency, etc.

- **Sell Them Benefits**

The most important thing to understand about your customers is this: They aren't interested in the specific features of your product or service. Instead, they want the benefits that your products and services provide them to help their businesses or improve the quality of their lives.

What are your products or services features and what are the benefits your customers gain from them?

- **Content is (still) King**

- Target your Focus group - Think about:
 - Why should they visit your site? – Think about the benefits they'll receive
 - Why should they return to your site? – Provide people with a reason to return to your site.
 - What separates you from your competition?
 - Build it for Speed – provide quick answers with optional, linked, detail information
 - Use eye-catching paragraph titles
 - Use important keywords in first paragraph
 - Credibility is Crucial
 - Include your official title(s), background, training, etc.
 - Add customer/client testimonials
 - Add your publications
 - Include privacy statement

- **Keywords**



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Think about keywords from the start! To get high-up listed in search engines each website page, and in particular titles and headers, needs to include your selected keywords. Try to think like

your target audience. What would they search for when looking for your site? Also think about unique keyword phrases. If you only use general keywords it is very unlikely that your site will rank well in search engines.

- **Site Design and Development**

- Graphic Design
 - Is the site appealing to your target audience?
 - Does the graphic design enhances the message you want to convey?
 - Is it easily readable?
- Download Time – no more than 15 sec./56k to load page – minimize load time, keep graphics small, compress them if possible, use flash technology (Javascript, Flash, animations) sparingly and only if it is important to your presentation.
- Site Navigation
 - Make site navigation easy and intuitive. If your customer/client can not navigate your site to find what they want, they most likely will go elsewhere
- Consistency
 - Make sure the site is consistent in look, feel, design and navigation. Keep colors and themes constant throughout the site.

- **Website Optimization**

Your website is competing with millions of other websites. Web Yodel will optimize your website so it will be listed high on search engines.

Some website search engine optimization tips:

- Use keywords in webpage titles
- "alt" tags – use 2-3 keywords in your "alt" attribute of pictures and graphics. Describe image in 1-2 brief sentences.
- Add meta tag description
 - Make sure you accurately describe the content of your page while trying to entice visitors to click on your listing
 - Include 3-4 of your most important keyword (phrases).
 - Try to have your most important keywords appear at the beginning of your description.
- Add meta tag keywords (see more under 4)
- Web Yodel will submit your website to Main Search Engines
For new sites it will take up to 8 weeks until search engines will find your website. Paid





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services are available to have your site listed within 3 days.

- **Select Domain Name**

If you don't already have a domain name. Pick something unique, easy to remember, reflecting your business. Ideally the domain name should be the same as your business name. (Web Yodel will assist you with registering your domain name(s)).

- **Select website Hosting Company**

Depending on your needs, Web Yodel will either continue on working with your current hosting company or will set you up with a new hosting company that meets your needs and budget.

- **Website Promotion**

Just because you have a website, doesn't mean clients will find your website? How can you promote your site? How can you get more visitors to your website? What can you do to stimulate interest/traffic to your site?

Some free website promotion tips: (Web Yodel can also help you out with paid website promotion strategies).

- Submit your site to key directories (www.dmoz.com, Yahoo, etc.)
- Submit your site to industry sites and specialized directories
- Request reciprocal links
- Write articles for others to use in their newsletters
- Include your URL on stationery, cards, and literature
- Develop a free service
- Issue news releases
- Install a "signature" in your e-mail program (company name, address, phone number, URL, e-mail address, and a one-phrase description of your unique business offering.
- Publish an e-mail newsletter.
- Send offers to your visitors and customers
- Promote your site in mailing lists and news groups
- Announce a contest
- Ask visitors to bookmark your site

Be Patient - Traffic increases over time. Don't expect miracles to happen overnight. Promotion is a continuous process. You need to continue to update your site, add new articles and resubmit to search engines. Over time you will see your site coming up in search engines, getting better





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placement and sending you more visitors.

- **Update your website regularly**
Keep your site current so visitors have a reason to come back to.

Courtesy of Web Yodel, LLC
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