

Website 101 with Erica

- erica@ericaridley.com
- <http://www.ericaridley.com>
- <http://ericawrites.blogspot.com>
- <http://www.manuscriptmavens.com>

Do I even want a website?

- Why should I?
- Why shouldn't I?
- Cost of a website:
 - Time & Money
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

Market Research

- Gather URLs of websites that rock.
- Gather URLs of websites that suck.
- Gather URLs of peers/competitors.
- Make a list. Check it twice.

What is my budget?

- Budget vs quality vs timeframe vs ROI
 - (AKA: *insert rant here*)
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

What is my time frame?

- Possible timeframes:
 - OMG, I need it *now!!!*
 - Before X deadline (extrinsic)
 - Before X deadline (intrinsic)
 - Like, whenever.
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

Who should make it?

- Budget Ranges:
 - Do-it-yourself / Neighbor kid
 - College student
 - Industry professional / freelancer
 - Web site company (small)
 - Ad agency (big)
- Thoughts to keep in mind:
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 - How can I screw this up?

How much will it cost?

- Between \$0 and \$1.5 million
 - House analogy
 - The art of the proposal
 - Concept of ROI
- Thoughts to keep in mind:
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What's my message?

- You should know, or your visitor won't.
- Goals/Purpose
- Positioning Statement (your eyes only!)
- Benefit to consumer
- Slogan (optional! I don't have one.)
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

What image will I portray?

- Decide, or they'll decide for you
 - Ex: formal, light-hearted, conservative, sweet, humorous, fun, silly, hip, girly, friendly, casual, serious, trustworthy, dark, mysterious, sexy, inspirational, knowledgeable, spooky, edgy
- Thoughts to keep in mind:
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 - How can I screw this up?

Who's my target audience?

- Personal demographics
- Technology demographics
- Psychographics
- Browsing behaviors
- Visitor expectations

Any other marketing?

- Branding
- Integration
- Benchmarking
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

What do I want them to think?

- Current perceptions
- Ideal perceptions
- Factors influencing perceptions
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

What do I want them to do?

- Single initial action
- Primary action before leaving
- Consistent page elements
- Hierarchical page elements
- Interactivity
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

What do I want to do?

- Share information
- Collect/Process information
- Promote something/someone
- Sell a product
- Interactivity
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

What should it look like?

- Insert rant on how all websites must be:
 - Legible
 - Intuitive
 - Easy to navigate
 - Easy on the eyes
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

Seriously, what'll it look like?

- Fonts
- Colors
- Layouts
- Logos
- Navigation
- Dynamic menus
- Screen size
- Stretchiness
- Scrolling
- Images
- Flash
- Text

Any bells & whistles?

- Blogs
- Contact Forms
- Databases
- Forums
- Guestbooks
- Mailing Lists
- Members Only section
- Multimedia
- Newsletter
- Order Media Kits
- Plugins
- Shopping Carts
- Streaming audio
- Videos & Trailers

Will my content change?

- (yes, there's a rant for this one, too)
 - Who will update my content?
 - When will content be updated?
 - What content will be updated?
 - How will content be updated?
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

What about language?

- HTML (markup, not language)
- Various programming languages and why I should care
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

Who's my host?

- Domain registrars
- Web hosting companies
 - Free vs. Pay
- Platforms and Packages
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

How will they find me?

- Advertising
- Branding
- Link love
- Signatures
- Search Engine Submission
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?

How can I be #1 on Google?

- Does it matter where I turn up in a search engine as long as I'm in there?
- As long as I'm in the top 10, does it matter if I'm number one?
- Should I pay for search engine placement (submission or adwords)?
- Thoughts to keep in mind:
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 - How can I screw this up?

How can I measure success?

- Marketing integration
- Google Analytics
- StatCounter
- WebTrends
- (rant on whether to bother with tracking tricks and software)
- Thoughts to keep in mind:
 - How can I do this well?
 - How can I screw this up?