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Wordpress Site Specialist

WEB STRATEGY HANDBOOK

Choose the shortest path to web success

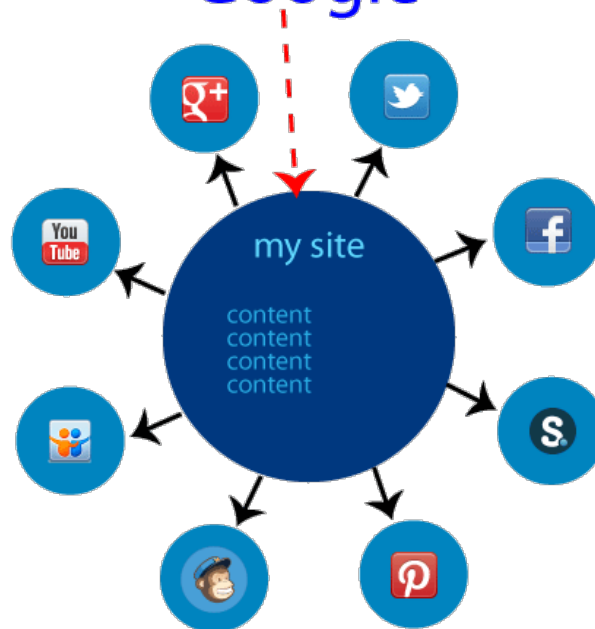
Navigate the ocean of options available

Cut to the chase

Use what you need

Leave the rest!

Google

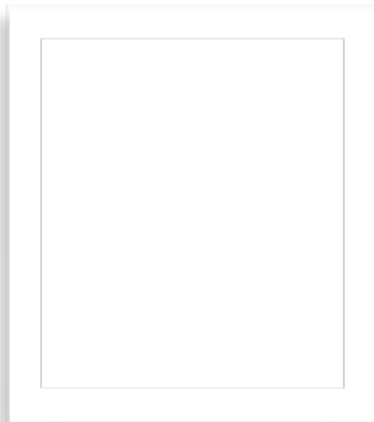


Write once, publish many !

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Web Strategy Handbook



Jon Burr, author
<http://jbq.net>

You are unique.

Nobody does what you do the way that you do it.

Nobody knows what you know.

Nobody else has had your set of experiences and knowledge.

“The way to success is helping others get what they want or need.”

- Unknown

What do you have that people want or need?

Your answer is the key to your web strategy!

Helping others, sharing your knowledge, wisdom, stories, experience, work, or expertise is the key to success on the web. **Become a trusted source and provider.**

Your visitors will pay you for your content, goods or services.

If you've got a website, **focus it, organize it, make it useful and informative, and update it** so it can broadcast for you and get found.

Be of service and “shine your light unto the world.” Offer your talents, knowledge, and gifts.

Don't feel you've got something to offer?

Step one: Learn how to do something most people can't, do it well, and become an expert at it!

Step two: Make sure they can find out about it from your website.

Share what others say about your work on your website.

Let others talk about your skills - post their reviews!

Demonstrate your expertise, knowledge and reliability on your site through your content.

Your website can do a lot of things you have yet to imagine!

If you've found something to do that's useful to others, you're on your way!
Share it!

Gain success and independence! Become your own boss! Freelance! Make your own schedule! Leave the rat race! Sell a million widgets, make a sustainable living, and find happiness, all from your website!

Your website will

- Demonstrate your capabilities**
- Showcase your work**
- Advertise your product or service**
- Sell your product, book, recording, goods, services**
- Publicize your videos or podcasts**
- Build your network of clients and prospects**
- Do your marketing through social media and newsletters**
- Create new relationships**
- Become your publishing platform**
- Bring you passive income**
- Become the hub of your information stream.**
- Host advertising that pays you for your content**
- Build a community around a collaborative project**
- Become a trusted resource for information, knowledge, expertise and news**
- Get you work.**

It's almost impossible to do any of these things without a website today !

You **need** one.

You need one that **works** the way you need it to.

Let's get started!

FAQ

I would ask you this:

- What is your business?
- What would you like your website to do for your business?
- What products, content or services are you planning to offer?
- What do you see in your top menus?
- What competitor sites do you admire or want to emulate?
- Do you have the time or desire to add content yourself?
- Would you like to broadcast to social media from your site? (Yes!)
- Would you like to build a mailing or subscriber list and create a newsletter? (Yes!)
- Will you be adding contributors to your site?

Make Notes!

You might ask me this:

- I need a website. What does it cost?
- I need to update my website.
- I need to improve my traffic! How?
- My site is in Wordpress. How do I create a post or add a picture?
- How do I sell music, books, goods or services from my site?
- What social media should I use, and how do I connect to it?
- Should I use a Website Builder in my hosting account?
- What hosting provider should I use?
- Should I use WIX, Joomla, Drupal, Front Page, DreamWeaver, or Wordpress?
- How do I get found in Google?
- How do I do "SEO?"
- What is SEO?

I love to answer questions!
try me!
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(917) 861-1242
One Hour Free Consultation !



Wordpress, Wordpress, Wordpress

More new sites are build in WordPress now than any other Content Management System (CMS).



Why?

- ▶ It's the most widely used and supported CMS.
- ▶ It's dynamic.
- ▶ Users can create pages, posts and content at will with no knowledge of code.
- ▶ Its core design is very helpful for Search Engine Optimization (SEO).
- ▶ It's designed to organize your content by keywords.
- ▶ Search engines catalog content by web address (URL, or Uniform Resource Locator) and page/post/media title, and look for keyword relevance. WordPress does this brilliantly! Google's own head of WebSpam Matt Cutts uses Wordpress (and the Genesis framework - more about this later!)
- ▶ With a Wordpress site, users can publish unlimited titles and URLs pointing to their unique, relevant content.
- ▶ Wordpress sites have an RSS "feed" ("Really Simple Syndication") useful for distribution to subscribers. An email provider such as MailChimp can use your RSS feed to send a newsletter to your subscribers.

