

# SHIFTING FOCUS: HOW TO BUILD A BUSINESS **WEBSITE** THAT WORKS

A presentation by *Sebastian Agosta*

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SHIFTING FOCUS: HOW TO BUILD A BUSINESS **WEBSITE** THAT WORKS

# INTRODUCTION

# SHIFTING FOCUS: HOW TO BUILD A BUSINESS **WEBSITE** THAT WORKS

## SEBASTIAN AGOSTA

DIGITAL MARKETER, WEB DEVELOPER, WORDPRESS WIZARD

- 12+ years experience in digital marketing and web programming
- Graduate of Computer Programmer Analyst program at St. Clair College
- Current clients: Reko International Group, Syles Mechanical and Windsor Chapel
- Past speaking events: 2018 UofW – EPICentre, 2015 Windsor-Essex Tech Show



## THE FACTS

Sebastian is not related to Olympic gold medalist Meghan Agosta.

SHIFTING FOCUS: HOW TO BUILD A BUSINESS **WEBSITE** THAT WORKS

# OVERVIEW

# SHIFTING FOCUS: HOW TO BUILD A BUSINESS **WEBSITE** THAT WORKS

## SHIFTING FOCUS

### OVERVIEW

- Getting Started
- Research & Analysis
- Professional or Do-It-Yourself
- Design & Programming
- Stay Away From
- Post-Launch

## SHIFTING FOCUS

- **Getting Started**
- **Research & Analysis**
- **Professional or DIY**
- **Design & Programming**
- **Stay Away From**
- **Post-Launch**

## THE FACTS

There are currently over 1.2 billion websites on the world wide web.

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# GETTING STARTED

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## GETTING STARTED

### DOMAIN NAME

- A domain name is the web address used to access your website on the world wide web
- The majority of 3-5 character .com and .ca domain names are already taken
- Domain names can be registered at domain registrars such as: GoDaddy, Namecheap and many others
- As of 2016, there are over 882 domain extensions available
- Most popular domain extension is .com



### Why do you need a domain name?

The set of words and images in all customer touchpoints – on their website, in their emails and order confirmations, on their signs, at digital pieces of your brand all spring from your domain name.

## THE FACTS

GoDaddy became one of the most popular domain name registrars after a racy Superbowl commercial in 2005.

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## GETTING STARTED

### WEBSITE HOSTING

- Website hosting is a server where the files and databases of your website are stored, essentially a hard drive for your website
- Types of website hosting available are shared, virtual and dedicated
- Shared hosting is most affordable, dedicated hosting is most expensive
- Thousands of companies provide website hosting, some popular ones include: Internic.ca, GoDaddy, BlueHost and HostMonster



## THE FACTS

Worldwide datacentre space will continue to grow until 2018 and peak at 1.94 square feet.



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# RESEARCH & ANALYSIS

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## RESEARCH & ANALYSIS

### CURRENT WEBSITE

- What do you like about your current website?  
What don't you like?
- Do the main navigation links still make sense or should they be edited?
- What story does your current website tell?  
Should that story be updated?
- Is your current website responsive/mobile-friendly?
- If possible, analyze website traffic to determine which pages receive the most visits

## THE FACTS

The first ever website was created by American Tim Berners-Lee and went live on August 6, 1991.

