

What Your Website Needs to Succeed

Top 10 Agency Secrets

Ben Homan & Mike Constantino | Skillful Antics



For Small Business | SkillfulAntics.com



For Doctors | MedicalStripe.com



Social / Data Analytics | hashbed.com



Non Profit Helping Orphans | powusa.com



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OVERVIEW

- 10 | Basics: The Game Plan
- 09 | Basics: Content
- 08 | Basics: Flow / CTA
- 07 | Basics: Social Media
- 06 | Intermediate: SEO
- 05 | Intermediate: Responsive
- 04 | Intermediate: CMS
- 03 | Advanced: Domain & Hosting
- 02 | Advanced: Page Speeds





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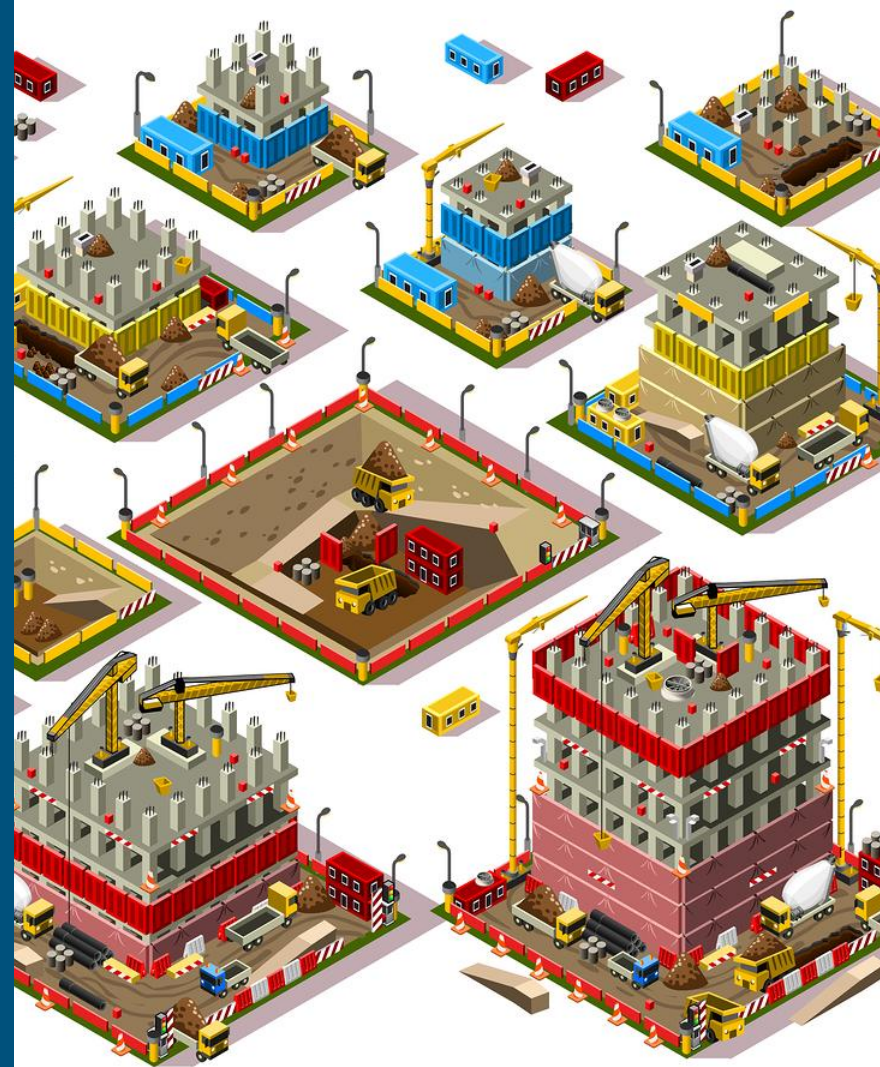
10 | Basics: Game Plan

Mike Constantino

10 | Basics: Game Plan

Defining Goals

- Client Goals
- Developer & Designer Goals
(Agency Goals)



10 | Basics: Game Plan



Types of Goals

Client Goals

- Researching (Business Background & Industry/Competitor Trends)
- Communication (Target Audience & Limiting Large Changes)

Agency Goals

- Design (Branding / Colors / Styles / Trends)
- Development (Custom Work & User Experience)

10 | Basics: Game Plan

Set A Defined Path

Summary

- Smooth Experience for Agency & Client
- Faster Launch
- Improved Knowledge for Continued Work



09 | Basics: Content

Ben Homan

09 | Basics: Content

Pages / Posts / Products

- Pages have hierarchy
- Posts can be categorized
- All need 300+ words
- Keyword in the first 100 words
- Bonus: Skyscraper Technique



09 | Basics: Content {Skyscraper Technique}

Turning content into high quality backlinks.

