MAKE YOUR WEBSITE WORK FOR YOU

WEB HEADS UNITED | August 25, 2022

THE IMPORTANCE OF STRATEGY

LISA RENSHAW

Blu Dove Designs

WEB HEADS UNITED | NOVEMBER 22, 2022

WHAT IS IT?

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7 ELEMENTS TO STRATEGY

Define Goals and Expectations
Develop Your Brand
Site Build and Design
Performance
Marketing
Training
Management and Monitoring

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1. DEFINE GOALS AND EXPECTATIONS

- Overall Strategy
- Where are you now?
- Where do you want to be?
- Establish realistic measurable goals by defining what needs to be measured

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2. DEFINING YOUR BRAND

- Would you buy from you?
- Eliminate confusion
- Communicate your offer SIMPLY and CLEARLY
- Identify needed changes or improvements

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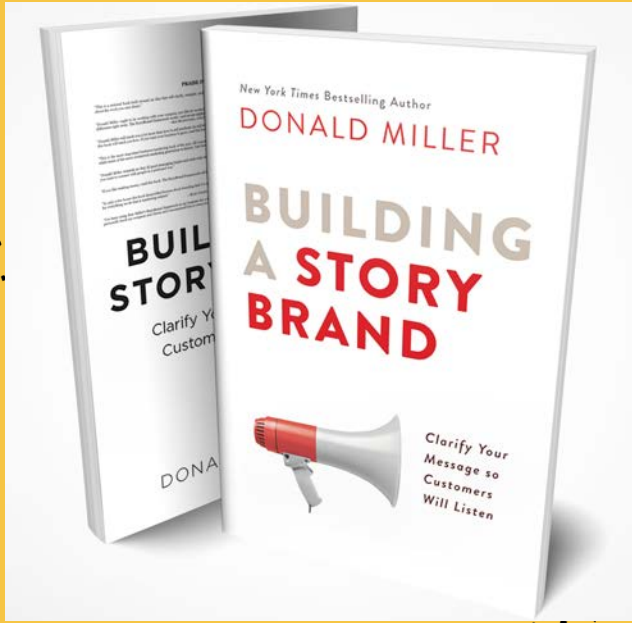
DEFINING YOUR BRAND



- Read the book and understand the SB7 framework
- Filter your message through the framework
- Clarify your message so more customers will listen

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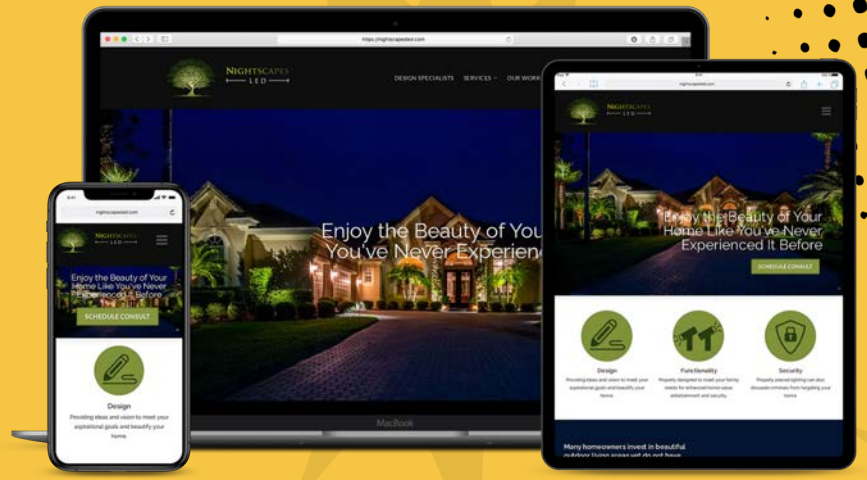
3. DESIGN AND BUILD

- Site Map
- Clearly written content
- Define Functionality
- Aesthetics and design



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4. PERFORMANCE

Google ranks or eliminates you from ranking based on a set of key factors therefore affecting the visits you have. This includes mobile-display, load time, accessibility and mobile display

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QUICKLY LOADING

Your website needs to load fast!

47% of individuals expect the loading time of a web page to be either **2 seconds or less**

https://www.renolon.com/responsive-web-design-statistics/

MOBILE FRIENDLY

You'll likely lose traffic and conversions if your site is clunky

61% of users are unlikely to return to a website that's not mobile-friendly.

Websites that load slowly result in 2.6 billion dollars loss in earnings per year

https://www.renolon.com/responsive-web-design-statistics/

ACCESSIBILITY & USER EXPERIENCE

Don’t forget to think about your end USER!

88% of the online shoppers may not return to a website after an unpleasant experience.

More than **60%** of mobile users go into other sites if they cannot get the stuff they are searching for soon enough

https://www.renolon.com/responsive-web-design-statistics/

5. MARKETING

- Types need to align with goals & audience
- Consistent message
- Identify what is working and not working
- Set a budget
- Utilize the right tools to systemize

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5. MARKETING METHODS

GIVING BACK

SOCIAL

ASSOCIATIONS

EMAIL

PRINT

REFERRAL

SEARCH

TEXTING

6. TRAINING

Make sure you get shown how to get the most of your tools

Your website, social media, etc are your face to the world – make sure you get the training to be empowered in your own business

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7. MANAGEMENT AND MONITORING

The worst thing you can do is ignore your site. You run the risk of having a customer not be able to use it to reach you.

