

# Social Networking For Business

## Richmond SCORE

[www.richmondscore.org](http://www.richmondscore.org)

## Website Basics

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# Website Basics

## Outline

- Do you need a website?
- Critical Questions, Purpose & Planning
- Should you do it yourself?
- Selecting a domain name & hosting service
- Creating your site
- Confidence & Integrity
- Your website is as good as your business

# Do You Need a Website

## Websites

- Websites are practically mandatory for business owners in today's world.
- The growth of the Internet is exponential; customers and prospects are online no matter what market you target.
- Where do you start?

# Critical Questions

## Purpose

Every business owner has a unique purpose for his or her specific website. Start by asking yourself:

### What is the purpose of my website?

- In 2-3 paragraphs, define the purpose of your website.
- Does the purpose of your website include your Unique Selling Proposition (USP)? What is it about your business service or product that brings emotional gratification to the customers in your target market?

### What are the goals for my website?

- Sell products (shopping cart) or services (blog, article marketing)?
- Education? Relationship building? Harvesting referrals?

# Website Planning

## Two Choices

1. Develop a plan and implement a strategy that provides useful information to your target market and leverages online technology; or
2. Waste a lot of productive - revenue generating time – on ineffective, non-profitable activities.

*To leverage technology built and paid for by others you need a solid website plan. And, managing an online presence requires multiple talents.*

# Planning (cont.)

## Develop your plan specifically to reach your target market

- Content: Logo, text, images, reviews, testimonials (relevance to your target market)
- Outreach: SEO, articles, PR, coupons, email newsletter, etc.
- Interaction, conversation: Contact forms, blog, social networking links (relationships and referrals)

# Should you do it yourself?

## Resources Required

- Website development requires a basic knowledge of computer programming or access to pre-developed templates and IT support
- Graphic design capabilities
- Copy writers for developing your content
- Marketing your website often includes all of the above plus database management for your contact list
- Social Networking – same resources as above

# Selecting a Domain Name & Hosting

## Domain Name

- Descriptive of your business, easy to remember and spell (keywords)
- Extensions (.com, .net, .org, .info)
- Expiring domain names

## Hosting Service

- Numerous services available such as GoDaddy, Network Solutions, Yahoo, etc.
- Plan type depends on your goals: shared server, dedicated server, self-hosting



# Creating Your Website

## Considerations

- Home page layout and design
- Number of pages (About, Contact Us, Products and/or Services, Testimonials)
- Colors
- Content – how much is enough or too much?
- High “search volume keywords” specific to your industry and target market (Google AdSense, [www.semrush.com](http://www.semrush.com))
- Evaluation Tools: Hub Spot's [www.Websitegrader.com](http://www.Websitegrader.com)

# Confidence & Integrity

## References

- When using content from other sites, clearly indicate the reference
- Best practices, avoid spending your time trying to trick the search engines

# Questions

## Frequently asked:

- Platform for hosting - Linux or Windows?
- Budget requirements

## Thanks for Attending!

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