

Create A Successful Website Contents

DAY 1: RESEARCH AND PLANNING

Naming your site
Domain Names
Hosting
Setting Goals
SWOT Analysis
Competitive Analysis
Testing the market
Research List

DAY 2: BRANDING

Building your brand
Creating a Visual Identity
Researching brands
Golden Rules
Email Signature
Google Alerts

DAY 3: NAVIGATION

Navigate your site
CMS - Content Managed System
Understanding web pages
Website Navigation
Navigation Map
Navigation Rules

DAY 4: FREE WEBSITES

Free versus paid sites
List of free websites
Analysis of free websites

DAY 5: HOSTED SITES

what is a hosted site
Why use hosted sites
Which hosted site for you?
List of hosted sites
Analysis of hosted sites

DAY 6: BESPOKE WEBSITES

What is a bespoke web design
How to work with a developer
Web development brief

CMS for development
Questions for a developer
Payment plans
Dealing with developer issues
Testing and sign off

DAY 7: STICKY CONTENT

Publishing content
What to publish
User generated content
Content dos and don'ts
Finding content
Sources of good content
Dynamic content

DAY 8: ECOMMERCE

What is eCommerce
Secure online shops
Merchant Banking
Secure trading gateways
Choosing eCommerce partners
Websites to research
Payment compliance
Data Protection
Easy ways to sell online

DAY 9: REVENUE

Catch em while you can
Monetise your site
Affiliate Marketing
Lead generation
Subscriptions
Banner advertising
Sponsorships
Key Performance Indicators

DAY 10: GO LIVE

What is go live?
Steps before go live
Tracking traffic
IP and Servers
Road test
Go Live checklist