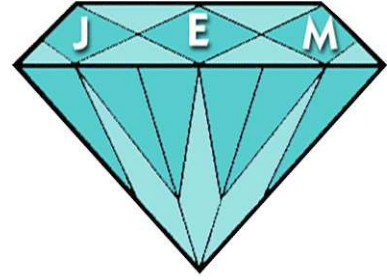


Small Business Do It Yourselfers' Guideline to Getting Started on the WEB



Be aware that you need to be knowledgeable in and prepared to take these steps. Or you will need to hire someone who can do these things for you or to coach and mentor you as you do them:

Outline Your (Business) Goals for your Website

- Firstly, market you passion rather than drive for revenue
- Check out competitor sites and evaluate
- Define your strengths, weaknesses and competitive advantage
- Market what makes you different from your competitors, not similar

Domain Name

- Keyword research
- Secure Domain name(s) – consider privacy registration if a residential address

Site Structure/Appearance

- Layout pages as in a flow chart or family tree for navigation
- Determine style layout – traditional, blog, e-commerce, information
- Color choices, logos, fonts, brands, etc.

Do you require support services

- Shipping/receiving
- Accepting credit cards or PayPal
- Secure site certificate
- Shopping cart

Content (text)

- Contact information
- Write copy for all initial pages
- Gather graphics, photos, videos, etc. in proper formats as required

On-Site SEO (Search Engine Optimization)

- Write Title Tags, Meta Descriptions, Keyword Metas (?), Alt Tags
- Set up headers, Anchor text

Select Publishing Program(s)

- Program in a 'Box' or by download
- Supplied by future Web host
- Wordpress, Joomla or other platform

Include a

- HTML (code) writer
- Adobe® pdf file generator
- Photo manipulation, slide presentation, and/or video producing program

Select FTP (File Transfer Protocol) program

Select Web Host and Secure Account

- Upload site
- Redirect domain name if required

Set Up for Site

- Email account(s), Auto Forwarder, Auto Responder, etc.

- Write 404 Error page message
- Google (set up Google account first if do not have one)
 - Register as Webmaster and read everything!
 - Verify your site by uploading a file from Google
 - Obtain Google XML sitemap and upload, then alert Google
 - Install Google Analytics
 - Sign up for Google Webmaster information and videos, read and listen
- Directories
 - List in local if applicable as well as national and industrial
 - Have biographical and other required information available ahead of time
- Examine and Start Paid Advertising Campaign
- Examine and Start E-marketing through available Web 2.0 channels
 - Press Releases
 - Article Submissions
 - Video Marketing
 - Blogging and Guest Blogging
 - Forums and Discussions
 - Podcasting
 - Social Media – Facebook, LinkedIn, Twitter, etc.
- Request links
 - Supporting associations and organizations
 - Industry suppliers
 - Friends and relatives
- Add Web site URL
 - Email signature
 - Letterhead for snail mail
 - Business cards
 - Other traditional outbound marketing – advertising specialties, print media,
- Options:
 - Practice writing on a free Wordpress or Blogspot private blog
 - Get a mentor or coach
 - Enroll in free (or paid) on-line instruction schools or universities
 - Watch countless videos
 - Study, study, study



"Never give in, never give in, never; never; never; never - in nothing, great or small, large or petty - never give in except to convictions of honor and good sense"

Winston Churchill

Michael Yublosky
Vice-President

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