

Website Development Strategy

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10 Steps to Website Success – a sequential 10 step process that gets your website up on time, done within budget, and found by prospects. Save time, money, and your sanity.

Step 1: Site Objectives

Step 2: Keyword Research

Step 3: Competitive Review

Step 4: Site Architecture

Step 5: Page Blueprints

Step 6: Copywriting

Step 7: Site Design

Step 8: Programming

Step 9: Site Promotion

Step 10: Analysis

Sequential Site Development Steps

Step 1: Site Objectives – Determine the overall goal and specific objectives of the site

Step 2: Keyword Research – Identify relevant keywords that are highly searched and show strong potential to appear in page one organic Google search results (based on current supply of sites targeting those words and the degree to which they are optimized.)

Step 3: Competitive Review – Complete a review of current high ranking sites for selected keywords to see what they are doing well (and not) and what we could capitalize or improve upon in our own site development

Step 4: Site Architecture – Develop framework for the new site taking into account all of the above steps. Identify the number of pages, the way they will relate to one another, and the primary keyword that will be optimized on each.

Step 5: Page Blueprints – Develop a blueprint for each page that includes identification of the page objectives. The primary keyword should be incorporated into the page file name (www.sitename.com/_____). Also incorporate the keyword into the meta title and meta description and prepare these as a guide for copywriting to follow.

Step 6: Copywriting – Using direction provided from steps above, write copy for each page that meets the page objectives. Each page should contain an H1 header that incorporates that page's primary keyword and the overall keyword density on that page should total 1.5 – 3.0. Page graphics should contain alt tags that feature the primary keyword. Ideally that page will also contain one link that contains the primary keyword.

Step 7: Site Design – Using all the above a guide, design the site graphically to meet the site objectives, keeping the target audience in mind. The site should not contain frames and ideally will not use flash (both techniques are very search engine un-friendly).

Step 8: Programming – Develop the site using code to integrate design, copy, and any other features and make it function properly. The programming should be devoid of corruption so that it can easily read and explored by search engine spiders.

Step 9: Site Promotion – Begin promoting the site online and off. Online, determine marketing tactics to drive traffic to the site. Due keyword research, the site should achieve good organic results over time. Meanwhile, pay-per-click advertising may be an option, along with article marketing, online press releases and other tactics. Offline, all marketing materials (biz cards, brochures, ads, etc.) should contain the website.

Step 10: Analysis – Set up Google Analytics on the site and analyze metrics on a regular basis. On a monthly basis at minimum, review site traffic, sources of traffic, time on site, most popular pages on site, keywords being used to get to site, etc. Use this information to make ongoing changes to the site and to marketing to improve overall performance.