

Building a Website and Online Presence

April 14, 2015



Online Presence

- ◉ Accessibility
- ◉ Brand Building
- ◉ Audience
- ◉ Reviews
- ◉ Be Found

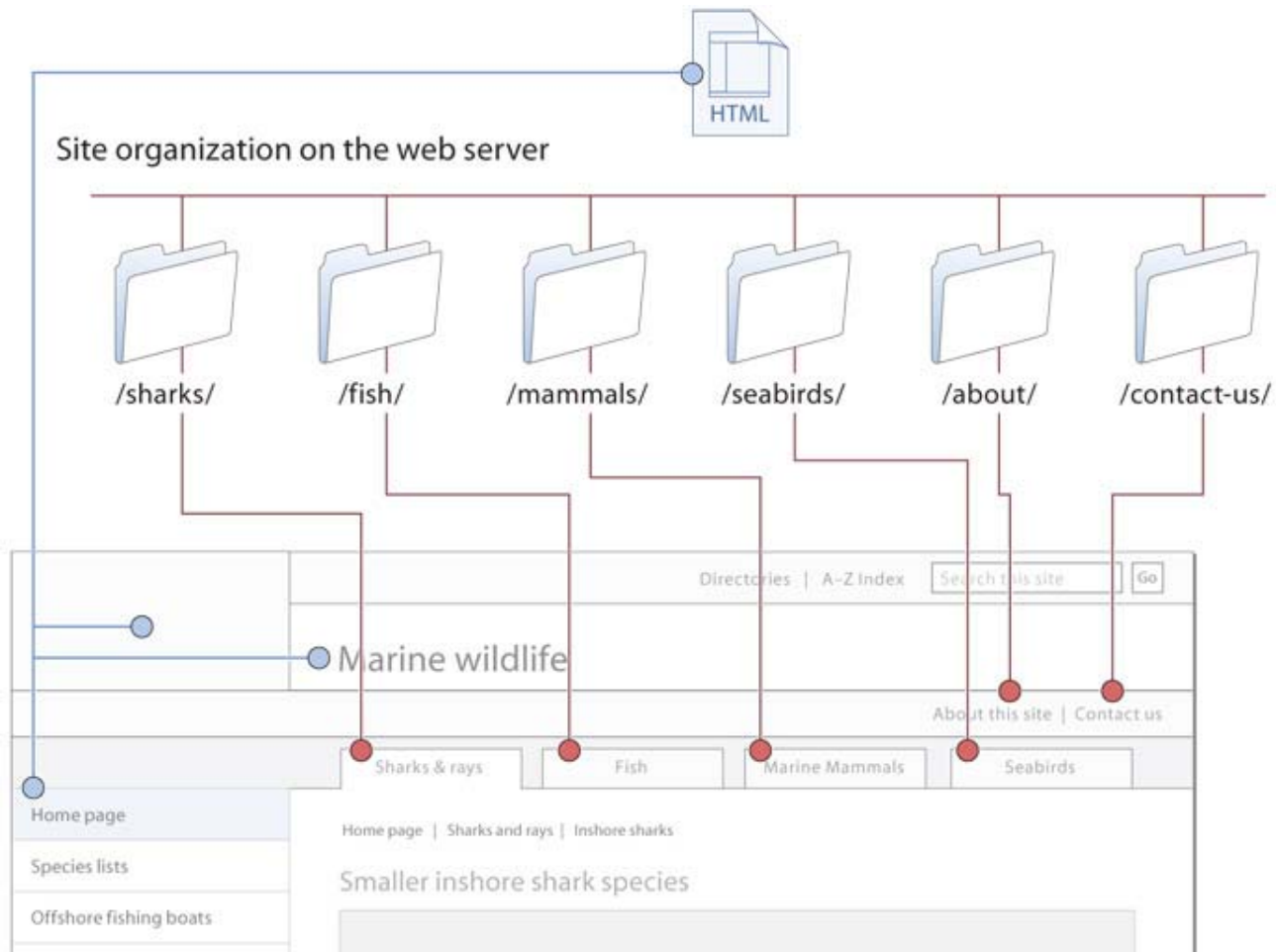


Planning Your Website

- ⦿ **P** – prepare – who is your audience?
- ⦿ **L** – landscape – what “kind” of site do you want?
- ⦿ **A** – aesthetics – what colours and images do you want on your site?
- ⦿ **N** – navigation – what pages do you need for a good visitor experience?



