

Blueprint for a successful Website Launch

Everything successful starts with a good plan. To get started, think through what your needs are; what goals you want to reach with your website. Is it an eCommerce site designed to sell things online? Is it mainly an informational brochure for your business? Is it a blog that you intend to update regularly with posts? This will be your starting point.

Here is a helpful checklist with definitions.

1. Domain Name - this is what your website url will reflect. It can be your business name or your name.

Example Ebay.com or Apps4Sailing.com

After you have chosen a name, you must see if it is available. If it is not, keep playing around with a name variation. Once you have it, we can register your domain name for as little as \$14.99

Check availability Here: <https://www.whois.com/whois/>

2. What is needed now - Determine what is critical for your website today. Can you start with a simple site and add more bells and whistles later? Write down what you need now, versus later.

3. Determine what your website will require:

Shopping cart with secure CC processing

Mobile Design Friendly looking great on ALL mobile devices

Video, audio, slide shows, etc

Blog

Contact form

Email addresses with @yourdomain_name

Email list building subscribe tool and service

Search Engine Optimization

Add-ons:

Business Facebook page

Pinterest account

Instagram account

Twitter account

4. Hosting:

Your site will need to be stored on a computer accessible over the Internet in order for visitors to reach it online. For that you'll need a Web hosting company. We can host your entire website with shopping cart, etc for \$9.99 per month.

5. Plan and Develop Content:

Determine what website content is essential and create it. What information will your visitors find valuable?

Write compelling product or services descriptions that show how your customer or client will benefit from them, and if primarily a blog, tune it up and have fun!

6. Promotion:

Now that you have your website up and running, it's time to promote! Share with social media, send out press releases and be registered with the search engines. We can assist you with all of that and we incorporate great SEO (search engine optimization) for you on your website.

7. Website analytics:

Understanding how your website is performing and who is coming to your site is crucial to your success. Website analytics can yield great insights into what you need to do more of, or what you need to change. We will set you up with Google Analytics at no additional cost.

8. Budget:

Realistically think of a budget for your web project. We work to stay within your budget. When you are ready, email or call us to discuss your needs, goals and budget.

We wish you the very best in success!

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