



Creating the Roadmap to a Great Website



Image courtesy of thechive.com

Today's Takeaways:

- Primary objectives of any website
- How to choose an appropriate solution
- How to discern features pertinent for YOU
- Content planning: Why does it matter?
- How to manage costs and time



Image courtesy of sandcastleescapes.com

Why Be Strategic?

- Because the public's experience of your brand IS your brand.
- So – be thoughtful, proactive, and consistent about the way you present yourself!

Design

Content



Functionality

Image courtesy of notonthehighstreet.com



Image courtesy of thinkgreen.typepad.com

Four Key Strategic Objectives for Planning a Website

- *Get Validated*
- *Get Found*
- *Get Vetted*
- *Get Results*

The Four “Gets”

- *Get Validated*
 - First glance impressions count
 - Guide the visitor’s eye
 - Relevant URL
 - Brand experience under YOUR control





[Home](#)

[Gifts! MMM!](#)

[WOW! Brownies!](#)

[Spring Specials!](#)

[Corporate WOW!](#)

[WOW! Blog](#)

Shopping Cart

Print

		Product	Price	Quantity	Total
		50-piece Cookie Gift Assortment Nuts: With nuts please!	\$73.95	1	\$73.95
<input type="text" value="Coupon code"/>		<input type="button" value="Apply Coupon"/>	<input type="button" value="Update Cart"/>		<input type="button" value="Proceed to Checkout"/>

Cart Totals

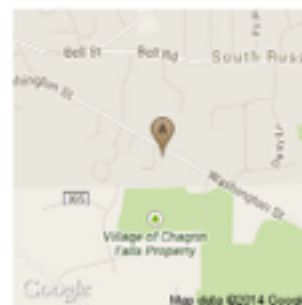
Cart Subtotal	\$73.95
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Jackson Gray prides itself on offering you the highest quality custom design jewelry. We are also more than capable of handling any type of jewelry repair, such as rings sizing, re-setting of stones, antique restoration and even eyeglass repairs. We are centrally located in Chagrin Falls, on the corner of Washington Street and Industrial Parkway, adjacent to Village Martini & Wine Bar. We look forward to seeing you soon!

Search

Visit our store ...



Store hours

Tuesday - Friday: 10:30am - 6pm
Saturday: 10:30am - 5pm

Our Customers Say...



"Chad designed our wedding rings... [they] were exactly what we wanted and he made some suggestions that made our creations even better. After we received our rings we were so pleased that my wife and I then had Chad create wedding



The Four “Gets”

- Get *Validated*
- Get *Found*
 - Search Relevance
 - well-formed (standards-compliant) code
 - harmony between navigation and content
 - pertinent, on-message, FRESH content
 - Obvious URL
 - Fastest hosting your budget will support

The Four “Gets”

- Get *Validated*
- Get *Found*
- Get *Vetted*
 - Be specific about your value
 - Help people say “yes”
 - Let people say “no”
 - Earn trust



Get Vetted:

Business Communication Coaching with Effective Training & Communication | Cleveland Ohio

http://communicate-confidently.com/ Reader Google

Phil@communicate-confidently.com 440.449.0358 Clients About Phil

etc
EFFECTIVE
TRAINING &
COMMUNICATION

Communicate Confidently Working with You Resources Bits & Pieces


Presentations
Writing
Interpersonal

Communicate – confidently.

 Sign up for our newsletter
Type your email and hit enter
We will shortly send a confirmation to the address you provide - please respond to this confirmation to complete your subscription.

Imagine yourself connecting more deeply, competing more successfully...

What would it be like if you and your team communicated more confidently ... with more competence and credibility? None of us needs the stress that often comes with workplace communication, the nagging strain of trying to "get it right" when communicating with peers, managers, staff, and especially with customers. In presentations, in writing, over the phone, and face to face, we all want to feel more connected, more credible, more in control.



You're ready for a change. And because it's important to you to create value, build trust, grow a loyal client base, and be poised for all those new opportunities, you're ready to do it right.

