

Chapter 4 - Creating + Connecting Multiple Web Sites

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1995-2005 = infancy stage of Internet

2005 → = competitive stage

only way to penetrate & competition

= be as visible as possible

in as many places & modalities

as Internet marketing budget allows

content needs to be updated routinely

to keep search engines interested in listing in ^{search} index

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Importance of controlling any launched Web site

Good design + good content = needed on every page

Then add content - message to be conveyed

Take your time - be effective!

Use components of Chapter 5

Write effective copy - get visitors to take action by
buying online

calling you on phone

requesting more info by email

I. Choosing a Traditional Web Site

= created offline i computer & transferred → Web server
to be displayed to world thru Internet

Method - could use Word as editor

could use Save as HTML

majority use Web designers

A. Using a Web designer

Client supplies content - logo, image, photos,
audio, video

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Designer builds pages, one by one
 Uses web authoring tools - Dreamweaver, Flash
 + programming or markup language -
 PHP, ASP, HTML, CSS, and JS

Site is launched

Client submits changes or additions
 = scheduled maintenance

Traditional Web site is best way to go
 = 100% customizable

only limitation - budget

Process - most often - created with form first
 + function later

Ex. CasinoSoftwareSolutions.com

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B. starting from a design template

= design layout someone else produced

= easiest, most cost-effective way to build trad. Web

Design elements = chosen (headings, body text, ^{page} layout)

Just add content!

Purchase involves receipt of original graphics

May be customized by you or
 modified by template design co.

Goal = satisfy design components of Chapter 3
 effective use of U.R.Q.

top navigation positioning for primary actions of visit

3-column format

safe zone on left

text links in footer

static wide content area

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- C. checking out template providers
- Search for Web site templates
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1. For a fee \$20-500
 - a. WebsiteTemplates.com
 - b. Top1000Templates.com
 - c. webtemplatebiz.com
 2. For free - may not be as attractive, fully featured
 - a. FreeWebsiteTemplates.com or as customizable
 - b. FreeWebTemplates.com
 - c. TemplatesBox.com
- Make sure you have the rights to use it ^{infringement} for a commercial Web site w/ copyright
3. Template customization providers \$10-200
 - a. TemplateTuning.com/prices.php
 - b. TemplateMonster.com

II. Creating a Blog

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- = designed for speed of editing + automation of delivery
 - = similar to traditional Web pages
 - add posts to blog just as add pages to Web site
 - When visitor clicks post headline → post page
 - Can use post pages as resource link on multiple Web sites
 - = connects multiple Web sites together

A. Introducing blogging tools

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Most popular - WordPress, Blogger, Type Pad, MovableType
each requires an account

some require you download software

others require you to log in from web

WordPress.org = most popular self-hosted blog software

= easiest to set up affiliate links

= " to add audio + video

But - not allowed direct access to the files

+ opportunity to install plug-ins

check out if hosting company supports WordPress

BestHostingPlace.com offers this feature

Otherwise - at WordPress, may shut down site
if = commercial

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Blog = easy to install

Need to know how to link PHP script with a
MySQL database

B. Setting up a WordPress blog

1. Register a domain name related to your industry
or create a new directory for blog in current site

2. Load WordPress software

call hosting company - have them install + configure
or download software script from WordPress
+ connect it yourself to a MySQL database

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3. Log in thru admin + adjust settings + preferences
Add blog title, set discussion preferences, set
privacy so blog = visible to search engines

4. Install plugins - click links on plugin page

- Askimet: To reduce spam comments
- WP-Cache: To reduce server load
- Related Posts: To offer visitors links to other posts you've written on the same topic
- PodPress: To allow you to easily add MP3 audio recordings and video to your blog posts
- All-in-One SEO: To help make every post optimized for search engines
- Google XML Sitemap: For immediate notification to Google that a new post has been made
- Stats at WordPress: To keep a firm handle on visitation to your blog
- WP-Email Tell a Friend: To add a link with a form that allows readers to tell others about your blog posts
- AdSense Manager: To monetize your blog posts with Google AdSense ads

5. Add a Feedburner.com account to automate the promotion of every posting
6. Promote blog through multiple channels
- a. Blog directories ex. blinklist.com
 - b. Other search engines: msn.com; dmoz.org
 - c. Social networking sites

www.squidoo.com, linkedin.com, twitter.com

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7. Add page to blog called 'About Us' or 'About the Author'
 Provide description of business
 with link to main blog site
 = most important step
 drives traffic to your main site
 where visitors can take action

III. Getting Specific with Mini-Sites

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Today fewer people just randomly ^{surf} web
Now use search engines to find most relevant

Mini-site = necessary in order to stay competitive

= offshoot from or supplementary to main site

1) for best-selling product

2) sales pages

3) squeeze pages - to get name + e-mail address

Directs traffic from mini-site to main site

where visitors can be converted to leads or customers

Way to connect mini to main site

1. Teft linking

2. Thank you - page linking

post recommendation to visit other mini-sites

Ultimate Blog Checklist.com

convert visitor to subscriber

3. Auto-responder linking

ex. sign up for free e-course get link to

Blog Setup Secrets.com where product is for sale

III. Reaching for Traffic with Content Sites

= designed to feature dozens or thousands of pages
featuring a specific topic

each = optimized for organic search engine positioning

Typically - used to drive traffic to pages

that feature Google AdSense ads, in hopes
of monetizing the pages

Greater purpose = cast a wider net

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ex. MusicMate.com

Contains automated voting script

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Pages - indexed on Google

Can hire a programmer to create such a utility

Or subscribe to a system like uniquearticlewizard.com
to select content you want to post to Website
automatically when it's made available

