# INTRODUCTION
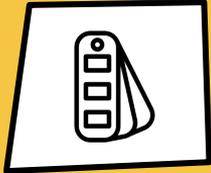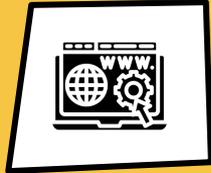
- **4 Key Elements**

# INTRODUCTION

- **4 Key Elements**

- **Don't panic!**

# FOUR IMPORTANT ELEMENTS

**BRAND**

**DOMAIN**

**HOSTING**
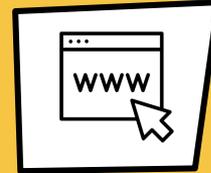
**WEBSITE**

# DO YOU OWN YOUR BRAND?

- We're not talking about trademarking your logo

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- We're not talking about trademarking your logo

- Logos, Color Palette, Icons, Fonts, Imagery, etc

# BRAND BEST PRACTICES

- **Ask your designer for appropriate files**

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- **Know the HEX, RGB, Pantone colors for your brand**

# BRAND BEST PRACTICES

- Ask your designer for appropriate files

- Purchase any special fonts

- Know the HEX, RGB, Pantone colors for your brand

- Well organized storage

# DO YOU OWN YOUR DOMAIN?

- **Who purchased your domain?**

# DO YOU OWN YOUR DOMAIN?

- **Who purchased your domain?**

- **Do you have access to the login credentials?**

# DOMAIN BEST PRACTICES

- **Purchase your own domain**

# DOMAIN BEST PRACTICES

- Purchase your own domain

- Keep your login credentials handy

# DOMAIN BEST PRACTICES

- **Purchase your own domain**

- **Keep your login credentials handy**

- **Keep your login credentials secure**

# DO YOU OWN YOUR HOSTING?

- **Whose account is your hosting under?**

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# DO YOU OWN YOUR HOSTING?

- **Whose account is your hosting under?**

- **Do you have access to the hosting account?**

- **Do you have login access to your website?**

# HOSTING BEST PRACTICES

- **Will depend on your comfort level + developer**

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- **Ask your developer about how you can safeguard (access to) your website**

# HOSTING BEST PRACTICES

- **Will depend on your comfort level + developer**

- **Ask your developer about how you can safeguard (access to) your website**

- **Make sure there's a contingency plan in place**

# DO YOU OWN YOUR WEBSITE?

- **How can you know?**

# DO YOU OWN YOUR WEBSITE?

- How can you know?

- WordPress vs other builders/options

# WEBSITE BEST PRACTICES

- **Be informed + ask questions**

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- **Keep copies of your content/images elsewhere**

# WEBSITE BEST PRACTICES

- **Be informed + ask questions**

- **Keep copies of your content/images elsewhere**

- **Make a contingency plan**

# OWN YOUR WEBSITE

- Accessing, organizing and securing your brand files
- Purchasing and maintaining control over your domain name
- Understanding your hosting situation and having login access to your website
- Building your website on a platform like WordPress that offers true ownership

# WHAT ARE WE TALKING ABOUT?

1. Security

   - Hosting

   - Passwords and Two-Factor Authentication

   - SSL

2. Maintenance

   - Updating

   - Backups

3. Monitoring

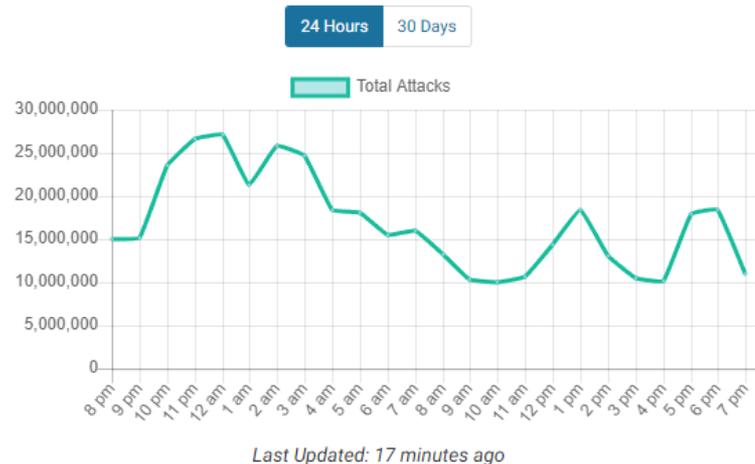   - Uptime

   - Malware and Security Vulnerabilities

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# AHH HACKERS EVERYWHERE!

