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# Website Discussion

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# So You Want a Website?

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## □ Why?

- Show off your photography
  - Make a few Sales
  - Point fans to where they can see your work
  - Increase your visibility
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# Definitions

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- Search Engines
  - Google – Yahoo – Microsoft
- SEO (S)earch (E)ngine (O)ptimizer
  - *An **SEO** is someone who understands how search engines work in the online marketplace*
- Browsers
  - Internet Explorer
  - Mozilla Firefox
  - Chrome
  - Bing

Google, Excite, Lycos, AltaVista, Infoseek, and Yahoo are all search engines. They index millions of sites on the Web, so that Web surfers like you and me can easily find Web sites with the information we want. By creating indexes, or large databases of Web sites (based on titles, keywords, and the text in the pages), search engines can locate relevant Web sites when users enter search terms or phrases.

# Website Preparation

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## Domain Name Definition

- The name that identifies an Web site. For example, "microsoft.com" is the domain name of Microsoft's Web site.

## Domain Name Selection

- Select a name that tells what you represent
  - Short if possible
  - Match Domain Name to Business Name if possible
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# Web Site Design Marketing Objectives

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- What is your primary objective with the site? Sell Photos/Provide Information/Sell Services
  - Establishing your credibility
    - Club Affiliations
    - Business relationships
  - Describing your business
    - Make sure your audience understands your objective
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# What are your Secondary Objectives?

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- Search engine friendly?
  - Generate traffic to your site?
  - Encourage visitors to recommend your website to others?
  - Increase customer loyalty?
  - Encourage visitors to stay and visit many parts of the site?
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# How do you expect to use the site?

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- Show where your work is displayed?
  - Hours/days of operation
  - Sell your Photography or Services?
  - Show who you are - Bio?
  - Show Current Projects?
  - For Specials?
  - What else?
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# Target Audience

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- Who is your target audience – locals, tourists, retail, wholesale, etc?
  - What are your clients looking for?
  - What questions are your customers constantly asking you?
  - What can you include in your website that would WOW your customers?
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# Web Site Design Look and Feel

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- Have you seen any sites that you would like to model yours after? Or site designs to avoid?
  - Keep in mind – search engines can't read graphics.
  - What do you like about those sites?
  - What image should the site convey?
  - Home page design: Three columns, two columns or splash screen?
  - Vertical or horizontal navigation bar preference or both?
  - Do you have any photos or graphics you want to use?
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# Communicating company identity or branding

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- Do you have a logo?
  - Do you have a digital copy of it?
  - Do you have a tag line? How would you describe your business in one sentence to a family member?
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# Web Site Content

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- What unique information can you offer that will set you apart from the competition?
    - Write articles about photography, camera equipment, processing methods, etc.
  - Accomplishments & Recognition
    - Awards
    - Where Published
    - Recognition
  - Do you have this information electronically?
  - What Products do you offer?
  - Customer testimonial letters
  - Your Bio
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# Web Site Content – Part II

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- Do you have the text you want displayed for each page in the website?
  - Do you have any existing materials that you own that can be used?
  - Be careful of copyright issues. Don't copy someone's work and call it your own.
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# Decision Time

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- Decide if you want to sell photos directly from your website
    - If no – put your photos in galleries within your main website
    - If yes – consider using a professional photography hosting site that is linked to your site.
      - This would eliminate the need to build all the infrastructure that would be needed to sell, such as; Shopping carts, processing credit cards, returns, establishing a relationship with a printer, etc.
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# What menu categories make sense for you?

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- Home
  - Services offered
  - Products offered
  - Customer references
  - Testimonials
  - FAQs
  - Articles or other informative topics
  - Links or resources
  - About us
  - Contact us
  - Newsletters
  - Privacy Policy
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# Contact Information

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- Do you want a contact form?
  - What e-mail address to use on the website?
  - What telephone number?
  - What are the days and hours of operation?
  - Is there a street address or is it PO Box only?
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# Web Site Maintenance

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- How often do you envision needing to update the site?
  - What content will need updating?
  - Do you have captions and keywords for all the photos used to build your website?
  - Do you have alternate text for the photos used to build your website?
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# Timing

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- What is your timing for this?
    - Beginning date?
    - Finishing date?
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# Links

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- Make sure you understand links and how they are used to build traffic to your website – **it's very important**
  - Are there websites you would like to link to?
  - Are there websites that you can convince to link to you?
  - Which One's?
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# Unique Requirements

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- What do you want for your website that is out of the ordinary?
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# Search Engine Optimization

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## SEO

- What search terms do you expect your customers will use to find you? Your website should loosely match those search terms.
  - What organizations, companies or sites can you ask to link to your site?
  - Need Title and description for each page in website
    - Title - Usually about 7 to 10 words. Anything longer and you risk getting part of your title chopped off by some search engines
    - The description for your page is the summary shown when your page is listed in the search results
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# Build it and they will come?

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- Not unless you give them a reason to come
  - Your marketing efforts must include external activities. You can only do so much to pull activity. You will need to also push potential clients through other websites by building your network of friends.
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**ANY  
QUESTIONS?**

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**Thanks for Listening**