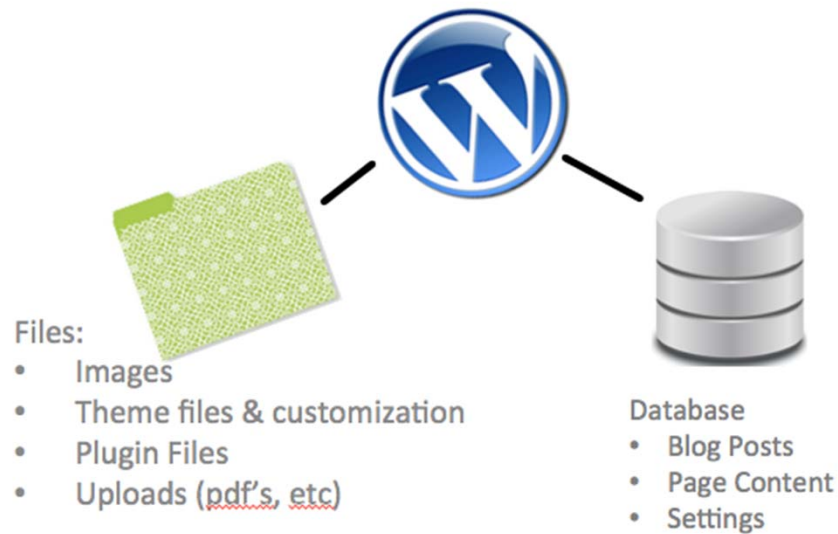
Types of Sites



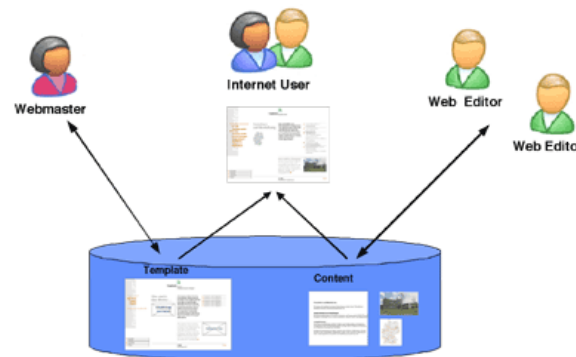
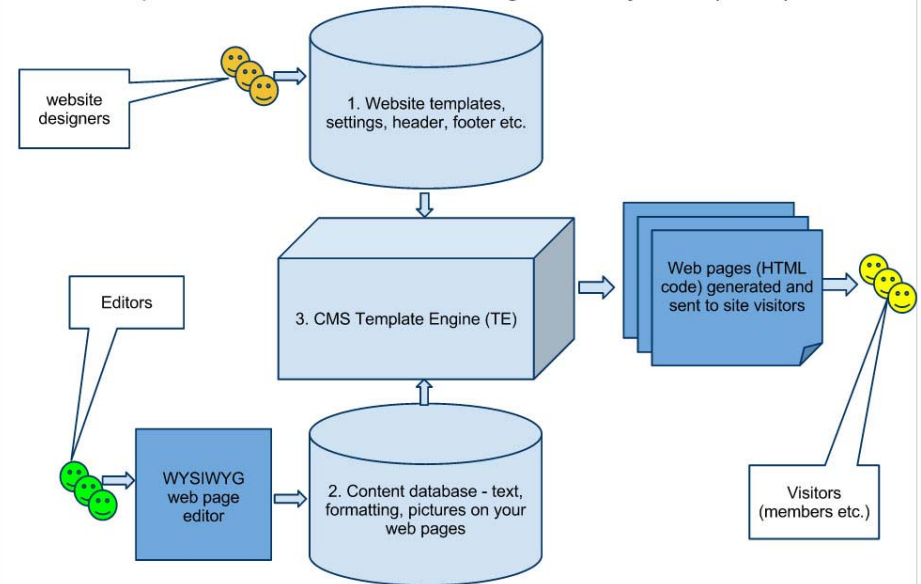
Page navigation wireframe