Effective Training & Communication collaborates with you to precisely identify your pain points, define where you want to go, and create a plan that empowers you to get there. Our customized learning removes the frustration and yields real business results. Because you – and your team – deserve to be effective!

Ready to take the first step? Call or [email](#) us today; we'd love to talk with you about your goals for communicating with more clarity, credibility and confidence.

To search, type and hit enter

Search by Category:
Select Category

13 Tweet 1 Share 2

The Four “Gets”

- Get *Validated*
- Get *Found*
- Get *Vetted*
- Get **RESULTS**



Image courtesy of lifemeisters.com

The Four “Gets”


- Get *Validated*
- Get *Found*
- Get *Vetted*
- Get **RESULTS**
 - Clearly compel visitors’ next steps
 - Relevant to desired outcome
 - Appropriate to visitors’ current level of trust and engagement
 - Appropriate to YOUR resources
 - Measurable
 - What does / doesn’t add value for both parties
 - Drive improvements to site

Get *Results*:

Responsive, affordable waste management | Cleveland, Northeast Ohio




http://greenroadwaste.com/

ABOUT US - CONTACT - DUMPSTER SIZES - SEARCH

 **GREEN ROAD**
WASTE & RECYCLING

In Northeast Ohio, phone 877-937-9278
In Greater Cleveland area phone 216-355-2043

HOME | ALL SERVICES - | QUICK QUOTE | COST-SAVINGS ANALYSIS

Responsive, affordable waste management

Sound good? Often it's a bigger deal than expected, and takes some ingenuity to deliver. Our encyclopedic knowledge of the industry, years of creative problem solving, and insistence on providing you real value means that you get the best solutions for your waste management and recycling needs no matter how complex they may be.

Green Road provides efficient, comprehensive waste management solutions, including dumpster rentals, waste removal, and recycling services, with better terms and prices to save you time, money and stress.

You have enough to worry about. Green Road takes your trash problems off your hands, and treats you – and the environment – with consideration and fairness. Don't take trash from your waste management vendor; rely on Green Road to get it done right.

ORDER A DUMPSTER TODAY!

STEP 1 of 4. Your Name *

"Since starting with Green Road Waste & Recycling, we have saved over 30% on our waste removal costs and have increased recycling by over

Get *Results*:



How to Get your “Gets”



How to Get your “Gets”

Evaluating Needs vs. Resources

- Vehicle = Site building platform

- “Quality” platform means:

- Flexible
 - Extensible
 - Future-proof!
 - e.g., WordPress

- Baseline SEO baked in
 - Future-proofing baked in
 - Range of price points
 - Easy to learn and maintain



WORDPRESS



SONY

JAY-Z

Katy Perry

Lolapalaza



The New York Times



Forbes



MACLEAN'S

“Who’s Using WordPress?”



Heights-Hillcrest Regional
Chamber of Commerce
Empowering You and Your Business

TheNotMom.com

MEDCITY
News



Your Vehicle / Site-building Platform

The screenshot shows a web browser window with the address bar displaying "hrcc.org". The website header features the HRCC logo, which consists of a stylized blue building icon, followed by the text "Heights-Hillcrest Regional Chamber of Commerce" and the tagline "Empowering You and Your Business". To the right of the logo is a photograph of two smiling individuals, a woman and a man. Below the header is a navigation menu with links: Home, Benefits, Join HRCC, Member Directory, Events, Expo, Resources, and Contact HRCC.

The main content area is divided into two columns. The left column is titled "EXPAND YOUR VISION FOR YOUR BUSINESS!" and contains the following text: "You know a good opportunity when you see it. So do the hundreds of business people who attend HRCC's award-winning Business Expo each year! We look forward to seeing YOU on May 9th, 3-7pm at 700 BETA Banquet & Conference Center for this year's powerhouse business networking event." Below this text is a YouTube video player. The video title is "Expo is Connector's Choice Award Winning Event!". The video thumbnail shows two women, one in a grey blazer and one in a dark blue blazer, standing in front of a blue and purple background with the "EXPO 2013" logo. The video player controls show a play button, a progress bar at 0:05 / 1:05, and other standard video controls.

