

# Ten Steps to Creating a Successful Website

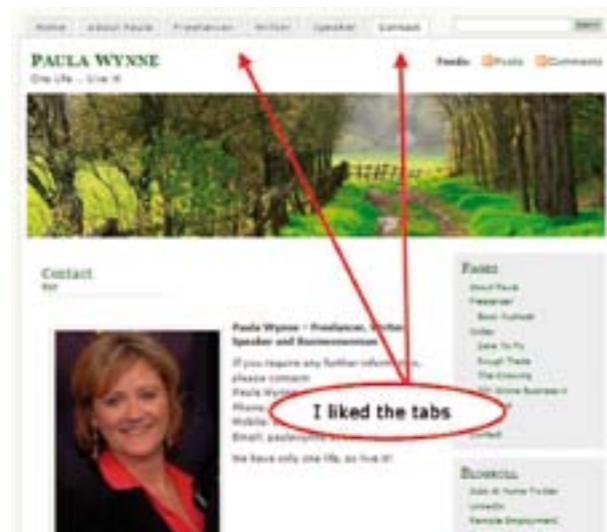


Whether you are an established cake decorator promoting your work to a wider audience or a new baker selling special occasion cakes, having your own website will take your profile to the next level.

by Paula Wynne

Award-winning entrepreneur, speaker and author of *Create a Successful Website*, Paula Wynne, encourages all bakers and cake decorators to use a website a stepping stone to becoming recognised as a baking or decorating force in your region. Here Paula shares her top tips for creating a 'cakes and sugarcraft showcase'.

- 1 Start with a simple blog or check out free websites and pay-monthly sites; there are some fantastic resources available.
- 2 Research, brainstorm and plan your site to build your 'brand'. Keep it stylish and consistent across all pages, avoiding cheap clipart and flashy animation.
- 3 Map your navigation menu with relevant tabs, aiming to have all your cakes and sugarcraft work featured as well as any other expertise and skills your audience may find interesting.
- 4 Create a dialogue with your visitors through good content and add value by uploading articles, snippets and images of your work. For example, you may want to have a 'hints and tips' section or 'cakes of the month'.
- 5 Make your content 'sticky' so your audience keeps coming back: this means new, fresh and constant updates, which Google loves. Don't add a few pages then forget about it. Instead, use your site as the 'window' to your decorating potential.
- 6 Improve the visibility of your website in search engines using search engine optimisation (SEO).



To find out more about SEO, you may want to attend a workshop - have a look at <http://www.paulawynne.com/workshops/seomasterclass.html>.



- 7 Start building your 'platform' of fans and followers with keywords. Decide on your primary keywords and make sure all your pages have these words in the title and the page description. An example of some keywords to optimise would be 'cake decorator in x county', 'new cake decorator in x town', or 'sugarcrafter in x town'.
- 8 Start a link-building campaign to create back links by contacting community clubs or other cake decorators in the area and asking for links. You can also request link swaps with other relevant products or services.
- 9 Set up a social network on popular sites such as Facebook and Twitter and join discussion groups. Everyone is communicating online so it's essential to get into conversational mode. It can be a huge 'time hoover' so take gentle social media steps rather than crashing into it and finding you can't cope.
- 10 Send interesting and newsworthy press releases to local, regional and national media, giving them excellent examples or case studies of your work. Ensure you optimise your release by using your keywords throughout. This will help you to get good quality links back to your site and at the same time give you exposure in the press.



Read more about Paula's books, creating a website articles, search engine optimisation, PR and other start up business advice at [www.paulawynne.com](http://www.paulawynne.com). See page XXX for a review of *Create a Successful Website*.



If you're thinking of starting your own cake decorating business, look out for more information about the forthcoming 2011 edition of *Starting a Cake Decorating Business from Home* by Kathy Moore (B. Dutton Publishing) in the next issue of *Cakes & Sugarcraft*.

