



WEBSITE DEVELOPMENT



Step 1

This is how you build a house. First, buy lots of wood, nails, windows, doors and paint. How much, you ask? A lot. Next, hire a crew of carpenters and tell them to go for it. Then, ask the guy who drives the concrete mixer to pour his load wherever he thinks the driveway should go.

Blueprints? A plan? No time for all that. You know what a house looks like, and, besides, you don't want to stifle creativity with a bunch of formalities.

Think again. Whether you're building the family domicile or your organization's Website, you need to start with a plan. An effective plan starts with quality information, and to get quality information you need to ask the right questions.

Here are the basic essential needed in developing a site;

Goals

What are your specific goals? Consider:

- company/brand awareness
- product/services awareness
- product/services sales
- community building
- entertainment
- knowledge sharing
- internal communications

Your business objectives would vary from generating new leads, to increasing sales. The objective should be kept in mind while researching for relevant keywords if ranking is your main priority.

Budget. What are the financial constraints?

Promotional Fit. How should your Website fit with current promotional and marketing strategies and materials?

Deadlines. What are the schedule or deadline requirements?

Measurement. How will you measure the success of the site?

Audience

Who is your audience? Consider:

- current customers
- potential customers
- suppliers
- professional/trade organizations
- investors
- competitors
- children
- schools/educators
- the sight-impaired

Competition

Identify Competitors. Identify the sites of competitors and others that may provide direction for your site.

Important Elements. Identify the important elements of each competitor site:

- functional features
- technologies used
- breadth of content
- look-and-feel

Functionality

Which functional features should your site offer? Consider:

- ecommerce/shopping cart
- site search
- customer service/support
- tech support
- discussion forums
- newsletter
- catalog/information
- order forms
- feedback form
- member logon
- password protected areas
- SSL-encrypted areas

Content

Information.

Which informational elements should your site contain? Consider:

- About Us page
- Contact Us page
- copyright notice
- privacy

Keyword Analysis.

Which informational elements should your site contain? Consider:

Careful research into keyword phrases is an essential step towards a successful SEO campaign. The question is how do we know what phrases people use when they search for information online?

This is where "keyword research" tools become an invaluable resource and tool in the development of a corporate website. Applications are cross-referenced with a keyword or keyword phrase on various search engines and directories to help determine targeted keyword phrases that will be fused with your new website copy and images. A great advantage to conferring with such tools is that they offer up alternate keyword phrases which are frequently used yet might have been missed with relation to your SEO campaign.

Website Architecture.

We examine site structure, navigation, site map and other elements that may hinder search engines crawling and indexing your pages relevant to the keyword analysis. Today's search engine robots require that sites be well-designed and easy-to-navigate.

To a great degree, organic search engine optimization is simply an extension of best practices in web page design. SEO's relationship with web design is a natural one. By making sites simple and easily accessible, you are providing the easiest path for the search engine robots to index your site, at the same time that you are creating the optimum experience for your human visitors. This approach ties well into the notion of long-term search engine marketing success.

Rather than trying to "psych out" the ever-changing search engine algorithms, build pages that have good text and good links. No matter what the search engines are looking for this month or next, they will always reward good content and simple navigation.

Once all these steps are taken we can then move forward on design and integration of the website



What Next?

Promotion

Every business needs an advertising budget. A website planning budget is no different. Now that you have a website, all letterhead, business cards and any promotional items need to have the website address and email on them. Be sure to include in your website planning budget for new stationary and brochures.

How are you planning to advertise the website?

If you are going to submit to search engines has the site been optimized properly to maximize results Search engine optimization is another item to include in the website planning budget.

Web maintenance

Why pay full time costs for an in-house designer when you can have a dedicated team at hand that can monitor and update your site as needed – when needed. Our Web maintenance solutions provide you with a flexible way to manage your Web maintenance costs and ensure that your changing needs are met efficiently and effectively. Whether you require changes to your site, professional Website statistics or fixing the occasional bug on a regular or ad hoc basis, we have a package that will meet your budget and service all of your Web maintenance needs. Ask about our Web Maintenance Packages PDF for more information.

Analysis

You should also pay close attention to your Website's traffic analysis package, to measure the effectiveness of your online business. To maximize your success, develop a clear Internet strategy - the goals of your website. Your success criteria should also include the presentation elements, the right graphics format and the text. TCG United can help you set goals for your site as well as analysing the statistics to help determine where a change in strategy would benefit you.

Call **TCG United** today and get yourself a beautiful, functional new Website as soon as possible.