

## Website design & SEO 101

### Basics

You've started your business, and/or have your business idea and plan, so now you need to find customers, which means you need to spread the word beyond your circle of family and friends. So, let's talk about marketing strategy, and then start the discussion about your online presence. In this brief, we'll touch on the broad strokes of marketing strategy, and hone in a bit more on your website creation and design.

### Marketing

You may have heard of the 4Ps - Product, Pricing, Placement and Promotion. You've got to define your *product* or service (the thing you offer and how it makes customers feel); you've got to *price* your product so it's both comparable to, ideally better than (in one or more aspects) what's on the market, and enables you to survive and thrive; you've got to make your product available where your customers shop, so think about your distribution and sales outlets, or *placement*; and finally, you need to figure out who your customers are, aka your customer segment, and the messages about your product that will appeal to them, and start *promoting* it. So, think of your product, who would like it, what they pay for similar products or services, where they shop and what messages will interest them and get them to try your product the 1st, 5th, and 127th time.

So, now you've thought about your marketing strategy... time to execute! Make sure people know your product's particular "personality" aka differentiated brand, then use technology to amplify your message.<sup>1</sup> So, let's think about your website.

Don't worry about perfection, just get online. Think through the basics and put something up... *then* finesse it. In this brief, we'll talk about the basics of website design... and getting to the top of the search engine rankings.

### Good website design is

- Well organized, easy to read and navigate (consistent page design and menu placement, succinct prose)
- Clearly states your organization's products or mission
- Informative
- Credible
- Updated in a timely manner
- Inspires action by the user
  - purchase products or donate online or print out coupon and come visit us.
  - prominent access to "engage" (Facebook, YouTube, Twitter, Pinterest, RSS feed, email subscription...)
- Has a strategy for:
  - search engine optimization (SEO, aka getting website visibility for free, or some-time- little-money)
  - consistent application of branding and imagery maintenance

Word of Mouth,  
Posters & Postcards



Email  
Facebook  
Website  
Blogs  
PR

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<sup>1</sup> Ask us for a copy of "Marketing Plan - Why and How To", or download it from <https://glocalconsultantsgroup.com/glocal-briefs/#Business>

SEO relates to the technical design of your website. A few guidelines...

- List all key words people might use to find you (concepts, locations, people) and put them throughout your site's text (within the realms of natural flow of text).
- Update site regularly with new content e.g. blog and events.
- Label any photos or Flash - search engines only read text.
- Links, links, links – within your site and to/from others.
- Store a one-sentence description of your page in the metatags at the beginning of each web page.
- Set up your google analytics account and review it frequently (weekly, or more often)
- Get security certificates (SSLs) on your website/s (your web host will help). The website address will become https:// and that way, you won't fall out of google rankings after mid-2018.
- Use a website plug-in to signal descriptions to be improved, keyword strength, etc. [Check here for options.](#)

Technically, there are several software programs and online tools or templates to create the format of your website. There are also easy tools, eg Google analytics, to see how people find your site, what pages they look at most/least and all kinds of other useful information, that can help in strategically updating your website. And of course, beyond this "organic SEO" there are paid search strategies – buying Google ad words, banners, and other pay-per-click services to drive traffic to your website.

#### A case study - designing a website for an observatory in the desert

The Arabian Nights Astronomy Association<sup>2</sup> was building an observatory in the desert, to educate students and tourists on the planetary system, stars, physics and stories of navigation. They were so busy preparing their business plan and funding, not to mention their own scientific research, they didn't have the bandwidth to think about developing a full website for the observatory. Ultimately, we recommended a three-step process - benchmark, make one page, then build it out.

- Benchmark
  - Check out other stargazing websites around the world to see information they include, how they arrange it, etc. e.g. [stardate.org](http://stardate.org), [visitkielder.com](http://visitkielder.com) and [sydneyobservatory.com.au](http://sydneyobservatory.com.au), <http://nasm.si.edu/exhibitions/popobservatory.cfm> and others you know of or hear about
- Skygate online
  - Add 1 page (or sub-site, with page & sub-pages) to your Association's website. Later, you can spin out a complete site, but keep it simple for now.
- Info to Include
  - location, how to get here, photos, price.
  - overview of the customer experience.
  - 1 paragraph on the background/purpose of the project
  - In a later iteration (perhaps in 2 or 3 months),
    - add a couple star stories, perhaps on connecting pages.
    - A page of interesting links – one-line description & the actual hyperlink
    - A PR page - with links to articles, grouped by language in which they appear
    - Eventually add customer testimonials, employee profiles, blog, guest book, social media profiles.

Glocal Briefs™ are pragmatic, five minute intros to diverse management and leadership topics. Check out the others [here](#).

If you would like help on preparing your website, online or broader marketing strategy, or on other small business growth management issues, please contact us at [info@glocalconsultantsgroup.com](mailto:info@glocalconsultantsgroup.com) or call +1-773-218-8270 or +1-347-480-8679.

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<sup>2</sup> Not its real name