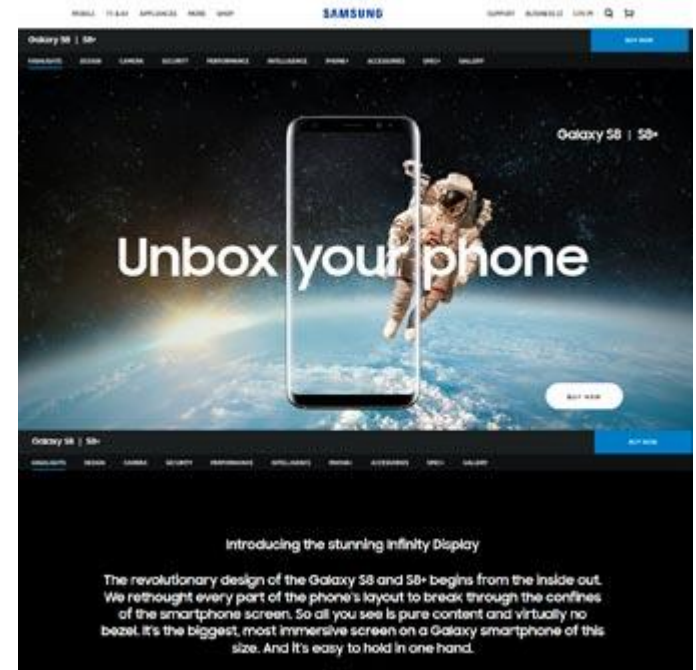


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## RESEARCH & ANALYSIS

### COMPETITOR ANALYSIS

- Make a list of 4-5 direct competitors and 2-3 indirect competitors and review their website
- What do you like about their website? What don't you like about their website?
- What type of website have they setup (one-page scrolling or multiple page)
- Was their website easy to navigate? Were all pages easily accessible or hidden?
- How did they integrate social media? Is their website responsive/mobile-friendly?



## THE FACTS

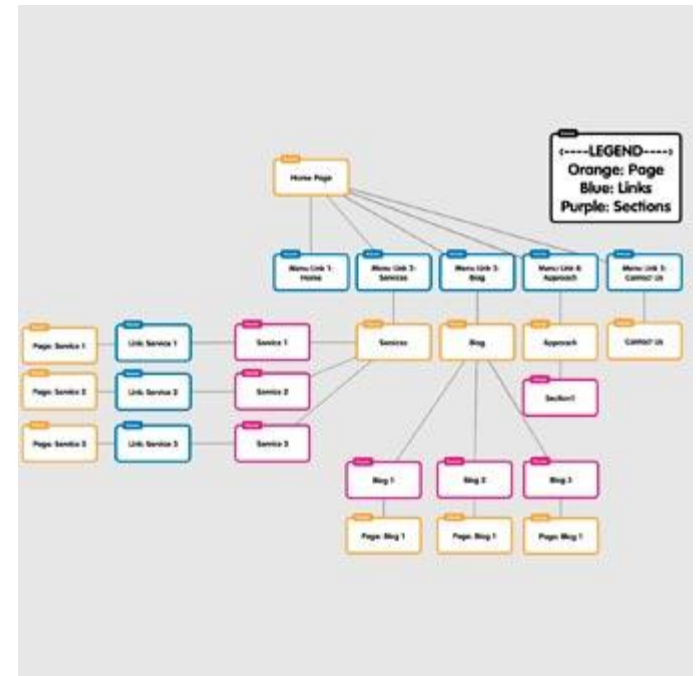
China has more internet users (738 million) than the United States has people.

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## RESEARCH & ANALYSIS

### DEVELOP A SITEMAP

- Develop a list of sections you'd like included in your website
- Determine how these pages link together and which pages will define your main navigation menu and which will be sub-menus
- Header and footer of homepage are typically carried on throughout the rest of the website
- Create notes and high-level expectation for each page
- Don't forget about legal pages



## THE FACTS

Don't confuse website sitemaps with XML sitemaps - XML sitemaps are developed after a website is completed.

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# PROFESSIONAL OR DIY

# SHIFTING FOCUS: HOW TO BUILD A BUSINESS **WEBSITE** THAT WORKS

## PROFESSIONAL OR DIY

### PROFESSIONAL WEBSITE DEVELOPMENT

- Pros
  - Professional design, look and feel
  - Time saving
  - Expert advice on sitemap, design and functionality
- Cons
  - Can be expensive
  - Websites can sometimes be difficult to maintain afterwards



## THE FACTS

There are 30+ marketing companies and design agencies who provide web development services in Windsor-Essex.

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## PROFESSIONAL OR DIY

### DO-IT-YOURSELF WEBSITE DEVELOPMENT

- Pros
  - Drag and drop functionality is easy to use
  - Affordable
  - Many templates from which to choose
- Cons
  - Customer support typically charged as an extra fee
  - Customization limitations
  - Shared hosting



## THE FACTS

Popular do-it-yourself site builders include: Wix, Weebly, SquareSpace, WordPress and GoDaddy.

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# DESIGN & PROGRAMMING



# SHIFTING FOCUS: HOW TO BUILD A BUSINESS WEBSITE THAT WORKS

## DESIGN & PROGRAMMING

### HARD-CODED VS. CMS

- “Hard-coded” is a term used for websites which are built with no content management system
- It is very, VERY rare to hard-code a website in 2018
- A content management system (CMS) is a software or program used to create and manage digital content
- A CMS makes it easier for an everyday person to add, edit or remove elements from their websites such as: pages, blog posts, photos, content etc.