The right column is titled "JOIN OUR EMAIL LIST" and contains a quote: "The rewards of building relationships through HRCC are long lasting." attributed to "Raymond Susseil, AXA Advisors". Below the quote is a section titled "UPCOMING EVENTS" with a list of events: "Business Expo 2013: May 9", "Measuring Your Impact on Customers: May 23", and a link "[... more]". At the bottom of the right column is a section titled "LATEST NEWS" with a list of news items: "HRCC & COSE Collaborate on Energy Offerings" and "Bridge to Success - HRCC and SE-L".

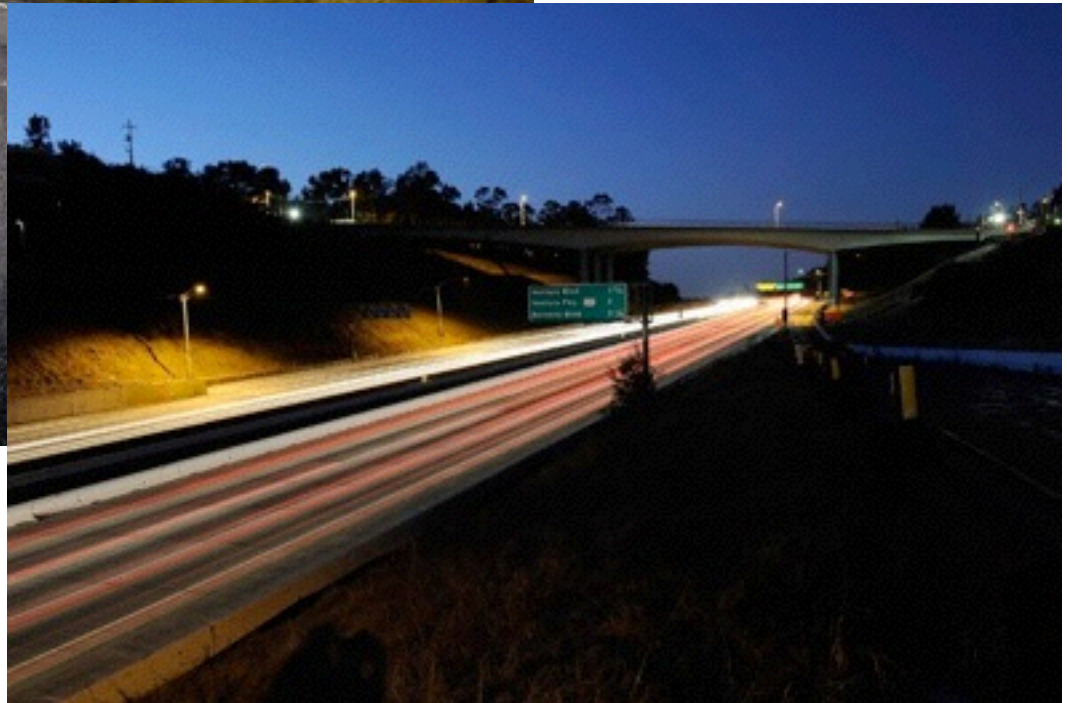


Image courtesy of autoblog.net

How to Get your “Gets”

Evaluating Needs vs. Resources

- Vehicle
- Timetable = Urgency vs. Resources



Image courtesy of zimbio.com

How to Get your “Gets”