- Dedicated person for maintenance, monitoring and technical upkeep of your website.
- Systems in place to catch issues early.
- Dedicated person for content editing

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CONCLUSION

Websites are not a “one and done” project. Nor to be thought of as the field of dreams idea... “if you build it they will come.” To truly be successful, you need an effective road map and a qualified guide!

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THANK YOU

LISA RENSHAW

StoryBrand® Certified Guide
Digital Brand Strategist & Business Coach

Helping entrepreneurs craft a strategy to create their income-lifestyle harmony

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WEB CREATIONS

WEBSITE SECURITY AND MAINTENANCE

Keep your Website Safe

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!

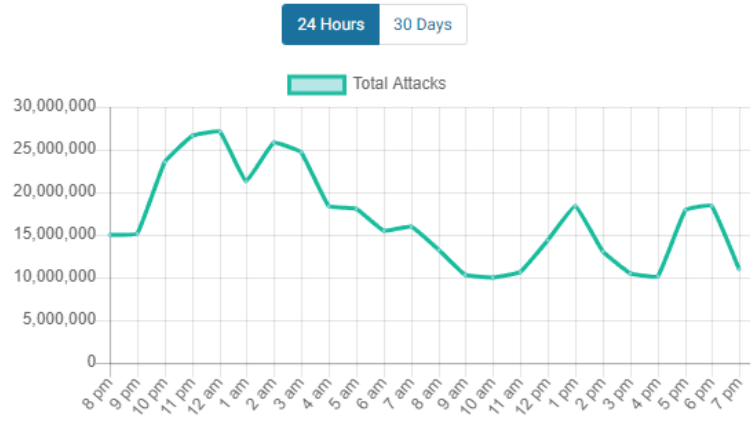
Firewall Summary: Attacks Blocked for jnmwebcreations.com

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



Last Updated: 17 minutes ago

JNM WEB CREATIONS

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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Chandler Alongi

Sparrow Web Services

Web Development & Hosting
for Small Businesses & Entrepreneurs

https://sparrowebservices.com

SPARROW
WEBSERVICES

A website that resonates

- **Balanced:** content is organized, evenly spaced out, clearly marked, well-planned.
- **Harmonious:** fonts, images, icons and other visuals are consistent throughout.
- **Simple:** clean, minimalistic layout, avoids clutter, emphasizes the most important things, guides customers to take action.

Elements of a Harmonious website

Logo

colors

imagery

fonts

layout

icons

navigation

animation

Thank you!!

Chandler Alongi

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WEBSERVICES

LET'S WRITE!

MATTHEW UPTON

QUIK Websites + Hosting
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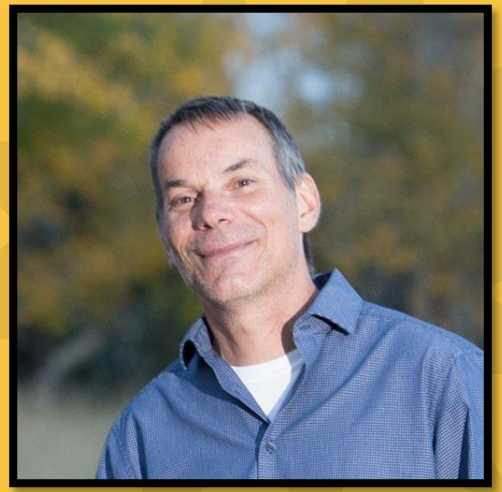

Learn more: goquik.com

MAKE YOUR WEBSITE WORK FOR YOU

Have your site tell your story in a way that lets your ideal customer know how you can help!

HOMEPAGE CONTENT

01 THE HEADER

02 THE STAKES

03 THE VALUE

04 THE PLAN

05 THE GUIDE

06 OPTIONS

WRITE FOR 5 TYPES OF WEBSITE VISTORS:

01 SKIMMERS

02 READERS

03 VISUAL

04 VIDEO/AUDIO

05 READY TO ACT

Content Management Systems: WordPress

November 21, 2022

WordPress

WHAT WE WILL COVER TODAY

1. Website Building:
    a. Hand Coded vs Web Builders vs Content Management Systems
2. Content Management Systems (CMS)
    a. Why use a CMS
    b. Choosing a CMS
    c. CMS Considerations
3. WordPress
    a. Hosting for WordPress
    b. Themes
    c. Plugins
    d. Security

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01

WEBSITE BUILDING

Code it, Drag and Drop it, Theme it!

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SO MANY CHOICES...

Website development comes in many forms and has evolved over time!

HAND CODED → **CMS** → **WEBSITE BUILDERS** → **FUTURE METHODS?**

WordPress

Wix

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02

CONTENT MGMT SYSTEMS

The Content Management Solutions (CMS) Solution

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CMS - WHY?