## THE FACTS

51.6% of all websites online today are built using some type of CMS.

```
1 <!DOCTYPE html>
2 <html style="height:100%;">
3 <head>
4   <meta http-equiv="Content-Type" content="text/html; charset=utf-8">
5   <meta http-equiv="X-UA-Compatible" content="IE=edge">
6   <title>Untitled</title>
7   <!--Adobe Edge Runtime-->
8   <script type="text/javascript" charset="utf-8" src="http://www.adobe.com/edge/runtime/edgeLoad-EDGE-113439313.js"></script>
9   <style>
10    .edgeLoad-EDGE-113439313 { visibility:hidden; }
11  </style>
12  <script>
13    var link1="%reference%eventHTML1%";
14    var link2="%reference%eventHTML2%";
15    AdobeEdge.loadComposition('http://banners.adfox.com/113439313/113439313.html', {
16      scaleToFit: "none",
17      centerStage: "none",
18      minW: "0px",
19      maxW: "undefined",
20      width: "100%",
21      height: "100%",
22    }, {"dom":{}});
23  </script>
24  <!--Adobe Edge Runtime End-->
25 </head>
26 <body style="margin:0;padding:0;height:100%;">
27   <div id="Stage" class="EDGE-113439313"></div>
28 </body>
29 </html>
```

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## DESIGN & PROGRAMMING

### CMS OPTIONS

- WordPress
- Joomla!
- Drupal
- Magento
- Shopify
- Squarespace
- Wix



## THE FACTS

WordPress powers over 30% of the internet including websites such as: New York Times, People Magazine and Forbes.

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## DESIGN & PROGRAMMING

### WORDPRESS

- WordPress is by far the most popular content management system in the world
- WordPress websites are built using themes which can be purchased or custom designed
- The WordPress themes determine the look & feel of your websites as well as the functionality
- Many free WordPress plugins are available for additional functionality such as: e-commerce, SEO, social media and much more



## THE FACTS

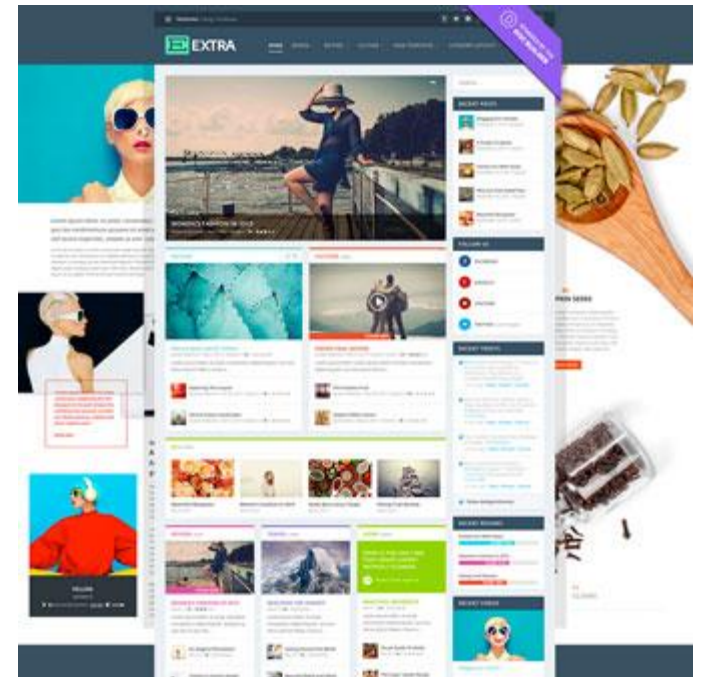
60.2% of all content management system websites are powered by WordPress.

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## DESIGN & PROGRAMMING

### PURCHASED THEME VS. CUSTOM DESIGNED THEME

- Purchased themes are very affordable and can be purchased from websites such as: ThemeForest and Template Monster.
- Many design options available, ThemeForest currently has over 41,000 themes
- Custom themes are more expensive as they are designed and programmed from scratch
- Custom themes are a good option for medium-large sized businesses which require unique designs and functionality



## THE FACTS

Many of the purchased themes available on Theme Forest are under \$99.