Evaluating Needs vs. Resources

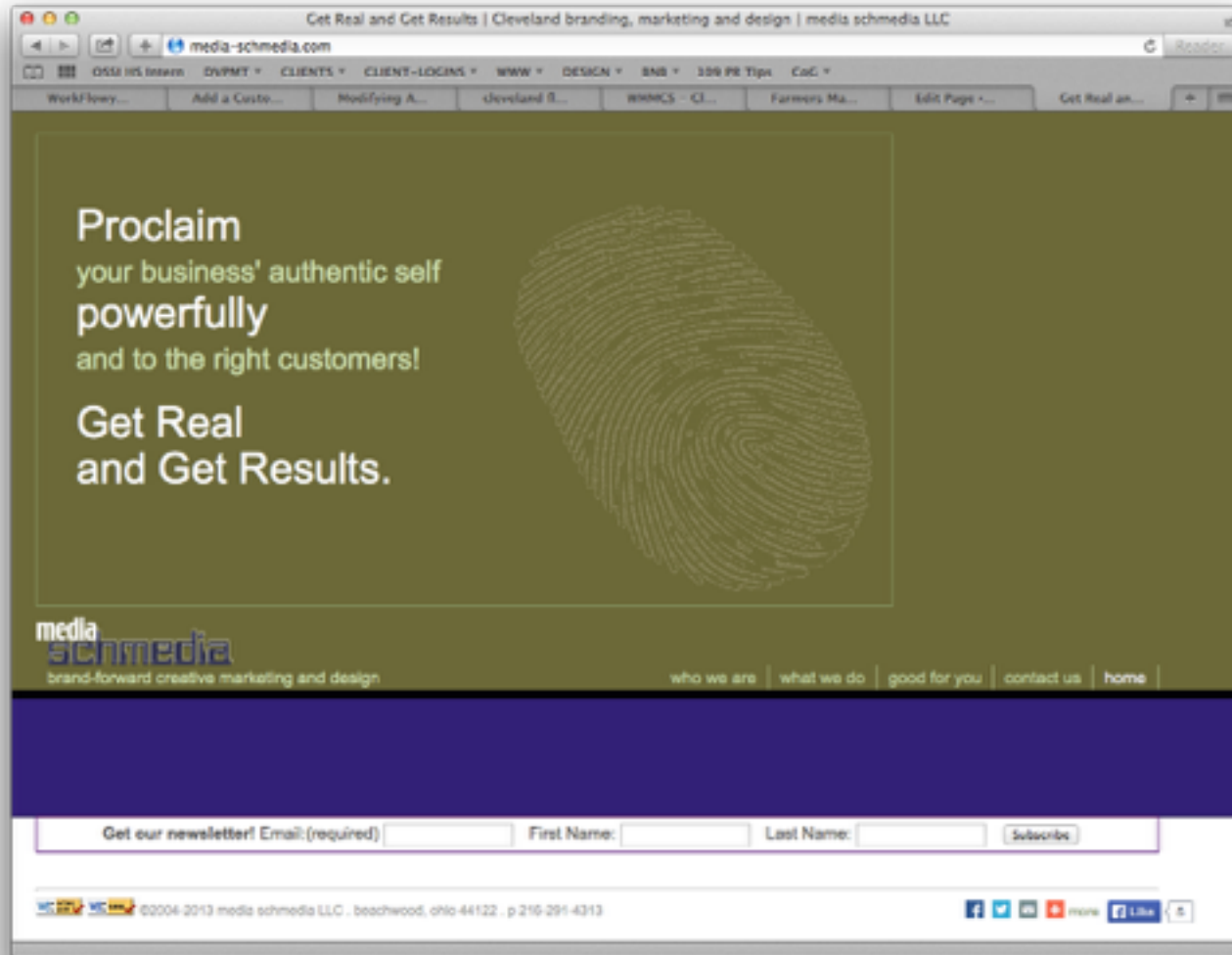
- Vehicle
- Timetable
- Resources
 - Time
 - Money
 - Skills in-house
 - Sanity



How to Get your “Gets”