SCALABLE!

THEMES!

WYSIWYG!

WHY CHOOSE A CMS OVER OTHER DEVELOPMENT METHODS/TOOLS?

FAST DEV!

COMMUNITY

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CMS - CHOOSING

Content Management Systems (CMS) are a huge portion of the web presence market. If you choose a CMS for your website, there are many options available to you.

WordPress

TYPO3

Progress®

Magento® An Adobe Company

Drupal™

Joomla!®

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CMS - CONSIDERATIONS

What should be considered when choosing a CMS?

What do you want your website to do?

What do you want your users to do?

What technology needs are needed for your website?

What data/security requirements do you have?

What marketing plan would work best with the CMS you choose?

What ease of use for YOUR team is needed?

How extendable is the CMS?

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03

WORDPRESS!

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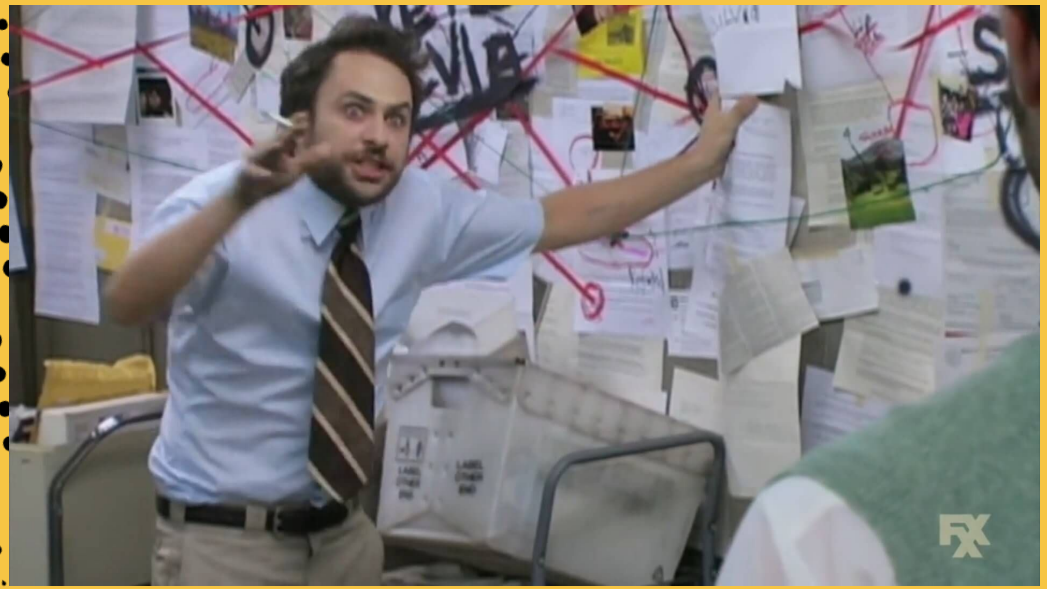
WP - HOSTING



CONNECT ALL THE DOTS!

Depending on your CMS, your host may have to meet certain technical, programming language and security requirements!

Always consult with your host, their customer service or talk to an awesome Web Head!

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WP - THEMES

Themes/Builders are the building blocks of your website.

Some are general purpose,
others are specifically designed
for specific industries.

Divi

elementor

SiteOrigin

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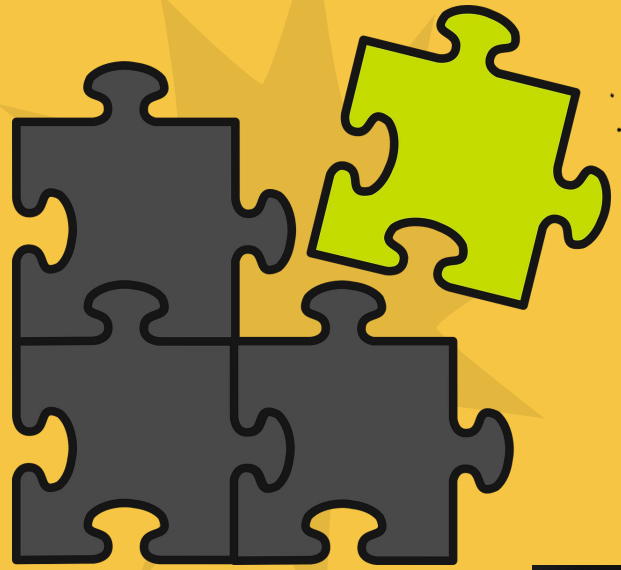
WP - PLUGINS

Plugins extend your WordPress. Need something? There's a plugin for that.

Choose wisely!

Update regularly!

Get help when needed!



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WP - SECURITY

Websites are targets for hackers

Especially popular platforms like WordPress!

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WP - SECURITY

Take appropriate steps to secure WordPress and encrypt data!

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FINAL THOUGHTS!

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THANK
YOU!

QUESTIONS? CONTACT ME!

CHRISTOPHER CASTIGLIONE

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