# SHIFTING FOCUS: HOW TO BUILD A BUSINESS **WEBSITE** THAT WORKS

## DESIGN & PROGRAMMING

### DIFFERENT TYPES OF DESIGN

- Boxed
  - Content is boxed-in the middle of the screen
- Full-width
  - Backgrounds go edge-to-edge but content stays in the middle
- Full-width - Stretch Content
  - Backgrounds and content go edge-to-edge
- Sidebar Navigation
  - Navigation menu is “stickied” to side of the screen, content on opposite side



## THE FACTS

In 2008 a typical website was 800px wide, in 2018 websites are typically built 1366px wide.

# SHIFTING FOCUS: HOW TO BUILD A BUSINESS WEBSITE THAT WORKS

## DESIGN & PROGRAMMING

BOXED

The screenshot displays the website for Elegance by Design, a wedding and event designer in Windsor, Ontario. The layout includes a dark-themed navigation menu on the left with links for HOME, ABOUT, OUR SERVICES, RAVE REVIEWS, FACEBOOK, and CONTACT US. Below the menu is a Facebook social media widget and a 'WEDDING INDUSTRY EXPERTS 2013 AWARDS WINNER' badge. The main content area features a header with the company logo and tagline, followed by a gallery of three wedding photos. Below the gallery is a 'WELCOME TO ELEGANCE BY DESIGN...' section with introductory text and a 'CONTACT US' link. Further down, there are sections for 'NEWS & INFORMATION' and 'FEATURED WORK', each with a photo and brief text. The right side of the page is decorated with a large, intricate white floral graphic.

**ELEGANCE BY DESIGN**

WINDSOR ONTARIO'S PREMIER WEDDING & EVENT DESIGNER!

HOME  
ABOUT  
OUR SERVICES  
RAVE REVIEWS  
FACEBOOK  
CONTACT US

Elegance By D...  
Like Page

**W**  
WEDDING INDUSTRY  
EXPERTS  
2013 AWARDS  
WINNER

Photo Credit: Signature Design & Photography

Photo Credit: Signature Design & Photography

Photo Credit: Signature Design & Photography

**WELCOME TO ELEGANCE BY DESIGN... EXCLUSIVE WEDDING AND EVENT DESIGNERS**

Located in Windsor, Ontario, Elegance by Design Inc is one of the area's leading wedding and event management companies.

Exquisite style, meticulous planning, flawless execution and unprecedented service are what we are known for. Our excellent reputation coupled with trend-setting designs has set us apart from our competitors throughout the years and we continually produce events that people just can't stop talking about.

As a team we are committed to giving you the unforgettable experience you deserve, from the first consultation to an absolutely flawless event.

[Contact us](#) to begin planning your wedding or event today!

**NEWS & INFORMATION**

**Signature Elegance Package**

Book our Signature Elegance package before the end of March, 2017 and save 10%!

*Posted: 2017-01-17*

**New Member of the Elegance by Design Team!**

A warm welcome to our latest addition Beverly! Beverly is our newest certified event planner and brings great experience and positive energy to the Elegance by Design team.