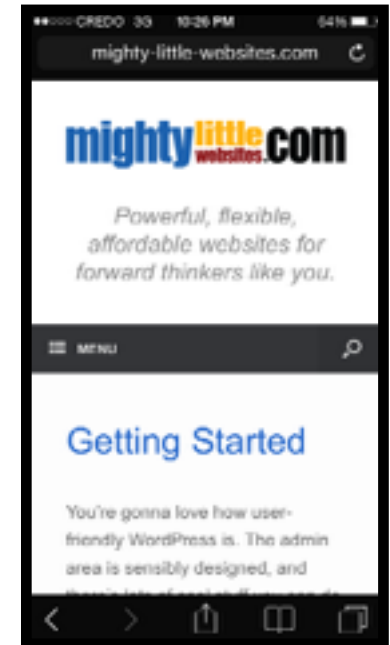
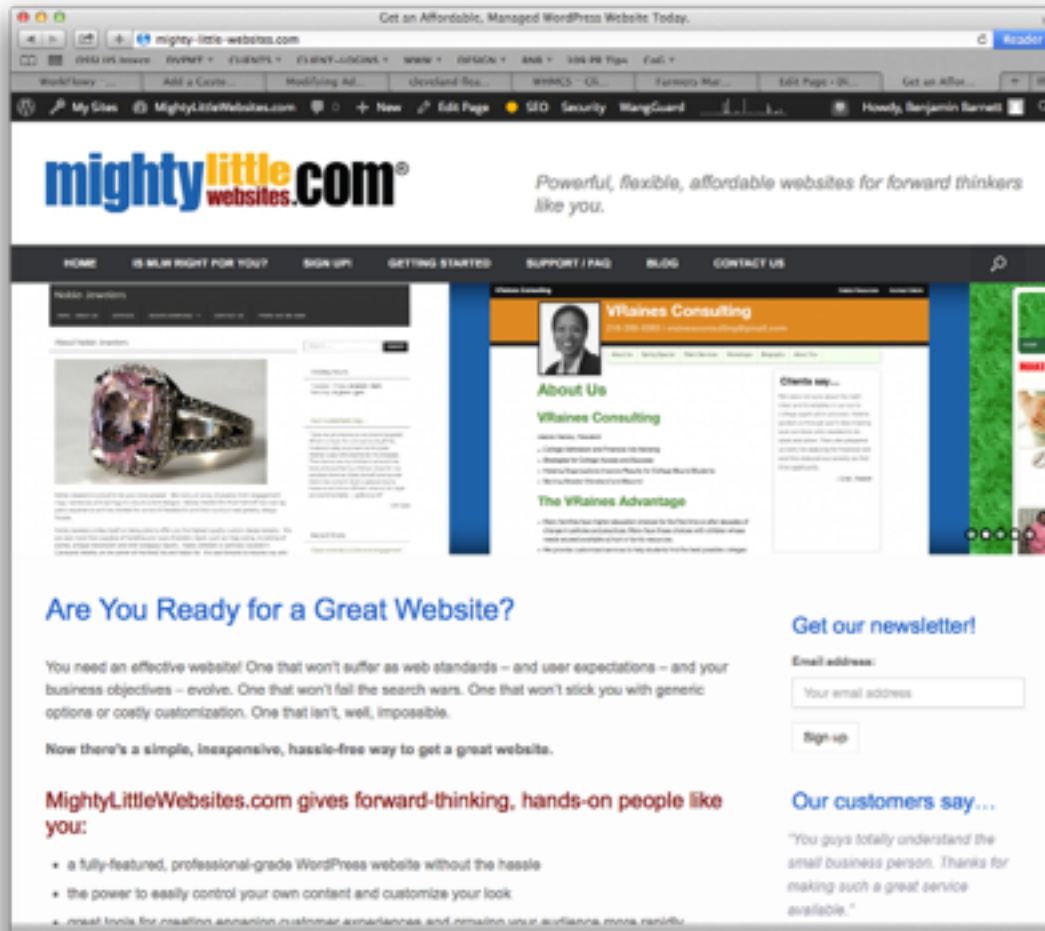
Evaluating Needs vs. Resources

- Vehicle
- Timetable
- Resources
- Logistics
 - What comes first, what comes next?
 - Where are there most likely to be roadblocks?
 - Can I anticipate future needs?



Hard to change...