**Firewall Summary:** Attacks Blocked for jnmwebcreations.com

| Block Type | Complex | Brute Force | Blocklist | Total |
|---|---|---|---|---|
| Today | 14 | 236 | — | 250 |
| Week | 335 | 1,742 | — | 2,077 |
| Month | 4,335 | 8,256 | — | 12,591 |

**Top Countries by Number of Attacks - Last 7 Days**

| Country | | Block Count |
|---|---|---|
| United States | 🇺🇸 | 643 |
| Turkey | 🇹🇷 | 297 |
| Singapore | 🇸🇬 | 146 |
| France | 🇫🇷 | 126 |
| Vietnam | 🇻🇳 | 99 |
| Germany | 🇩🇪 | 93 |
| China | 🇨🇳 | 83 |
| India | 🇮🇳 | 78 |
| United Kingdom | 🇬🇧 | 46 |
| Russian Federation | 🇷🇺 | 38 |

**Total Attacks Blocked:** Wordfence Network

24 Hours | 30 Days

Total Attacks

*Last Updated: 17 minutes ago*

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# SECURITY

## HOSTING

- Great Uptime
- Type of Hosting Stack (Litespeed)
- Included SSL Certificate
- Backups of Hosting account
- Integrated Security

## PASSWORDS

- Don't Use Passwords like password
- Two Factor Authentication

## SSL

- Secure Socket Layer
- Site should have lock at top
- Https is faster

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# MAINTENANCE

## UPDATING

- The only site I had hacked.

- Anybody can press the update button?

- What happens if the update breaks your site?

## BACKUPS

- Do sites really get hacked?

- What would you do if your site was hacked?

- Backup to a backup

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# MONITORING

## UPTIME

- Do you know if your site is up?

- Hosting Issues

- Who do you contact if your site goes down?

## MALWARE AND VULNERABILITIES

- Malware can harm your site

- CMS Vulnerabilities

- Fixing the problem is more expensive than preventing it.

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**THANKS!**

**JOSH COLLIER**

JnM Web Creations

Learn more: jnmwebcreations.com
josh@jnmwebcreations.com
(928) 458-0392

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**SEO**

## SEARCH ENGINE OPTIMIZATION

Dictionary Definition:

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

## ON PAGE SEO

On-page optimization or things you can do with your website to rank higher in search results.

● URL - domainname.com/detroit-roofing

● Metadata - Titles and Descriptions

● Schema markup, also known as structured data, is **the language of search engines, using a unique semantic vocabulary**

● Heading Tags (H-tags)

● Alternative Text also called Alt Tags

# KNOW YOUR CUSTOMER

When optimizing and writing content for your website you need to understand who you are writing copy for.

- Have a Buyers Persona or multiple

- Solve their (the buyer) problems

- WIIFM Radio

# KNOW YOUR COMPETITOR

**Competitor Research**

To really rank higher in search results you have to know what your competition is doing, and you have to do it better.

Use tools to find what your competitors keywords are, and how they are using those keywords.
- Semrush
- Woorank
- SpyFu

# GOOGLE E-E-A-T UPDATE

**E-A-T gets an extra E for Experience**

- **Experience**: First-hand knowledge or use

- **Expertise**: In-depth subject proficiency

- **Authoritativeness**: Credibility and recognition

- **Trustworthiness**: Accuracy and reliability

# UPDATED GUIDELINES:

- **Original, helpful content:** Encourage unique, informative, and user-focused material
- **Diverse formats and sources:** Acknowledge value in different content types and various expert perspectives
- **People-first content:** Prioritize user needs, accessibility, and understandability in content creation