*Posted: 2017-01-17*

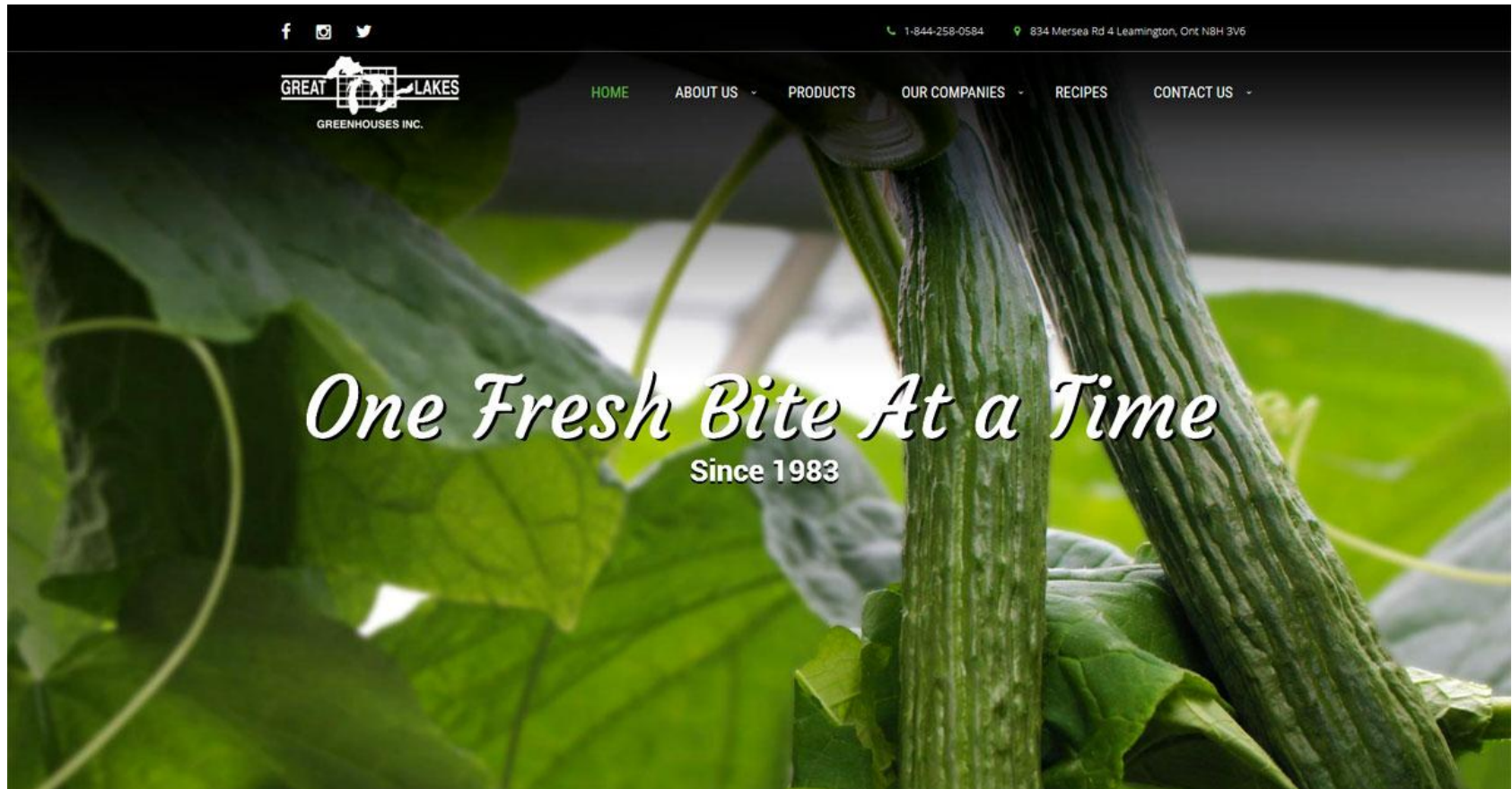
**FEATURED WORK**

Images of featured work by Elegance By Design.

