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WEBSITES

Website Essentials

WHAT YOU DON'T KNOW

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LET'S FOCUS ON WEBSITE ESSENTIALS & LEAVE WITH COOL TIPS

THE 10 ESSENTIALS

- The Off-Site Side (a bit geeky)
- The Content Side

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Just because you can...

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YOUR ADDRESS - THE HEART OF IT ALL

Easy to Remember & Spell
Keywords Not Necessary
Own it!

YOUR DOMAIN NAME

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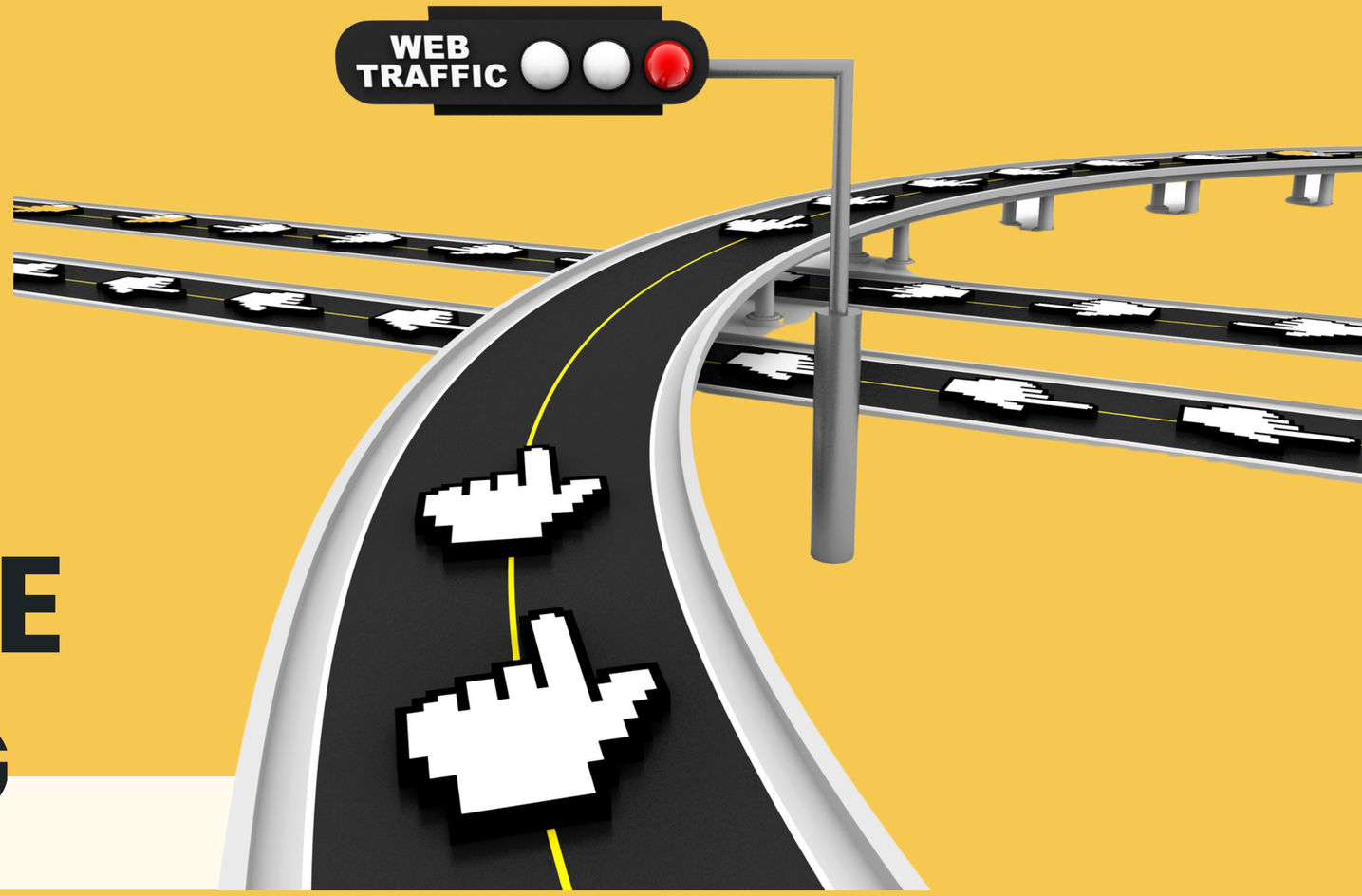
CUSTOMER EXPERIENCE & SAFETY

Fast Page Load
Security
Backups



HIGH PERFORMANCE WEB HOSTING

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MOBILE FRIENDLY

EASY ON ALL DEVICES

Google Indexes Mobile Only Now
Check the Devices
Browser Size

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SSL SECURE

SHOW HOW YOUR WEBSITE IS SAFE FOR USERS

Look For Lock Symbol

Https vs Http

Elements Not Secure

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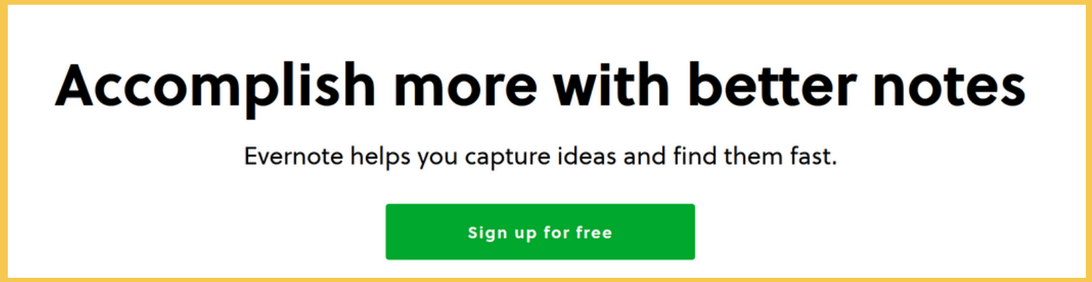
CLEAR PURPOSE

SIMPLE & CLEAR PURPOSE

Why is the User There?
Every Page Has a Purpose
Guide User to the Goal



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ABOUT

BUILD TRUST

Who Are You?

