



media**317**

WEBSITE 101: WHAT DO I NEED?

**10 Essential Elements of an
Effective Website**

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What is the absolute minimum you need for a quality, business building website?

If you plan to use your website to build your business, generate leads or share your content, then there are some things that you absolutely must have in order to be successful. As you begin to think about your website and what you think you'll need, here are 10 important pieces that are considered to be the bare minimum.

1. What is the Purpose?

In order for your website to be successful, you need to think through the purpose of your site. You need to be able to develop a good business answer for the following three questions.

- What is the site about?
- What's in it for visitors?
- What do they do next?

2. Own Your Platform

Free platforms, like Facebook, have an appeal for small business owners. The thought is that you could just use one of these platforms to build your business. After all, everyone is already there and the platform is free to use.

Remember the saying, "You get what you pay for"? This is absolutely true with your business website. You need to own the platform. Don't be subject to the policies and procedures of Facebook or some other platform. The last thing you need is for their policies to change and it crush your business.

3. List Building

The lifeblood of any online business is potential customers. The most effective way to do this is to build an email list. There are a variety of platforms available. I would never recommend building a site without a way to gather email addresses from site visitors. This is the beginning of any sales funnel.

4. Incentives

Provide your site visitors with a reason to give you their email address. This is a transaction and all transactions require some form of exchange. If they are willing to give up their email address, you need to be prepared to offer them some valuable content. Give your visitors an incentive for being a part of your community.

This can be done with a simple white paper, e-book or bonus offer. But always provide a reason for visitors to opt-in to your list!

5. Autoresponders

When visitors opt into your sales funnel and become part of your community, make sure the 1,000 guests has the same experience as the first. The best way to do this is to provide an email series built in an autoresponder.

Create a series of emails that cover foundational content for your business and make sure it is highly valuable. Offer this content as a free e-course, training or inside information.

6. About Page

The About page is arguably the single most important page on your website. You should give significant thought to the content added to this page. Here are four questions that your About page needs to answer.

- What is site about?
- Why should visitor care?
- Who is it by?
- Why are you the expert?

7. Landing Pages

When people use search engines and land on your page, they are going to land on a content page within your site, not the home page. Developing keyword targeted pages that represent your core business will drive traffic and serve as a great lead generating page.

Begin thinking about the three to five core business content areas that should be used to develop landing pages. These will become vital for your business.

8. Design

If content is King, then design is Queen. Make sure you give attention to the color, font, and style for your website. Your site is going to need to make a good impression because you typically have less than 15 seconds to catch your visitors attention. Having a nice modern design helps attract quality customers.

9. Security

Keeping your site secure is vital. Make sure you have a plan to have regular backups, maintenance and updates. Keeping your site current and passwords secure is fundamental to site security. There is nothing worse than having a site hacked because you used abc123 as your password.

10. Social

Be socially connected. Identify where your target audience is and have a social presence on those networks. Start small and grow as you need it. You don't have to be on every network, it's just not practical for most small businesses. Find the best sites for your business, and build your network. Be social!

Are You Ready To Build Your Website?

We have put together a series of helpful resources to help you work through the process of having your website built. We will guide you through discovery to help you identify your goals and objectives for your site.

If you would like to learn what cost are involved in having a website developed. . .

[Click Here to Get More Resources](#)