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## DESIGN & PROGRAMMING

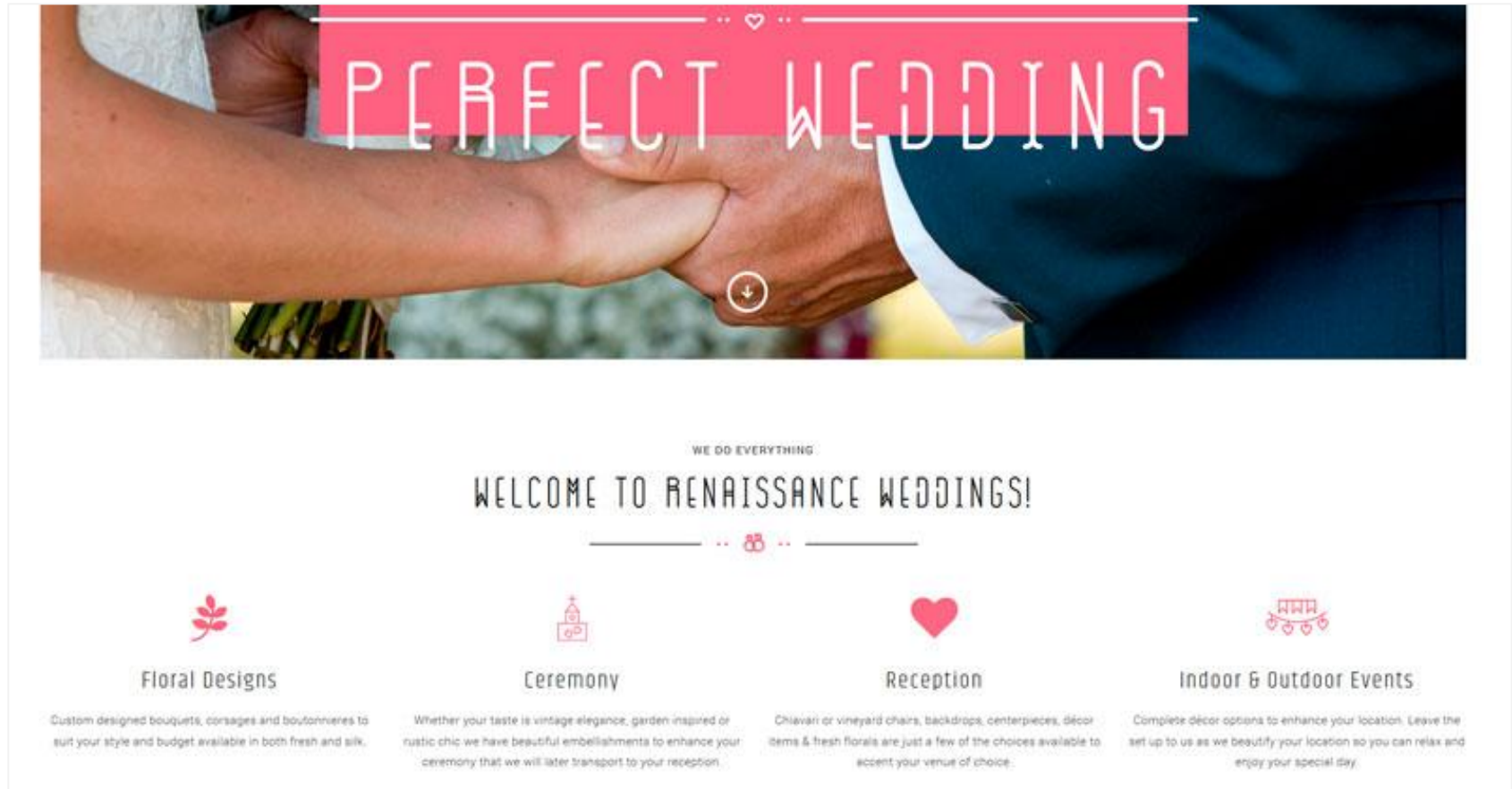
FULL-WIDTH



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## DESIGN & PROGRAMMING

FULL-WIDTH - STRETCH CONTENT

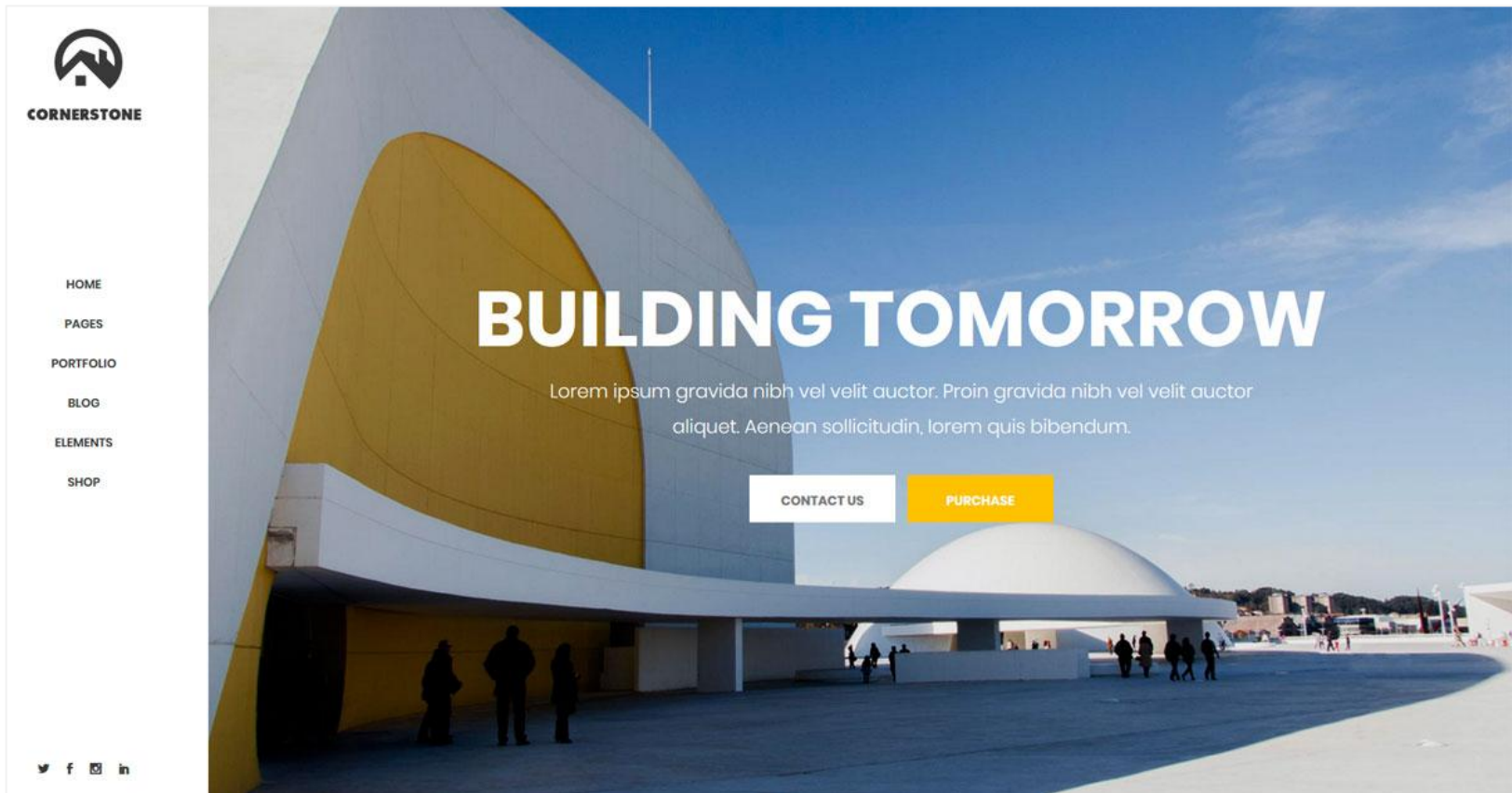




# SHIFTING FOCUS: HOW TO BUILD A BUSINESS **WEBSITE** THAT WORKS

## DESIGN & PROGRAMMING

SIDEBAR NAVIGATION



# SHIFTING FOCUS: HOW TO BUILD A BUSINESS WEBSITE THAT WORKS

## DESIGN & PROGRAMMING

### RESPONSIVE VS. MOBILE

- Programming a responsive version of your website allows the user to see all the same data available on your desktop version but formatted to fit any screen size
- Programming a mobile-ready version of your website re-directs users to a slightly different version of your website which typically has less information than the desktop version
- Most websites today are built using responsive programming



## THE FACTS

61.2% of all internet traffic comes from a mobile device (smart phone, feature phone or tablet).

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## DESIGN & PROGRAMMING

### SOCIAL MEDIA INTEGRATION

- If you're currently active or plan to be active on social media, it is highly recommended that social media be integrated into your website
- Typically this is done by adding social media icons in the Header and Footer area of your website
- There are also several other ways to integrate social media including: social share icons on blogs, embedded posts, widgets and more



