

Steps for Building a Web Site



- 1. Develop your business plan**
- 2. Set GOALS for the web site** (ie: sell product, generate awareness, create credibility, etc.)
- 3. Contact an Internet Service Provider (ISP), or host provider**
Usually a phone or cable company; check phone book or local chamber for referrals. Rates to house a web site are usually monthly (like a phone bill), and based on the web site services you'll need.
- 4. Obtain a Domain Name or URL**
This is the web site's name. First, determine what name(s) are available by searching on-line (google for "domain name" and use any company listed. Each will have a search option which allows you to input in a suggested name ("ABCcompany") and select an extension (".com," ".net," etc.) and identify if the name is available. Domain names must be registered (for a small fee) to become usable/activated. Your ISP can register the name for you, or you can yourself. The registration is renewed every two years.
- 5. Identify your customer needs and interactivity requirements**
- 6. Establish a layout (look) for the web site that matches your overall corporate identity** (your business cards, letterhead, ads, brochures, etc.; use similar fonts, logos, colors)
- 7. Draft an outline for your web site** (to determine the site's general content and approx number of pages)
- 8. Extra e-commerce steps** (*note extra steps below if you plan to SELL anything on your site*)
- 9. Draft content (text) for site; find/create graphics**
- 10. Have site built** (through ISP or an independent contractor)
- 11. Optimize site for better placement with search engines** (through ISP or an independent contractor)
- 12. Check e-mail at least daily (if not more frequently) to respond to questions/comments**
- 13. Review web site stats, ongoing or as needed**
- 14. Update content, ongoing or as needed**

Extra E-commerce Steps

Create a catalog listing of products (descriptions, pricing, colors, sizes, etc.)
Identify and set up accounts with suppliers
Set up e-commerce payment mechanisms
Set up delivery/shipping mechanisms; determine shipping pricing
Identify and establish security systems
Develop systems for handling customer service

Web Site Content Suggestions

About us	background on your business
Contact Us	allows consumer to complete a form or send an e-mail for more information
Related links	offers links to other businesses and complimentary products/organizations
Site Map	a basic outline of the web site to illustrate how the site is organized into categories and sub-categories; is provided to help consumers find what they want quickly (generally only used on complex web sites)

Common Web Site Features/Terms

Electronic Brochure	A basic web site that doesn't sell anything or collect data; a web site established for general business awareness and to share information with many quickly and effectively
Navigation/Navigational bar	The set-up and function that allows consumers to click from one page to the next; navigational bar is usually the series of tabs or links at the top or along the side of a page that leads consumers to the main sections/pages of your web site.
Link/Hyperlink	The function of transporting a consumer from one spot to another; consumer uses mouse to cursor over highlighted or underlined text, clicks the mouse, and new page/information appears. Remote (or external) hyperlink send consumers to a different web site; local (internal) hyperlink sends consumers to different pages within your web site.
Search Engine	Master "catalogs" of information that match up web sites with a consumer's specific request, usually by KEYWORDS; to better understand search engines and how they work visit www.bruceclay.com .
Keywords	Descriptive words used in search engines to find web sites; relates directly to the specific text and content of web pages
Mega Tag	The HTML (web site creation) code used to enclose a description of the site's content; this also effects the search engine's ability to match a consumer's keyword search to your site.
Secure server	A computer that handles e-commerce transactions so that consumer information can not be lost or stolen.
Encryption	The transformation of data into a scrambled form
E-mail acknowledgement	An e-mail that is sent immediately after a consumer purchases a product or send a request; in non-purchasing situations, this is also call an auto-response (similar to out-of-office response).
Spamming	Indiscriminately sending e-mails to hundreds or thousands of people at one, in the hopes that some of them will respond.
Opt-In	E-mail campaigns in which consumers have agreed to participate
Opt-out	E-mail options that consumers must deselect if they do not want to receive an e-mail (usually a part of a questionnaire or order form)
Tracking	Tracking software for web sites document how many visitors have visited the site each hour of the day, where they came from, how long they stayed, and if they make a purchase. This information is usually accessible through web site stats via your ISP/web host.