- Find Popular Trend Related to your business.
 - (demand + primed audience)
- Make it long, thorough, & up to date.
- Create Better Content (infographic, video, guide)
- Build a distribution partner list (and email them)
 - (niche, interested, linked similar)
- Publish & Advertise



09 | Basics: Content

Photos & Videos

- Stock or Lifestyle
- Alt & Title Tags
 - Atl = description / blind readers
 - Title = tooltip / hover action
 - atl="Woman taking picture of a monkey" title="Monkey-Photo-iPhone"
- Host videos everywhere but your website (YouTube, Vimeo, Facebook, etc.)
 - Add full descriptions, backlinks, keywords, etc.



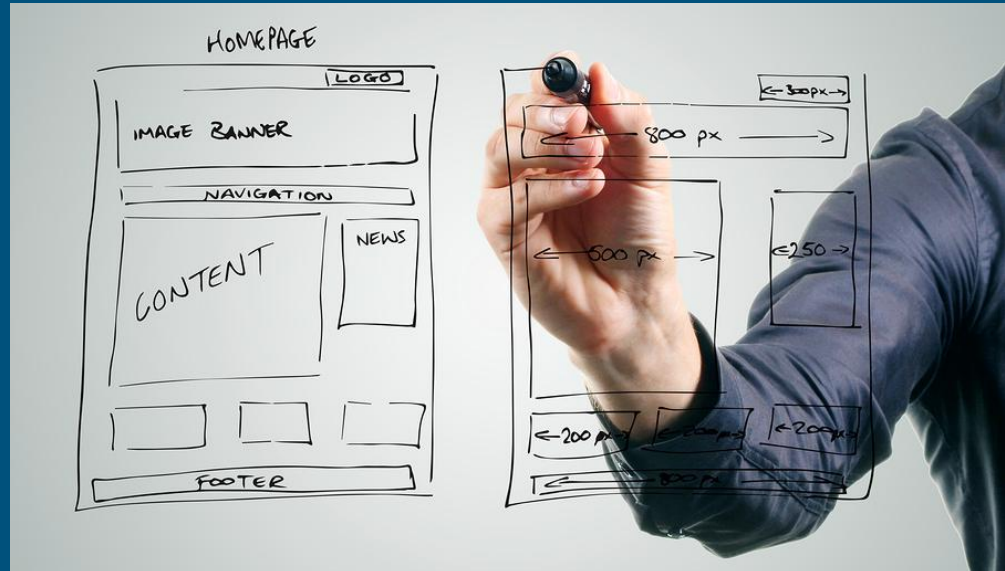
08 | Basics: Flow / CTA

Ben Homan

08 | Basics: Flow/Call To Action

What Is Your Ideal Visitor Experience?

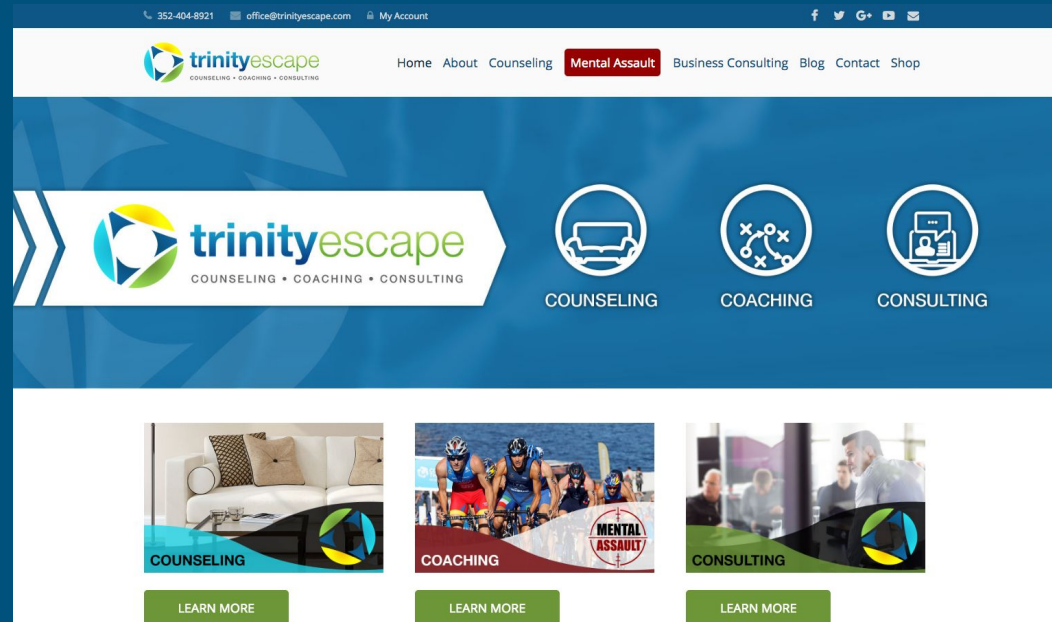
- What do you want them to do?
 - Make Purchase
 - Get Information
 - Call / Email?
- Walk through a story



