# Guidelines for Creating a Web Site in a Week

**Step 1: Register Your Own Domain Name (www.your(biz)name.com)**

    **www.godaddy.com** other domain resources…www.networksolutions.com  and www.register.com


**Step 2: Define your web hosting company**

    **www.wave3websites.com** other template resources…www.yahoo.com and www.godaddy.com


**Step 3: Set Up the Pages You Need**

To get started, most first web sites need only five key pages:
**A. Home page** that introduces your business, welcomes your visitor and paints a clear picture of what you offer

**B. Product or Service** page that describes (and hopefully shows) your merchandise or your service packages

**C. About Us** page that shares your philosophy or mission, and allows your customers to get to know you

**D. Frequently Asked Questions** is a resource page to answer the most common questions people have about your product or service to give your audience a clear picture of what you offer and help minimize the number requests for information you receive that are repetitive

**E. Contact** page will include your phone number, email address, your street address (hey, even a PO Box is better than nothing!) plus maybe a map, directions, or who does what at your business

In addition you can add a **Testimonials page** that shares feedback from your satisfied customers; it is the most powerful tool in creating credibility and assures visitors that you're "real"

**What Your Web Site Can Do For You**
So you know that you want a web site, but what do you want it to DO for you? You have a lot of options:
* Direct sales tool (actually sell product from your site)
* Develop your relationship with your customers
* Share info with customers about new products and/or services
* Gather leads or names for a mailing list
* Enhance your company's visibility in either a geographic area or particular industry
* Provide information or tools to position your company as a leader
* Serve as a forum for sharing information or creating community (bulletin boards, chats, and so on)
* Connect to a larger customer pool
* Generate store traffic
* Establish your credibility as a reputable and/or excellent resource
* Streamline processes (like customer service, outlining policies [returns], providing directions, other things that can be posted on your web site)

**Step 3: Write Your Content**
I suggest you start with the easiest stuff, especially if you're feeling a bit nervous or worried about your writing chops. Most of my clients have found that it is easiest to write them in this order (but you should do what is easiest for you):

**1.** Write your **Contact** page. Include your business name, address, phone number, and email address. Make sure to include the area code with the phone number. Make it easy for people to contact you, Cell #'s are optional.
**2.** Write your **Testimonials**, since you're just putting in stuff other people have written about you. Make sure to include the persons Name and if possible their email address to bring more credibility to the testimonial
**3.** Write about your **Services** (or products) page, be descriptive, including your prices is optional
**4.** Put something in the **About Us** page. Here is where you want to flaunt your credentials, such as degrees, certifications, trainings, special expertise, etc. Make sure your information is of interest to your readers. Too much personal information gets boring to others.
**5.** Write some copy for your **Home** page. Make sure you write in first person ("I" or "we" instead of "they"), and write as if you were having a conversation with your visitor. Be personable and friendly. Include only pertinent information. Write short paragraphs. Add links within your web site to your other pages. Add links to other web sites.

**Step 5: Promote Your Site**
The best (most effective and least expensive) way to promote your site is through email. Email can be forwarded, and when it comes from a trusted source, it carries the weight of personal recommendation, which is how most of us make purchasing decisions.

Launch your site with an announcement message emailed to your friends, family, colleagues, prospects, and clients inviting them to come visit your new home on the web.

Consider doing some (or all) of these activities to promote your site:
* Add key words and descriptions and register with all major search engines
* Add a link to your new web site in your email signature
* Send out a newsletter with links back to your site
* Send a press release to your trade or industry publications
* Participate in special interest list-servs or news groups
* Post information, advice, notices on special interest electronic bulletin boards
* Sponsor a link (or text ads with link) in an industry or related newsletter
* Get reciprocal links with other businesses on their web sites
* Add your site to all your marketing materials, from ads to business cards, inserts, bags, flyers, etc.

**Final Notes:**

**Keep your site fresh. Add new information and products as they become available.**

**Find ways to be interactive with participants on your site. Offer freebies such as special reports or tips and trick for your industry. Newsletters are a great way to stay in touch with your customer base and can be easily done through a mailing list.**

**Keep it simple. Heavily loaded sites take time to load and lose the interest of the visitor. Flash and animation should be avoided or kept to a minimum.**

**Put your web address on EVERYTHING…business cards, letterheads, envelopes, advertisements, billboards, menus, product labels, etc.**