Why Should I Do Business With You?

Add a Photo

Build a Relationship With a Story

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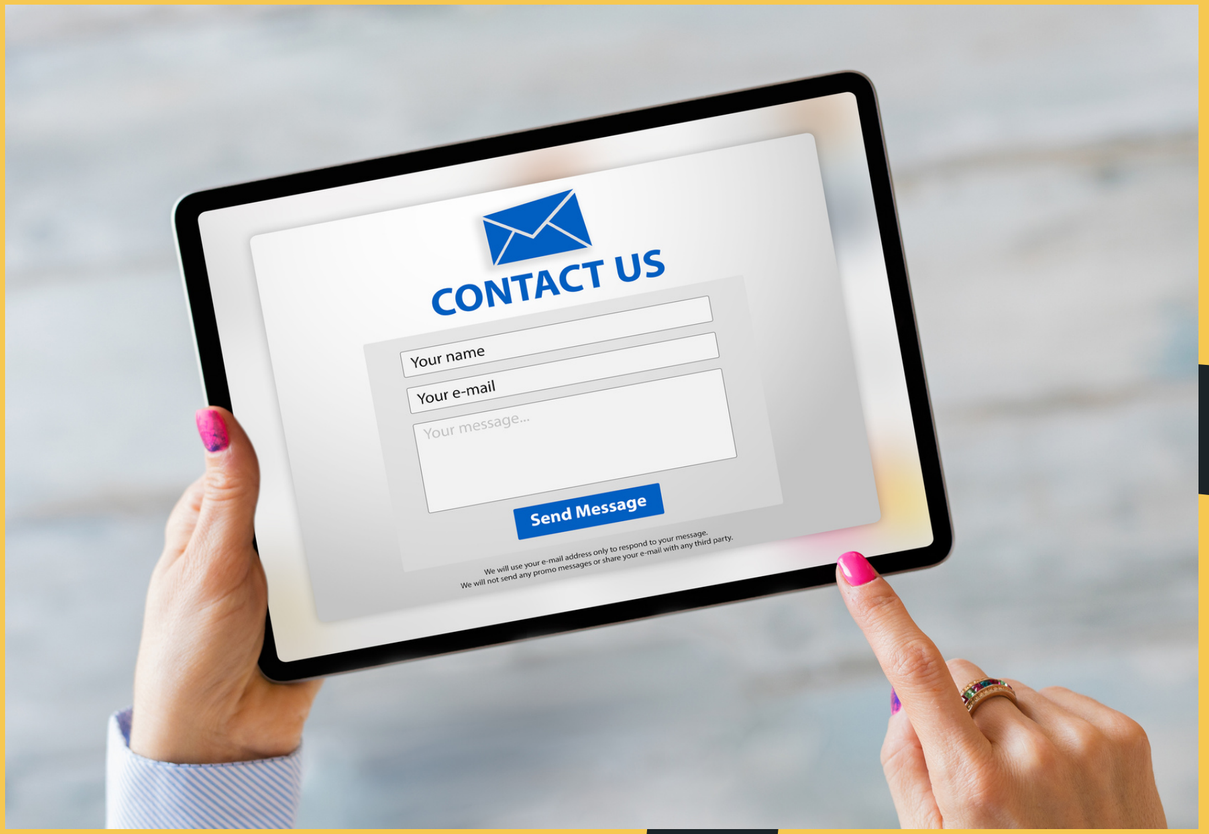
CONTACT FORM

SIMPLE & EASY TO REACH YOU

Many Links to Contact
Use a Form (capture submissions)
Not Every Device Has Email Configured
Less Spam



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NAVIGATION

SIMPLE & CLEAR PURPOSE

Avoid Confusion

Clean, Consistant, Expected Navigation

DON'T MAKE ME THINK

Guide User to the Goal

Avoid Clicks

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SEARCH

EASY TO FIND

Site Wide Search That is Obvious

User Experience is Key

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CONTENT!!

THE KEY TO IT ALL

Still and Always Will Be the SEO King
Unique - Your Voice, Your Value Add
Relevant - What Your Audience Wants
Current- Update Regularly
F-Shaped Visual

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WEBSITE ESSENTIALS

- Domain name - control, easy to remember and spell
- Website hosting - high performance, managed hosting, backups
- Mobile friendly - all devices, especially cell phones
- SSL Secure - website browser shows locked icon, https://
- Purpose - what you do for ME?
- About - why should I trust you?
- Contact - make it easy for me to contact you
- Menu - make the navigation intuitive so I can find what I need
- Search - the easiest way to find what I'm looking for
- CONTENT - THE absolute key to SEO and user engagement

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THANK YOU

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ESSENTIALS:

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https://www.doublefoxwebsites.com

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