08 | Basics: Flow/Call To Action

Email = Currency, Give to Get

- Free Guides
- Useful Information





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07 | Basics: Social Media

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07 | Basics: Social Media

Social To Web To Social

- Create a “web” back to your website
- When posting, add links to website
- Post on website first, then advertise it on social.



07 | Basics: Social Media

Facebook, Twitter, LinkedIn, Google+

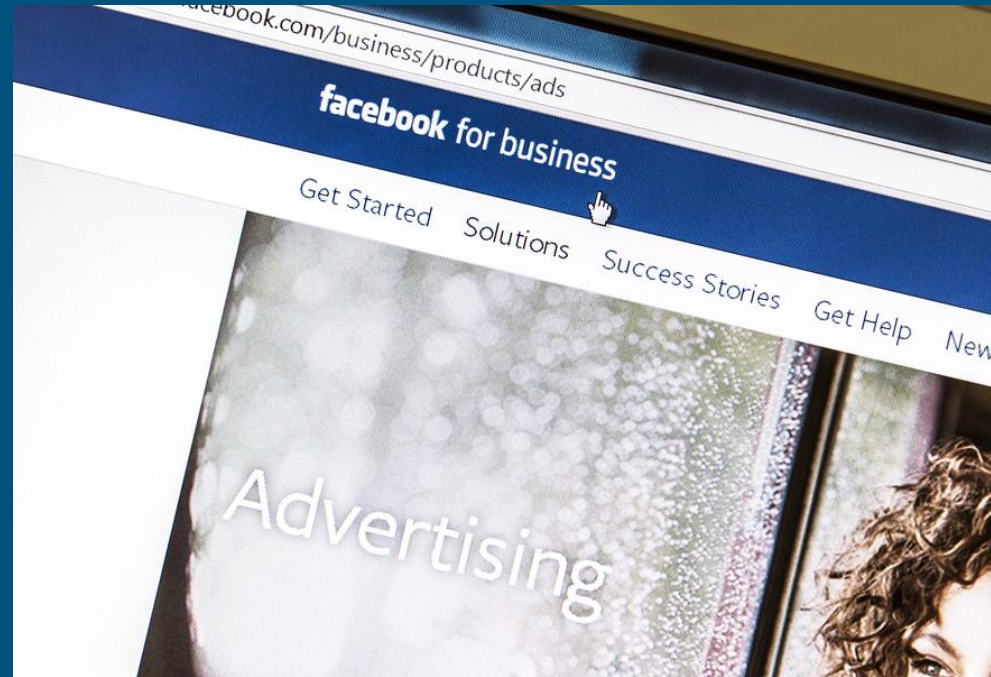
- Posting Schedule (20x / month)
 - 3-5 | Your Company News (20-25%)
 - 2-4 | Your Current Specials (15-20%)
 - 3-5 | Industry Related Content (20-25%)
 - 3-5 | Unrelated Fun Things (20-25%)
 - 1-2 | Revolutionary Content (10-15%)



07 | Basics: Social Media

Facebook For Business

- Often Engagement
 - Like, Comment, Share
- Advertisement
 - Location Specific
 - People Specific
 - Goal Specific



07 | Basics: Social Media

Google My Business

- It's Free
- Links to Search Engine Searches
 - Great for SEO
 - Links Map, Phone, Hours, etc.