IV. Asking Questions with an Ask Site

= mini-site + also a squeeze page

= one main purpose - get visitor to ask questions
so you can begin a relationship

By-product: you get asked same questions repeatedly
Gives you an idea what people hunger for
Then, hold a Webinar or teleconference
or even produce a book

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1. Register a domain name specific to product
ex. AskMartyAboutWebsiteDesign.com

2. Set up a brief Website that resembles look of a
squeeze page but with intention of visitor
Asking a question

3. Incorporate a form to capture visitor's name + address

4. Create links to any additional Ask sites

Use MarketingMakeoverGenerator.com, then

copy + customize it for each separate site

5. Add links from other Websites to your Ask sites
so search engines will index them in their
listings

IV. Managing a Membership Site

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= hottest topic among Internet marketers cuz it opens up opportunity for recurring revenues

A. Defining a True membership Website

- one that allows + inspires visitors to acquire a username + a password to view protected content
- + always cost money

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When join → member

Receive announcements when new content added

Invited to share group's resources

B. Evaluating membership site types

Process to create + maintain can be most complex or simple, depending on how content is accessed

1. Adding a password-protected directory
 - every member has same user name + password
2. Use a 3rd party script to apply to Website
 - ex. amember.com
 - a. Create website as normally would
 - b. Earmark section where all member content is
 - ex. narfe65.org/members
 - c. Install a Member software script + connect it with a MySQL database
 - d. Configure to allow various membership levels
 - 1-free, 2-\$30, 3-\$100
 - e. Connect shopping cart to member area

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- May need mechanism for initial + recurring payments
 ex. iShoppingCartFree.com - free for 30 days
 f. Set up gateway for payments to be authorized
 + deposited into your bank account
 ex. Authorize.net monthly \$10 + .10 transaction
 g. Find something to put into membership area
 that has high enough value to attract members
 + keep them

secret to attracting members for membership Web
 = an anchor!

monthly or weekly telecoaching program
 = set of tools that bus. owners use ~~on~~ daily
 to implement + track their ~~Stem~~ marketing process

Ex - Internet Marketing Organizer

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Web site hosting company = like an anchor
 if reliable will keep members using your system
 + keep paying for it for years

C. Calculating your revenue potential

Membership Web sites = cumulative
 income will double or triple over time
 if promoted correctly, can get 100 paying members ^{in a month}
 Things that need to be ironed out

1. Price - free + 2-5 paid levels

value must be 20 times over price to feel worth it
 ex. \$27/mo = 324/yr : must ^{get} have \$6000 value

2. Involvement - new content = added at least weekly
 keep members up-to-date with an e-blast

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3. Cost - takes about $\frac{1}{4}$ of 1 person's time / wk.
Be sure to calculate how much revenue to earn
to make it worth your while!

Set up a spreadsheet showing

New members - Lost Members = Total Members

fee/member, total revenue - on monthly sch.

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Then change price - ex. \$27 $\rightarrow$ \$79

revenue goes from \$34,000 $\rightarrow$ \$100,000

VI. Managing Content with a Content Management System
can be software (Contribute) or Web-based

A. Justifying Joomla!

= CMS software that allows you to make
make page changes from browser

joomla.org has 2 huge benefits (besides free)

1. ~~free~~ open source - can be customized

2. Extensions - inc. shopping carts + classified ads

Drawback - steep learning curve

Need PHP experience, but easy from admin screen

Benefits outweigh drawbacks for larger org.

multiple people on team update diff. pages

B. Definitely Drupal - free. drupal.org
= CMS software for updating, adding, managing pages

2 advantages

1) front end look - entirely customizing able

2) HTML code produced - much cleaner
has positive impact on search engine
positioning

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C. Requires at least basic HTML to maintain.
Considering an alternative CMS

Need to consider configurations, setup, customizing,
 usage, speed, learning curve

Will need proven PHP + MySQL skills

Modifications + additions may cost \$4-6,000

Suggestion - use WordPress instead!

VII.

Creating + Maintaining Web Site Content

Hardest part of creating Website

= getting content from client - so say designer

Owner must provide words, photos, images,
 audio + video

Designer's job - assemble content you provide
 + add it to your Website

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= most popular HTML editor available

= industry standard

= used only to produce pages + content

≠ to create graphics

≠ edit photos

> use Photoshop

Files = created + edited offline, then
 transferred to Website ex. coreftp.com

B. Adobe Contribute \$200

= connects directly to files posted on Web
 has Microsoft Word-like interface

= liked for its ability to protect pages or
 components within a page

designer can create, owner can maintain

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C. XSite Pro \$300

less expensive than A with ease-of-use of B
includes 200 templates.
can choose + publish in under 10 min.