

# *WHAT DO YOU NEED TO KNOW* **BEFORE YOU LAUNCH**

**A Website Workbook and Guide by:**  
Russell Johnson - Professional Website Designer



[www.omahapulse.com](http://www.omahapulse.com)



**SO, YOU THINK  
YOU ARE READY  
TO LAUNCH?**

You know owning a website is the next step for you, but you may be wondering what you need to know before taking the plunge. With so many details to consider, it's important to have a solid understanding of what's involved in launching a website. This guide is designed to help business owners

navigate the process by providing essential information and key questions to consider.

One of the most important questions to ask yourself is, "**Why do I need a website?**" While it may seem like a simple question, many people dive into website ownership without a clear understanding of their goals or objectives. By taking the time to identify your reasons for building a website, you'll be better equipped to make informed decisions throughout the process.

# ***WHY DO YOU NEED A WEBSITE?***

Having a website can serve a multitude of purposes, but perhaps the most prevalent reason is to establish and enhance one's reputation. By having an online presence, you are perceived as more trustworthy and credible. This is because creating and maintaining a website requires a significant investment of time, money, and effort. Those who are not serious about their business or profession are unlikely to invest in building a professional-looking website, which sets a high bar for authenticity and reliability.

As a legitimate entity, avoid using cheap tactics to attract customers and focus on presenting yourself professionally, as your audience can discern a professional website from a low-quality one.

## ***ARE YOU SERIOUS?***



Your website can be a powerful tool for promoting and selling your products or services. Instead of relying on costly traditional marketing methods like mailings or brochures, you can use your website to provide engaging and informative content that showcases your offerings. By creating pages filled with detailed information about your products or services, you can reach a wider audience and target specific demographics with a comparatively lower cost than printed materials. Additionally, a membership website can help you collect valuable user data and segment your marketing efforts to tailor your message to individual customers.

# PROJECT 1:

## USER ENGAGEMENT

What information will you provide your users?

What functionality do you want your users to engage with?

What information do you need to find out about your users?

What customers do you want to target?



Determining how your users engage with the content on your website should be a top priority after deciding whether you need a website. You should consider whether your users require any specific functionalities, such as online product ordering, consultation scheduling, or email communication. The more interactive and engaging your website is, the more likely users will be motivated to make a purchase.

The level of engagement ultimately depends on the purpose of your website. To encourage user engagement, many websites use a Call to Action (CTA) that prompts users to take action, such as filling out an online form or checking out a product or service. For instance, you could offer a downloadable document that requires users to fill out a form to receive it.

## PROJECT 2:

### WHAT'S MY CALL TO ACTION?

It's crucial to track and report the information gathered from CTAs to evaluate their effectiveness. If the results are not satisfactory, it may be necessary to use a different CTA.

What is my CTA?

How will I track the results of my CTA?

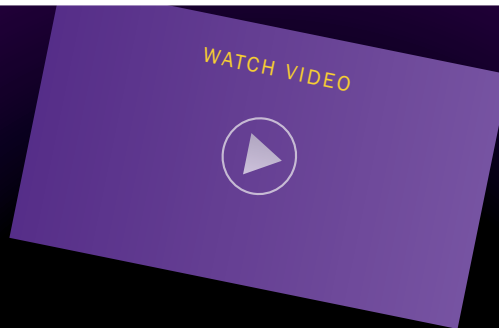
Do I need reports provided by my web designer?



First Name

Email

SUBSCRIBE



## WHAT IS THE DIFFERENCE BETWEEN A DOMAIN AND HOSTING?

It's a question I frequently encounter. Numerous clients tend to confuse the two, but domains and hosting are distinct entities. Both are necessary to operate a website.

### WHAT IS A DOMAIN?

A domain is comparable to a physical address. It serves as the location of your website, similar to how your street address, city, state, and zip code identify the location of your home. The domain directs visitors to the appropriate hosting service. The cost of a domain name may fluctuate based on the frequency or

popularity of specific words within the domain. Some domains may already be owned and therefore unavailable. However, certain domain names are acquired for resale, so they may still be available if you negotiate with the owner. It is important to renew your domain name annually with your domain name provider or delegate the task to your website designer.

## ***WHAT IS HOSTING?***

Hosting refers to the space on a server where you store the various components of your website such as code, images, scripts, and programs. It is similar to the land on which you build your house. To access this space, you can purchase it from a hosting provider who will charge you a monthly or yearly fee. Renewal of your web hosting is necessary every year. Some website designers offer their own web server space to their clients at a lower cost since they purchase it in bulk. It's advisable to have hosting services pre-purchased or hire a web designer who includes this in their services before starting your website. Your website designer may need access to your hosting or domain login credentials to create your website, and they may also purchase these services for you if it is more convenient. A reputable designer will provide you with the cost and any alternative recommendations before proceeding.

## ***IS AN SSL PART OF YOUR HOSTING?***

An SSL certificate is not typically included as a part of your hosting plan. It is a separate security feature that you need to purchase and install on your web server. While some hosting providers may offer SSL certificates as an add-on service, it's not automatically included in your hosting plan. Therefore, you need to purchase an SSL certificate separately to ensure that your website's online communications are secure.