We build sites in the Genesis Framework

Preferred among knowledgeable WordPress developers, Genesis has lean code, is optimized for discovery, is HTML5, CSS3, and Schema Markup-Standards Compliant.

Created by StudioPress, the "child themes" available for this theme framework offer robust, state-of-the-art design flexibility, an extensive community of users and support, simplicity of theme functionality, and infinite extensibility.

Genesis is the the framework used by Google's own Matt Cutts, head of WebSpam, and Joost DeValk, author of "Yoast," the most widely-used SEO plugin for WordPress.



Hub and Spoke SEO

There are multiple options for content publishing, including social media outlets, YouTube, Podcasts, your email newsletter, Scribd (for pdfs and ebooks), Slideshare (for Powerpoint presentations). Most of these “external” media (external to your website) have sharing capability.

For example, it’s possible to send out a newsletter and have your provider post it to Facebook and Twitter. It’s possible to share on Facebook and have it go out to Twitter, then bring your Twitter feed into your website.

Is this good for your website?

No.

Why?

Because your content belongs on your website. Your content adds relevance and authority to your website in the eyes of search engines, and discovery depends on the ranking and authority you establish in the “eyes” of the search engines.

Yes, you should post on social media - but as a share from your website, or through automated syndication. The fantastic WordPress plugin **Social Networks Auto Poster** (“SNAP”) can do this for you. It will broadcast your new content out to social media that you designate, and can even go through your existing content and post it on a schedule you determine.

Who has time to post on multiple social media outlets?

Your site should be the center of your content universe.



Write once, publish many !

Which Social Media Should I use?

Depends on the nature of your product or service, and who your customers are.

Local Business/Services	Google+ Business Page, Yelp, Local directories, Text marketing (Clearstream), Newsletter/email/autoresponders
Business to Business Service	Linkedin, Facebook Page, Google Community, directory pages, Newsletter/email/autoresponders
Freelance Services	Facebook, Twitter, Tumblr, Pinterest, Linkedin, Google+, Newsletter/email/autoresponders
Photography	Pinterest, Tumblr, Facebook, PhotoDeck (adjunct photo commerce site), Newsletter/email/autoresponders
Music	Facebook, Twitter, Google+, Tumblr, plus Soundcloud, YouTube, BandCamp, CDBaby, Newsletter/email/autoresponders
Interior Design	Pinterest, Tumblr, Facebook, Twitter, Google+, Instagram, Newsletter/email/autoresponders
Industrial Services	Linkedin, Google+ Communities, Professional Associations and directories, Newsletter/email/autoresponders
Legal Services	Avvo, Findlaw, Directory sites, professional directories, Yelp, Facebook page, Google+ Communities, Newsletter/email/autoresponders
Restaurants	Yelp, Trip Advisor, Urban Spoon, Facebook, Google+ Local Business, Instagram, Text Marketing (Clearstream)
Local Retail	Facebook page, Yelp, Text Marketing (Clearstream), Newsletter

How do I get Reviews?

Ask for them!

- ▶ If you've got a restaurant, you'll be getting reviews, so it's good to claim your business on sites like Google+ for Business, Yelp, Trip Advisor, Urban Spoon, etc.
- ▶ If your customer is on Google+, ask for a review there.
- ▶ Create a reviews page on your website, and ask customers to leave comments on your customer reviews page.

What about eCommerce and other features?

WordPress is highly extensible. The odds are very high that whatever you might want to do with your site has already been done by somebody, and there's a plugin for it.


Anything is possible.

Linkbacks Are Important! How do I get them?

Ask for them!

Linkbacks are links to your site or content from other sites. Authoritative external links can be very powerful for SEO. Link building has been the prime focus of SEO's, both honest ("white hat") and dishonest ("black hat"), Algorithm updates Hummingbird focus more on site quality and linkbacks still matter and

Black hat SEOs are still hacking backlinks, or placing spam actors can do a lot of damage to consigned to Google Siberia. manipulation: A customer of mine traffic" from someone on Fiverr, resulting in a surge of hits all leaving from the front page, bringing her "bounce rate" to over 99%, damaging her site rank in the process.



Don't buy links.
It will not end
well for you.

for a long time, until recent Google and Panda, which place the content relevance, although contribute strongly to site rank.

websites to create fraudulent comment backlinks. Black hat your site; paid links can get you One example of Black Hat recently bought "more website

There are a few ways to get backlinks for your site:

- ▶ Directory Sites
- ▶ Professional Associations
- ▶ Share widely to social media. Google+ and Facebook Page links count, as do shares of your posts.
- ▶ Ask for them. Approach an authority site in your field and offer to write a post for them.

Support and Training

Any CMS has a learning curve.

A user will develop a checklist for his workflow, but it might take some research or training to develop that checklist.

We've published one on our site - SEO copywriting checklist.

We've also found that individual screen share training can rapidly accelerate the learning process.

On-site training for groups and individuals is also available.

There are numerous books and resources online with free videos and other training materials:

[wpbeginner](#)

[wordpress.tv](#)

[wpapprentice.com](#)

Hire a builder, then move in to your house

It takes time and research to learn how to build a WordPress site.

Let us save you time and money.

A simple website can cost as little as \$500, but a fully-featured, automated, analytically integrated and optimized website with ecommerce, advertising, and multimedia can cost several thousand dollars or more.

A consultation with a web professional is indispensable in determining what you might need to do, how many social options and other tactics you might want to deploy, and then estimate the cost.

We're here to serve. We look forward to being of service!

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