



## **Branch Out Internet Marketing: Website Creation Route**

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## **Introduction to the 5 Step Process**

This is a tried and tested website creation route. Using this process, Branch Out Internet Marketing delivers brand new websites and website redesigns which boost our clients' profits.

By implementing our 5 step process you can create a website that supports your business strategy and delivers the results you want. Branch Out's current and previous clients have been delighted by the results of this process.

### **Step 1: Developing a Winning Strategy**

Begin by considering:

1. Your current business position
2. Your business goals
3. The opportunities for a website to support these goals
4. The likely impact of a well designed website in achieving your goals

Identify the aims for the new website and the key marketing messages. To do this, you need to consider your target market and think about who the other stakeholders are – these are typically: existing and potential clients, existing and potential employees, competitors and regulators.

Have a look at other websites. See if you can find examples of good ideas from inside your industry and outside.

Consider your sales process and where your website fits in: when potential customers are doing research into the types of product or service you offer; when they are selecting the specific service or product which matches their needs; at the point when they buy (e-commerce); or after-sales support. Tailor your website plans to create a communications and sales channel which fits your business and marketing strategy and which is appropriate to your sales process.

## **Step 2: Designing Success into Your Website**

Think about the design and navigation of the new website. Making your navigation similar to that found on other websites means that your visitors instantly feel 'at home' when they get to your site and they are confident that they can find the information they need. It is important to take account of usability and accessibility factors and seek advice if you are unsure of how this will affect your plans.

The sections typically included are: Home, Our Products/Services, Our Clients, About Us, Our People and Contact Us. Also, a site map, linked to the homepage is a valuable tool in getting search engines to index your website.

With the outcome of the above in mind:

1. Brief the graphic designer, highlighting examples of websites which you like and drawing attention to any usability and accessibility issues (see Resources for useful websites)
2. Review the designs and request adjustments if appropriate
3. Ensure the designs are correctly implemented on your new website

## **Step 3: Catching the Visitor's Attention**

Website visitors are typically in a hurry. They find reading on the screen tiring and they will take a matter of seconds to decide whether or not to spend time on your website. Text that catches their attention and turns them into profitable customers lies at the heart of your success.

To create great web copy for your website you need to:

1. Choose the topics to be covered, based on the results of steps 1 and 2
2. Create a brief outline or bullet points of the content for each page of the website
3. Convert the outline into text with the following features:
  - a. Use numbered lists, rather than bullet points
  - b. Highlight key messages with splashes of bold
  - c. Use brief paragraphs
  - d. Check that the text is easy to scan
4. Review the text internally and get sign-off from all parties who need involvement – it is easier and cheaper to make changes at this stage than it will be later on
5. Pass the copy to the web designer to upload and ask to make further revisions once you have seen it online
6. Review and amend the online text
7. Before the website goes live, make sure all the key members of the team have checked all the text and then give the final sign off

#### **Step 4: Making the Search Engines Work for You**

Getting the correct building blocks in place is the key to an effectively optimised website. Undertake the following steps to ensure your new website is search engine friendly:

1. Ask the technical team to ensure your site is built using search engine friendly technology and, in the case of a redesign, all traffic, including search engine spiders, is redirected from the old website to your new one.
2. Identify potential keywords for optimising your website. These are the words that people type into search engines when they are looking for websites like yours. (See Resources for useful keyword suggestion tools)
3. Write suitable meta-text for your web pages (invisible text which search engines use to index your website). Include:
  - a. Window title
  - b. Meta title
  - c. Meta description
  - d. Meta keywords
4. Weave appropriate keywords into the visible text and ask the website designer to include 'H1 titles' to maximise the impact on search engines, without diluting your marketing messages

#### **Step 5: Turning the Preparations into Reality**

All the groundwork has been done and now you need to bring your website to fruition.

1. You have briefed the web designers – not forgetting search engine, usability and accessibility criteria
2. Take care to review the beta and pre-live versions of the site and request amendments as required
3. Review and test the pre-live version of the website and identify any outstanding issues
4. Go live!
5. Submit to key search engines. Usually Google, Yahoo and MSN prefer to pick your website up from links on other pages. If you can't get a link from anywhere (ask your website developer to help) then you can submit the website manually. Also submit to appropriate directories, such as Open Directory Project ([www.dmoz.org](http://www.dmoz.org)) and be sure to select the correct category and fill your website description with keywords.



## How can Branch Out Internet Marketing help with the 5 Step Process?

Typically Branch Out Internet Marketing undertakes any or all of the following:

- Work with you to create a coherent website strategy with achievable aims and goals
- Advise on design and navigation to make your new website a pleasure for your visitors to use
- Create high quality website copy which
  - promotes your products or services to your target audience
  - is readable and accessible
  - is keyword rich for maximum search engine impact (search engine optimisation)
- Manage the project, including liaison with the web and graphic designers to ensure target dates are met and search engine and user friendliness criteria are attained.

We can work with your existing web and graphic designers, recommend suitable suppliers or, if you prefer to have a single contact point, we can head up a consortium.

## The Next Steps

Once your new website has gone live, Branch Out Internet Marketing can provide a range of ongoing support services. Our clients select some or all of the following activities to help them maintain first rate websites:

- Regular reviews and updates of the website
- Ongoing search engine advertising
- Development and implementation of a linking strategy to support the initial search engine optimisation work
- Ongoing email marketing via product promotions and updates or newsletters

To talk to us about your current plans, call **01608 737653** or email:

[enquiries@branchout-internetmarketing.com](mailto:enquiries@branchout-internetmarketing.com) and we will be happy to have a **free, no obligations**, discussion about your project.



## Resources

Free keyword generators on Google and Yahoo:

(<https://adwords.google.co.uk/select/KeywordSandbox>)

(<http://inventory.overture.com/d/searchinventory/suggestion/>)

Or pay to use [www.wordtracker.com](http://www.wordtracker.com) and receive keyword competition analysis

Usability and Accessibility:

[www.upassoc.org](http://www.upassoc.org) – Usability Professionals Association

[www.e-envoy.gov.uk](http://www.e-envoy.gov.uk) – Government website

[www.rnib.org.uk](http://www.rnib.org.uk) – RNIB

<http://www.useit.com/alertbox/20011111.html> - Jakob Nielsen's Alertbox, November 11, 2001

[www.dyslexic.com](http://www.dyslexic.com) – dyslexic.com

Submission pages:

Google: <http://www.google.co.uk/addurl/?hl=en&continue=/addurl>

Yahoo!: <http://uk.search.yahoo.com/freesubmit/submit>

MSN: <http://search.msn.co.uk/docs/submit.aspx?FORM=WSDD2>