...Easy to change



**mighty
little
websites
.com®**



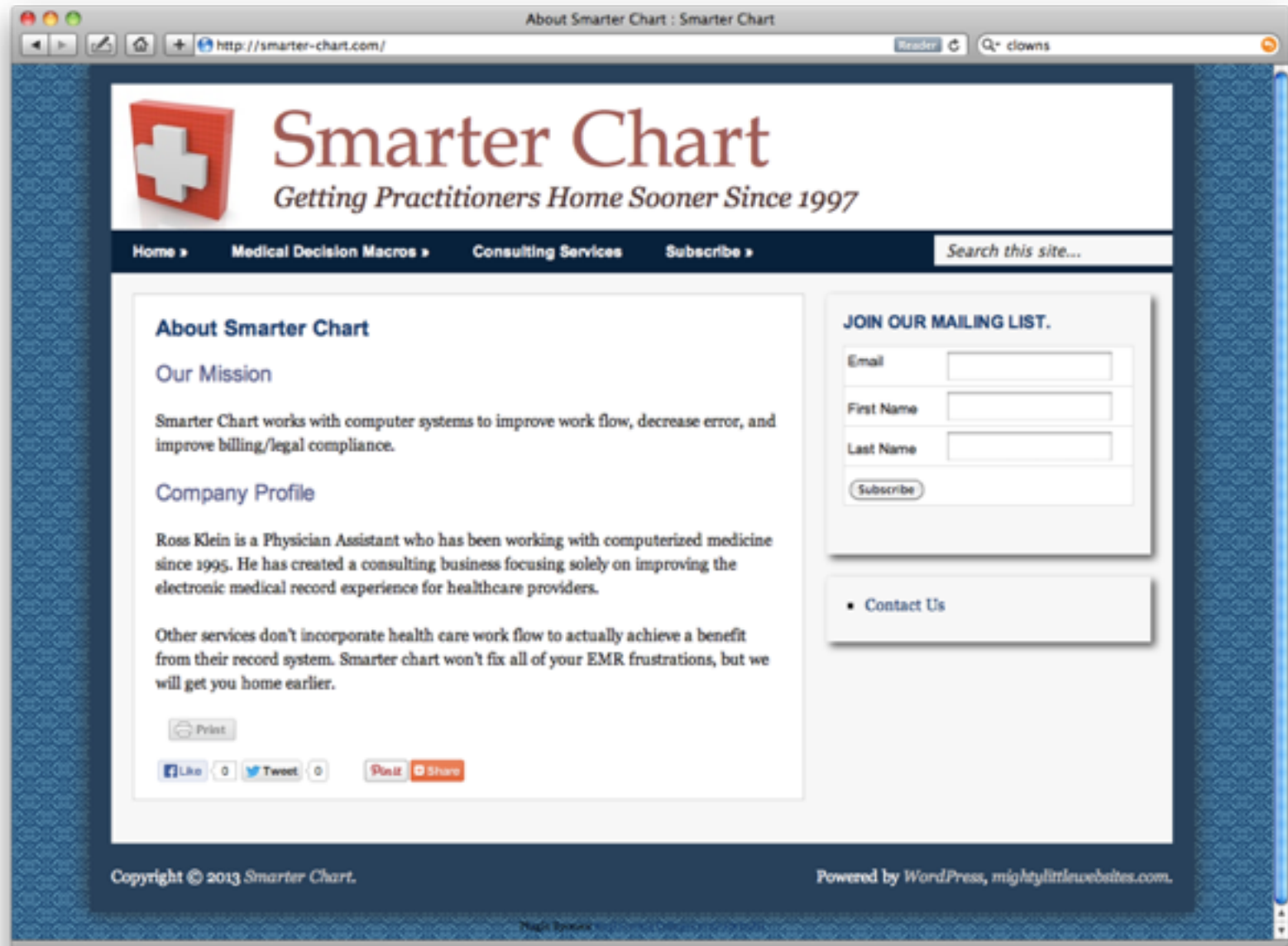
Image courtesy of Calumet Clowns

How to Get your “Gets”

Evaluating Needs vs. Resources

- Vehicle
- Timetable
- Resources
- Logistics
- Passengers (Requirements of Stakeholders)
 - Easy to use by *all* relevant parties
 - Who is impacted by your choices about your website?
 - Sales?
 - Marketing?
 - Customer service?
 - CUSTOMER!
 - Others?