The SSL certificate is made up of a code on your web server that ensures the security of online communication. Once a web browser connects to your website, the SSL certificate enables an encrypted connection. Sites without this certificate can still be accessed, but users are likely to be deterred by a screen prompt warning them not to enter unless they trust the website. The cost of obtaining an SSL certificate is usually around \$100 per year per domain. Some web designers may provide a free SSL certificate as part of their website design services.

## **PROJECT 3:**

### ***WHAT SHOULD YOU GET?***

Do I want to purchase my domain and web hosting and provide my designer with the login credentials?

Do I want to purchase my domain but have a web designer handle the hosting, knowing that I will need to provide the login credentials for the domain name?

Do I want a web designer to deal with my hosting and purchase my domain?

Do I want to manage the yearly renewal for hosting and my domain?

# ***THE POWER OF BRANDING:***

## **How to Build a Lasting Impression**

When it comes to branding, many people tend to focus solely on the logo, but it's important to understand that branding encompasses much more than that. Your brand is a reflection of your overall image and the values you stand for, and it has a significant impact on how consumers perceive you. Therefore, maintaining a consistent and cohesive look across all marketing materials is crucial.

Professional designers can play a crucial role in ensuring that your brand's visual appearance remains consistent across all marketing materials. A well-designed brand identity should be easily recognizable by consumers through its unique combination of colors, fonts, images, style, and message.

In addition, showcasing your products or services through professionally-produced videos or photos on your website can help elevate your brand and create a stronger connection with your audience. This could involve creating videos featuring your staff and services, or using professional photography to highlight specific products you want to promote.

### **PROJECT 4:**

#### ***TELL USERS ABOUT YOUR BRAND***

Do I need a logo?

What is the main message I want to share with my users?

What colors and style should I use?

What images should I have?

Do I need product photos or videos?



# ***UNDERSTANDING SEO:*** **Strategies for Search Engine Optimization**



If you've done any research on websites, you've likely come across the term SEO. But what does it mean? SEO is short for Search Engine Optimization, which refers to the process of optimizing a website or online content to rank higher in search engine results pages (SERPs).

Search engines are browser-based platforms that allow users to search for and find websites, products, media, or services based on keywords or other criteria entered into an online form. Some well-known examples of search engines include Google, Bing, YouTube, and Amazon.

Everyone wants their content to appear at the top of search engine results when users search for products or services similar to what they offer. However, the internet is so saturated with content that it's difficult for vendors to achieve the desired ranking position. Without a niche or unique selling proposition, they don't stand much of a chance of reaching the top of the list.

To improve their ranking position, vendors often invest heavily in SEO services provided by third-party companies. However, even with professional support, it can be challenging for website designers to help vendors reach their full potential in search engine rankings.

## **Your Niche**

Consider the unique qualities of your product that set it apart from similar offerings. How can you effectively communicate to potential customers that

your product is superior to that of your competitors? Your niche can be a valuable asset in this regard. Use attention-grabbing headlines and visually appealing images to effectively promote your product.

## **Backlinks**

Including links on affiliated websites that direct users to your new website can be beneficial in terms of search engine rankings, as search engines tend to prioritize websites with multiple connections. Additionally, linking your social media accounts to your new website can further increase your online visibility and user engagement. Make sure to implement these linking strategies to maximize the exposure of your website.

## **Plugins**

By using the WordPress web design platform, your web designer has the option to incorporate the Yoast SEO plugin, which provides numerous features to enhance your online visibility.

## **Digital Marketing**

If you're looking to increase traffic to your site, one strategy to consider is investing in ads or launching an email campaign that directs visitors to your website. You could acquire email lists or focus on a specific group of potential customers by narrowing down to a specific demographic.

## **PROJECT 5:**

### ***HOW DO I BEGIN MARKETING?***

Should I consider an SEO company to help promote my business?

Do I need a kick-off promo?

Do I need to start a Facebook, LinkedIn, YouTube, Instagram, or other social media account?

In what ways can I market my product or service?

# ***UNDERSTANDING UI AND UX:***

## **The Importance of Designing for User Interaction and Experience**

UI, or User Interface, refers to the overall look and feel of a design and how users interact with it. This includes ensuring that a website or application displays properly on various platforms and devices. Responsive design is a common approach used to optimize user interaction by adjusting the layout to fit the device it's being viewed on.

UX, or User Experience, focuses on how users navigate through a website or application and aims to identify any obstacles that may prevent them from achieving their goals. A skilled web designer will work to identify and resolve these issues, making creative adaptations to improve the overall user experience.



# ARE YOU INTERESTED IN LAUNCHING A NEW WEBSITE?

**New Website  
Design Special!**

**Website Design**

**\$899\***

with hosting at \$40/mo

- WordPress Website
- Yoast SEO
- Responsive Design
- ReCaptcha Anti-Spam
- Lead Form
- SSL Certificate
- Website updates and maintenance



Get started with this simple questionnaire.

Call for details at  
**402-213-2424**



[www.omahapulse.com](http://www.omahapulse.com)