06 | Intermediate: SEO

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06 | Intermediate: Search Engine Optimization

On Page SEO

- Remove / Redirect Deadweight Pages (categories, low quality posts, outdated)
- Fix Onsite Errors (duplicate / missing titles, broken links, missing tags)
- Optimize & Prioritize Important Pages
- Increase Click Through Rate & Reduce Bounce Rate
- Boost Page Speeds



06 | Intermediate: Search Engine Optimization

Off Page SEO

- Engage Social Media (Facebook, LinkedIn, Twitter, Google+)
- Blogging / Forum Posting
- SEO, Directories, Bookmarking (Google, Bing, DMOZ, Yelp, StumbleUpon, etc.)
- Link Building / Cross Linking
- Video Promotion (YouTube, Vimeo)
- Business Reviews (Facebook, Google+)
- Ad Campaigns (Facebook, Google)

06 | Intermediate: Search Engine Optimization

Time

- Time domain name is registered each renewal
- How long has the domain been active?
- SSL
- Bounce Rate / Visitors on site



05 | Intermediate: Responsive Design

Mike Constantino

05 | Intermediate: Responsive Design

What Is Responsive Design

- Why the web is different than print
- The web shouldn't be restricted

Original Article by Ethan Marcotte

Responsive Web Design

by [Ethan Marcotte](#) · May 25, 2010

Published in CSS, Layout & Grids, Mobile/Multidevice, Responsive Design, Interaction Design

"The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn't have the same constraints, and design for this flexibility. But first, we must 'accept the ebb and flow of things.'"

—John Allsopp, *"A Dao of Web Design"*

05 | Intermediate: Responsive Design

As Technology Innovates, Screens Innovate

- Smart Phones, Smart Watches, Smart TV's
- “The Smart Rock” - **\$30!!**
- Smart Everything Else

One Website, All Audiences

- Adaptation
- The Switch from Two Sites to One (Ethan Marcotte)

The Smart Rock



05 | Intermediate: Responsive Design

Summary - Why Responsive Design Matters To You

- Analytics + SEO

User Experience
+ Simplicity/Ease of Access
= Subliminally Happy Customers





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04 | CMS

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04 | Intermediate: Content Management System

The CMS

- Manage Your Content
 - Photos, Text, Pages, etc.
- Visual Editing
 - Easier than code
 - Allows for client edits



04 | Intermediate: Content Management System

WordPress

- Most Popular CMS
 - 50%+ of the top 100 blogs are WordPress
 - Wordpress accounts for **18.3%** of the internet.
- Highly Open to Vulnerabilities in its basic state
 - Frameworks (Themes)
- WordPress.com gets more unique visitors than Amazon.com / month



04 | Intermediate: Content Management System

Security

- Hide Backend (no more /wp-login.php)
- Change Content Directory & Database Prefix
- Remove “admin” user or ID=1
- Ban Users & Brute Force Protection
- Use 2FA (2 Factor Authentication)



03 | Advanced: Domain & Hosting

Ben Homan & Mike Constantino

03 | Advanced: Domain & Hosting

Domain Name

- Try For .com only
- No dash or hyphen “ - ”
- Domain name should contain keyword if possible



03 | Advanced: Domain & Hosting

Managed Hosting w/ Skillful Antics

- Faster (Server loads in less than ½ second).
- Enhanced Security
 - Brute Force Protection
 - Encrypted WP Login / Passwords
 - 2 Factor Authentication
- Automated 30 Days of Backups
- SSL Certificate (Encrypts All Data + Credit Card Checkout)



02 | Advanced: Page Speeds

Mike Constantino

02 | Advanced: PageSpeeds

Google PageSpeed Insights

- What is it?
- Why does it matter?



02 | Advanced: PageSpeeds

Contributing Factors

- Caching
 - Make sure every resource is cached.
- Server Response Time (Good Hosts)
- Plugins (go easy on them!)
- Compression
- Minification



02 | Advanced: PageSpeeds

Where You Want To Be

- Desktop: Above 80 points
- Mobile: Above 70 points.





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01 | Advanced: Avoid

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01 | Advanced: Things To Avoid

Most Importantly, Do Not:

- Adding Everything
- Animations, Flash, Moving Text, Music, etc.
- Forgetting Alt Tags / Captions
- Dead Links / Coming Soon Pages





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