Your Passengers/Stakeholders



Your Passengers/Stakeholders



How to Get your “Gets”

Evaluating Needs vs. Resources

- Ultimate solution =
Balance of needs and resources

Packing for Success

Informed Choice-making

Design



Content

Functionality

Packing for Success

Content

- Content should be:
 - Meaning-FULL (brand- and customer-centered)
 - VALUE-based
 - VALUES-based!
 - Strategic (planned “why” for what/when/where to share)
 - Manageable
 - Yours
 - Engaging
 - Compelling... Action!

Packing for Success

Functionality

- Does site “behave” for you AND your visitors?
 - Clearly organized navigation
 - Choiceful, relevant, easy to use functions that lead to further engagement / desired action by visitors
 - Measurable
 - Tested!
 - Quality Content Management System

Packing for Success

Design

- Site design should:
 - Authentically reflect your brand value
 - ***Support the functionality*** required to enable visitors to interact with the content
 - Honor your visitors
 - Allow them to experience your value



Did We Pack Well?

Do our Content, Functionality and Design
work together to help us get our gets?

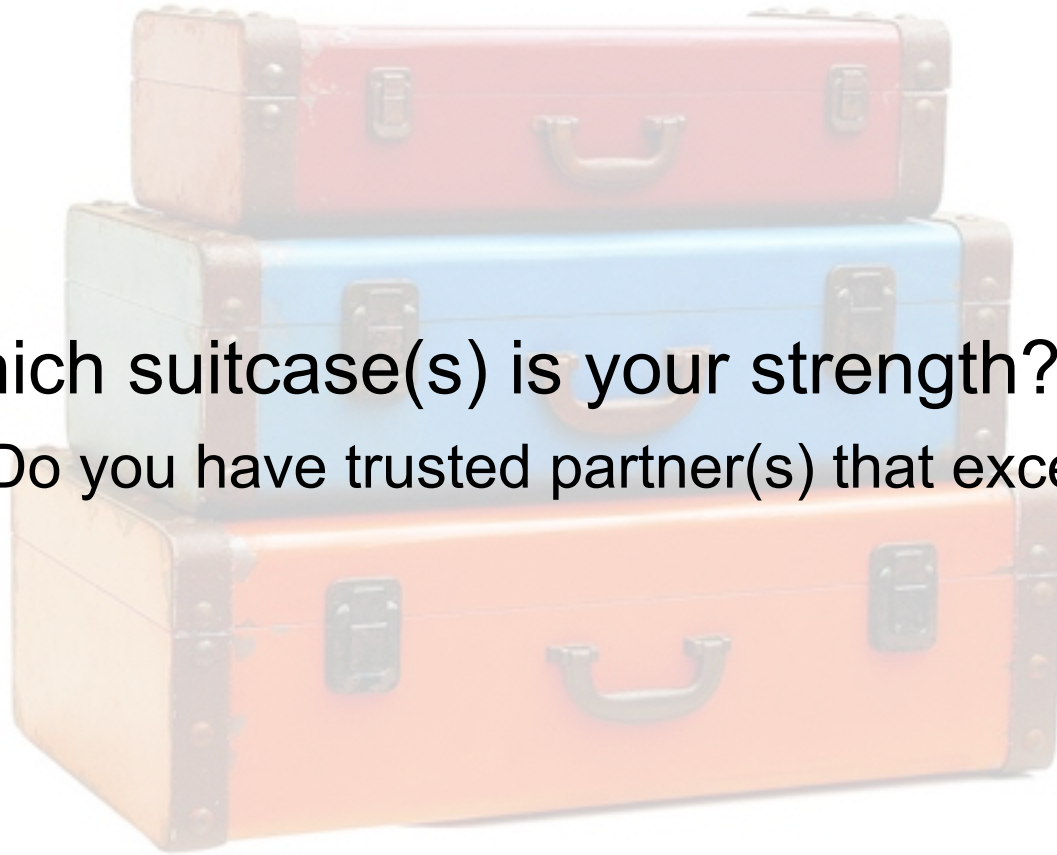
*...but what if we need **HELP** packing?*