Content Management System

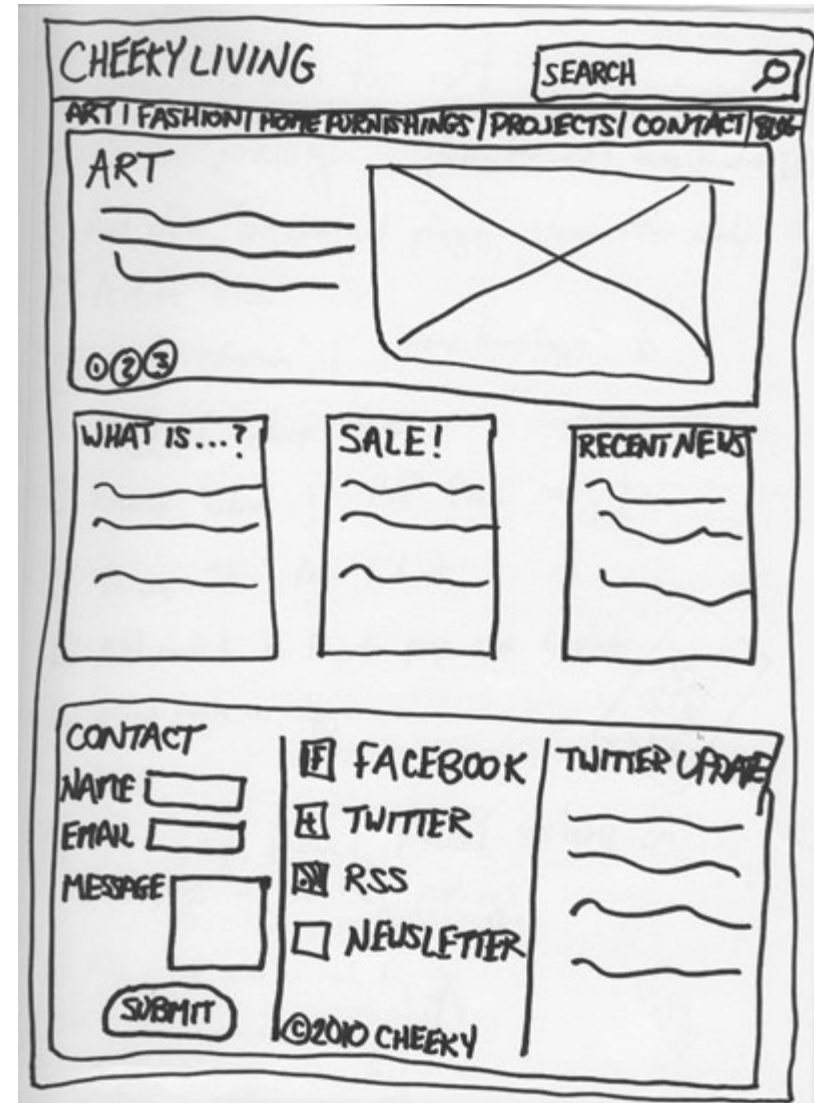


Conceptual model of Content Management System (CMS)