## THE FACTS

92% of marketers say that social media is important to their business.

# SHIFTING FOCUS: HOW TO BUILD A BUSINESS WEBSITE THAT WORKS

## DESIGN & PROGRAMMING

### LEAD GENERATION

- Lead generation is the initiation of consumer interest for a product or service
- On a website, lead generation typically includes some type of website contact form
- These can be simple contact forms, request an appointment forms, demo forms and more
- Lead generation forms can be located throughout a website or only made visible when a call-2-action button is clicked

Request an Appointment

SCHEDULE A CONSULTATION

Fill out the form below and we will contact you to confirm your appointment request. If you have a dental emergency, please call 519-969-8171.

First Name

Last Name

Phone Number

Email

Request for your visit

Appr - when - all

Any time

REQUEST APPOINTMENT

## THE FACTS

Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost.

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## DESIGN & PROGRAMMING

### AODA COMPLIANCE

- AODA - Accessibility For Ontarians with Disability Act was created so that people with disabilities face no barriers with regards to accessing activities and opportunities
- There are AODA “Website Content and Accessibility Guidelines” all businesses must adhere to in order to be considered AODA compliant
- Those guidelines include: readability, compatibility, text alternatives and navigable



## THE FACTS

By January 1<sup>st</sup>, 2021 all public websites and web content must comply with WCAG 2.0 Level AA.