Choosing a Development Partner

Important Questions to Ask

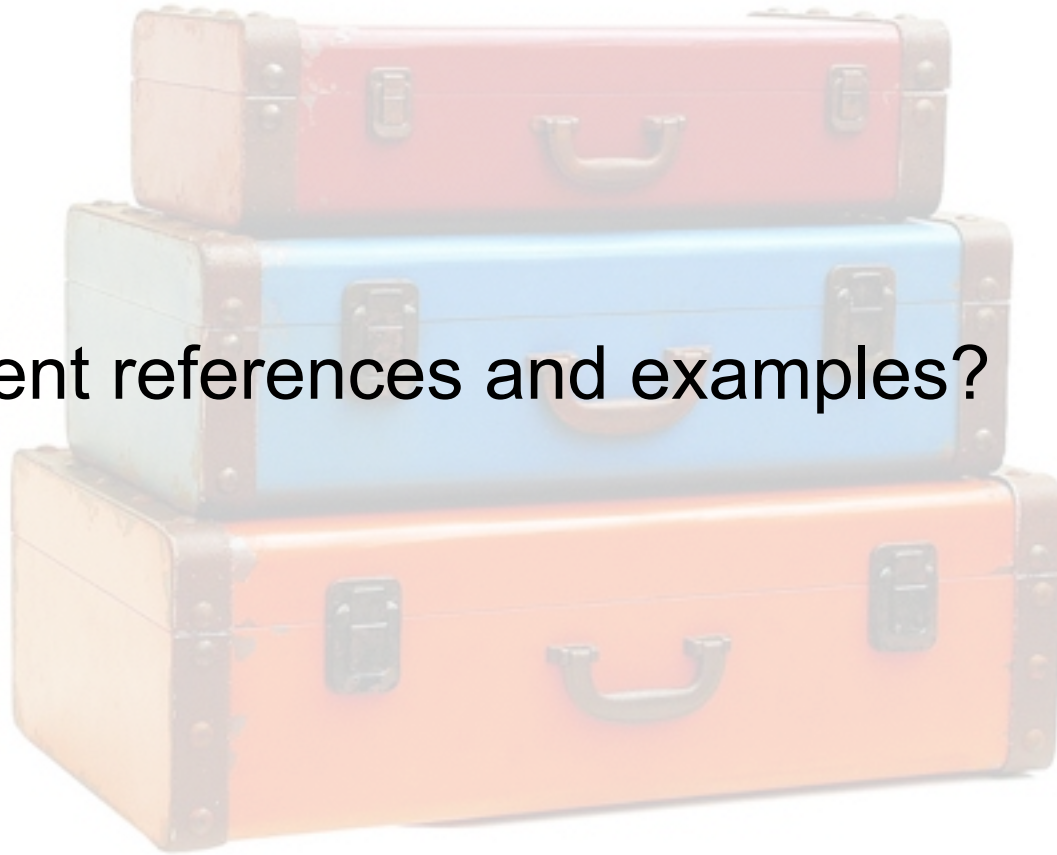
- Which suitcase(s) is your strength?
 - Do you have trusted partner(s) that excel in the others?



Choosing a Development Partner

Important Questions to Ask

- Client references and examples?



Choosing a Development Partner

Important Questions to Ask

- Approach to client communication?



Choosing a Development Partner

Important Questions to Ask

- Proprietary or open development platform?



Choosing a Development Partner

Important Questions to Ask

- Who can make changes?



Choosing a Development Partner

Important Questions to Ask

- Hosting requirements?
 - Can my site live anywhere, or only on your server?
 - Secure? Monitored? Backed-up? Updated?



Choosing a Development Partner

Important Questions to Ask

- Costs: up-front? ongoing?



Choosing a Development Partner

Important Questions to Ask

- *Is this partner really listening to me?*
 - Consider temperament AND experience



Did We Pack Well?

- Do our Content, Functionality and Design work together to help us get our gets?
- Site design should:
 - Authentically reflect your brand value
 - ***Support the functionality*** required to enable visitors to interact with the content
 - Honor your visitors
 - Allow them to experience your value



Questions?

Thank You.

- Email: Benjamin@media-schmedia.com
Halle@media-schmedia.com
- Our managed WordPress websites service:
 - <http://mightylittlewebsites.com>
- Facebook: Follow mightylittlewebsites