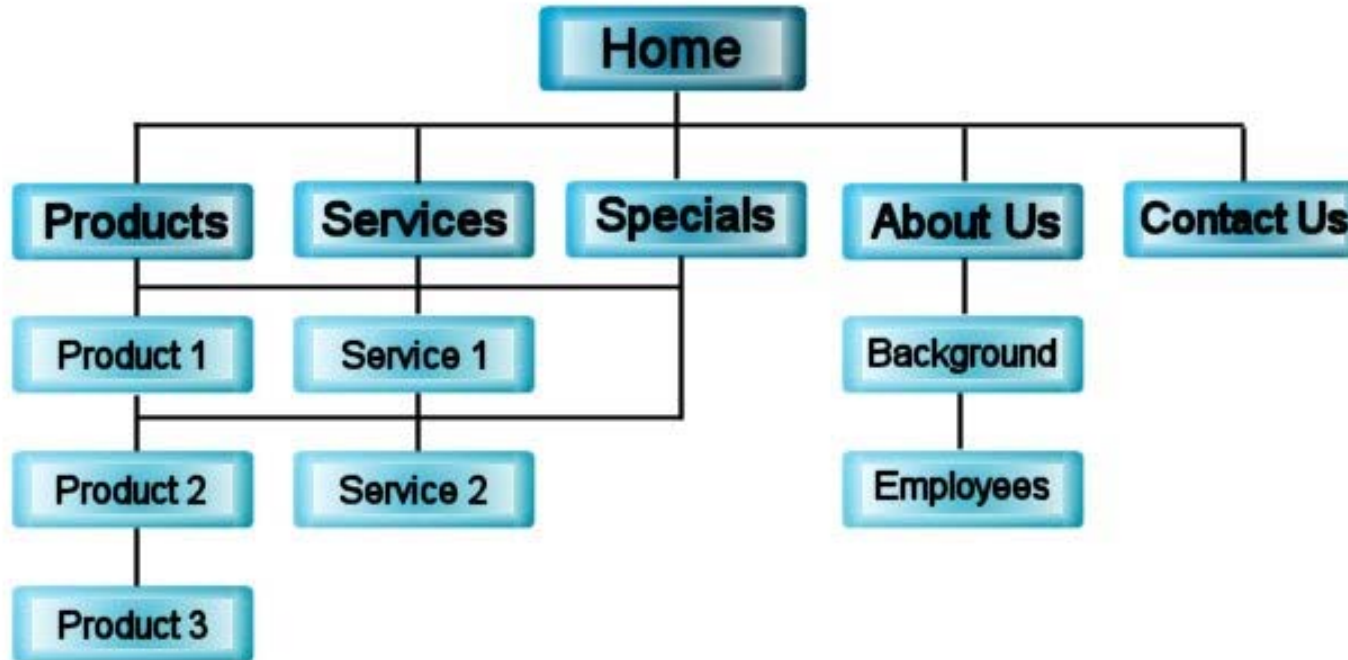
DIY – What YOU can DO

- Create a wireframe



DIY – What YOU can DO

- Create your sitemap



DIY – What YOU can DO

- ◉ Write Your Content



Talking to a Web Designer

- ◉ Make a list of sites you like
- ◉ Convey the PURPOSE of your site
- ◉ Make a sketch of your ideas
(this is your wireframe)
- ◉ Ask for explanations
- ◉ Know what is included in the estimate



The Steps to Launch

- ◉ Information Architecture
- ◉ Wireframe
- ◉ Design
- ◉ Development
- ◉ Content
- ◉ Testing
- ◉ Launch



Your Domain

- ◉ Understand what it is, why you need it
- ◉ Make it short
- ◉ Make it unique
- ◉ How do you get one?
- ◉ How to register it
- ◉ Domain vs. Hosting



Your Domain

.com commercial

This is an open TLD; any person or entity is permitted to register. Though originally intended for use by for-profit business entities, for a number of reasons it became the "main" TLD for domain names and is currently used by all types of entities including nonprofits, schools and private individuals. Domain name registrations may be successfully challenged if the holder cannot prove an outside relation justifying reservation of the name, to prevent "squatting". It was originally administered by the United States Department of Defense.

.ca Canadian

Subject to Canadian Presence Requirements.

.org organization

This is an open TLD; any person or entity is permitted to register. Originally intended for use by non-profit organizations, and still primarily used by some.

.net network

This is an open TLD; any person or entity is permitted to register. Originally intended for use by domains pointing to a distributed network of computers, or "umbrella" sites that act as the portal to a set of smaller websites.

.int international organizations

The .int TLD is strictly limited to organizations, offices, and programs which are endorsed by a treaty between two or more nations. However, there are a few grandfathered domain names that do not meet these criteria.

.edu U.S. higher education

The .edu TLD is limited to specific educational institutions such as, but not limited to, primary schools, middle schools, secondary schools, colleges, and universities. In the US, its usability was limited in 2001 to post-secondary institutions accredited by an agency on the list of nationally recognized accrediting agencies maintained by the United States Department of Education. This domain is therefore almost exclusively used by American colleges and universities. Some institutions that do not meet the current registration criteria have grandfathered domain names.

The .gov TLD is limited to governmental entities and agencies in the U.S.

The .mil TLD is limited to use by the United States military.



.gov U.S. national and state government agencies

.mil U.S. military

Marketing Your Site

- ◉ Search Engine Optimization (SEO)
- ◉ Google Adwords
- ◉ Social Media
- ◉ Google+



Strategy

- ⦿ What are your goals?
- ⦿ Build a solid platform
- ⦿ Always be optimizing and improving
- ⦿ Provide consistent value
- ⦿ Be social
- ⦿ Build relationships
- ⦿ Track



Patience

- ⦿ Remember: the way you interact and connect with people online can help expand your reach (brand awareness) while simultaneously growing the number of fans, followers, leads and customers your business has.
- ⦿ You don't have to be everywhere online, but you do have to be somewhere.



Thank you

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