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## DESIGN & PROGRAMMING

### SSL CERTIFICATES

- An SSL (Secure Sockets Layer) Certificate is a digital certification that authenticates the identity of a website and encrypts the data sent to the server
- They can be purchased for your website by most domain registrars such as: GoDaddy, Namecheap and Bluehost
- Typically cost between \$79.99-\$99.99/year
- Required when receiving private data from users such as: credit card numbers & addresses



## THE FACTS

Google Chrome and other web browsers have begun warning users of non-encrypted websites.

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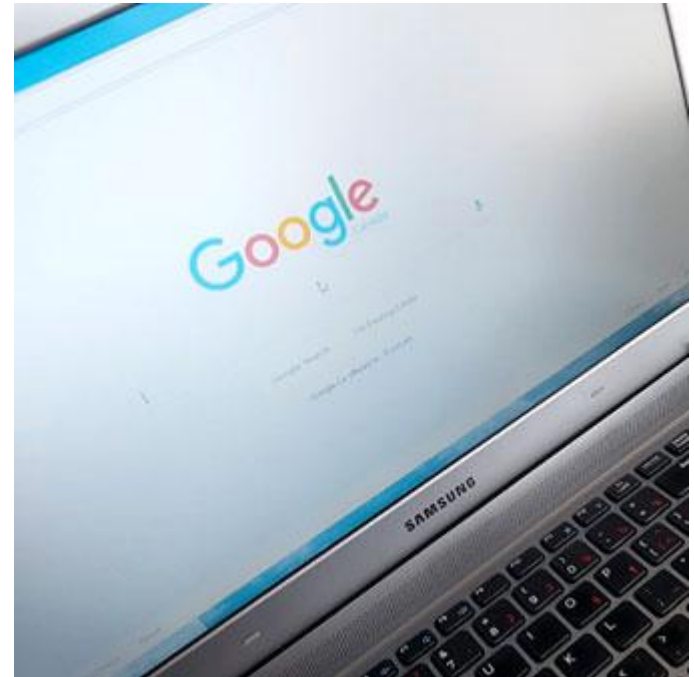
# POST-LAUNCH

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## POST-LAUNCH

SEO – SEARCH ENGINE OPTIMIZATION

- SEO is the process of affecting the visibility of a website in organic search results
- Many ways to optimize your website for search including: backlinks, blogging and META information
- SEO is a marathon, not a sprint
- Register your business with Google My Business for control over your local listing
- SEO and Google Ads are not the same



## THE FACTS

The first position on Google search results on desktop has a 34.36% click-through rate.



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## POST-LAUNCH

### BLOGGING

- Adding a blog to your website positions your business as an industry thought-leader
- Most content management systems offer the ability to easily add blogs to your website
- Blogs should be updated a minimum of 2x per month
- Should include a title, photo and roughly 200-400 words
- Blogs help with SEO and provide content for social media



## THE FACTS

Companies that published 16+ blog posts per month get almost 3.5x more traffic than companies that published 0-4 monthly posts.

# SHIFTING FOCUS: HOW TO BUILD A BUSINESS **WEBSITE** THAT WORKS

## POST-LAUNCH

### GOOGLE ANALYTICS

- Google Analytics is a free service used to track and report website traffic
- Provides the ability to track visitor location (Windsor), visitor source (Search Engine), visited pages and much more
- Can be used to track success of various campaigns, ad purchases and e-commerce sales
- Takes less than 5 minutes to setup and add to your website



## THE FACTS

According to W3Techs, Google Analytics is being used by 52.9% of all websites on the internet.

# SHIFTING FOCUS: HOW TO BUILD A BUSINESS **WEBSITE** THAT WORKS

## POST-LAUNCH

### GOOGLE SEARCH CONSOLE

- Google Search Console (aka Google Webmaster Tools) allows business owners to track website search performance and get webmaster support
- Verification can be done using Google Analytics, an HTML tag, Google Tag Manager or Domain Name Provider
- Request a review when Malware detected on your website
- It is reported that Google Search Console will soon allow jobs to be posted



## THE FACTS

An update to Google Search Console in January 2018 allows website owners to track data stretching back 1 year.

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STAY AWAY FROM...

# SHIFTING FOCUS: HOW TO BUILD A BUSINESS **WEBSITE** THAT WORKS

## STAY AWAY FROM...

WHAT TO AVOID ON YOUR WEBSITE

- Flash animation
- Background audio
- Auto-play videos
- Pop-ups
- Slow load speed
- Large photo or video files



## THE FACTS

Adobe, the creators of Flash animation, will stop updating and distributing Flash in 2020.

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QUESTIONS?

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THANK YOU!