



Website Blueprint

We would like to thank you for considering I Just Want A Site for your website needs. This document was written to help you build your website and the content that is needed to accomplish your goals. We will walk you through each step with helpful tips along the way to point you in the right direction.

So we are going to start with an Index.
Every document worth reading has to have an index right?

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Custom Design or not to Custom design.

We begin at the beginning. Design is very important. How important you might ask? Researchers at Carleton University in Ottawa published a stunning study that states impressions were made in 50 milliseconds. The research also showed that once someone made an opinion it never changed. So, that being said, first impressions are really important. How do you make a good first impression? Have a great design that is well defined and matches your overall brand identity.

So that leads us to the next questions: how do we pick a design, and what's the process? There are two ways that you can choose to handle this process.

1. Start with a template and build off of that.
2. Custom build from scratch, a design that is like no other.

What's right for you? That really all comes down to budget and the impression you're trying to make.

The process with template based design is this: you as the client should go on the internet and you do a Google search for WordPress theme "enter describing word here". Describing word could be a color that you're trying to stay with to match your logo. My favorite describing word is Responsive. This means the site will work on all screen sizes. From there we make the changes to the sites to make it fit your brand and add your content.

With a custom theme the process is more intense. You start with a design consult. In the meeting you should talk about the needs of the business and the design direction and general style. The designer then takes the info and builds a mockup of the site. After that comes another meeting to discuss any changes that need to be made. You can do up to three revisions after the initial design. From there we take all of your content and weave it into the site. A site that was custom built just for your content.

Home Page is Where the Heart is.

The home page of your web site is what will draw people to your site. It will also direct them to the features of your site. Therefore, the page needs a lot of different things.

Let's start with draw them in. From an SEO standpoint you need enough "words on the page" to make it able to be indexed by the search engine. So what is enough content? You need at least 350 words to be indexed by Google. You also want your "keywords" to be in the content. Keywords are the words people will type to find your website. So in other words, if you were a bricklayer your keywords might be: bricklaying, stone masonry, mason, brickwork, tuckpointing, etc. You would want to string together at least 344 other words into a compelling description of your business so that Google will be able to find your site and help others find it too.

For the user you want them to be able to find what they want in just a brief moment and move further into the site. This will bring us to our next section.

Lights, Camera, Call to Action.

A call to action allows the person browsing your site the ability to identify themselves and what they are interested in. This looks differently for every business. I like to focus on three things to create the calls to action though.

1. What service do you love to do?

Basically, you want to do more of what you love to do in your business.

2. What do you make the most profit on?

What is it that you do that makes you the most money for your effort? We want to make sure we are pointing people to that service.

3. Something you do or get calls about quite often.

So this is kind of the leftover. It is not what you love. It is not great in the profit margin department. But you get calls about it consistently.

What we want to do is figure out a way to write a question, or make a comment, and pair it with a picture or illustration to let people know that this is where you find out more about these services. We can do this with a:

1. Slider - A large, rotating picture near the top paired with text.
2. Text Box - A text box could be any set aside area for text to go inside. We could also use an image with text over the top to convey the message we want. The idea is to make the text stand out, grab someones attention, POP!

Can We Click Through?

A polite golfer always asks if they can play through. The people on your website do not have the ability to ask for an easy way through your site. We need to be thoughtful about how we organize the content so that it makes sense. What makes sense to you may not make sense to a potential client. As we are organizing your site, we need to put ourselves in the shoes of the user, and that is not always easy, especially when you have a lot of content.

I can not point to any "best way" to do this. These are my suggestions though. Before your site launches get lots of feedback from friends, co-workers, and design team members. After the site is live we can use programs like "[Lucky Orange](#)" to find out how people are using the site. From there we take the data we collect and make informed decisions on changes we can make to help people get where they want faster. We can also make changes that get people where we want them to be.

If you want to know more, ask one of our co-workers about CRO,
or Conversion Rate Optimization.

Ask For the Business, See.

Edward G. Robinson always played persuasive characters, See. You have to take the calls to action from the home page and continue to be persuasive and ask for the business on your interior pages. At the end of every page you should be asking the user to do something more. That could be going to another page with more info, or filling out a form to get communication from you. It is important that you ask them though. Get creative and ask in different ways than your competitors. Be persuasive.

Lessons From E.T. about your Contact Page.

E.T. used common everyday items and made an interstellar satellite communications device. You should be able to get what you need from a contact form with no more than three boxes. You only need two things from people when they fill out a form. You need something to call them, and somewhere to contact them. The "something to call them," should probably be their name. Do you just want the first name? Last name too? For the "somewhere to contact them," you need to decide if email is more important or a phone number. Two of the boxes should be mandatory one should be optional. What you will find is that most people have no problem giving you all three. I would rather have two than none. Simple is better when it comes to forms, and long term analytics proves that.

Content is What Makes Your Website the Life of the Internet

So you want your website to be the talk of the town? Well that takes content. Like the home page, you will need to keep in mind your keywords for that page topic. We are very capable at writing Web content for most industries. If you have any questions, about content creation we are always here to help with some creative ideas.

Pictures are Worth a Thousand Words, Kinda.

The old adage that "picture is worth a thousand words" is absolutely true. Having quality pictures on your site makes you look professional. It also helps SEO when we add keyword tags to the pictures. Now if pictures are worth a thousand words then video is worth ten thousand. A keyword optimized video is a very powerful way for people to find you in the search engines. Do you have great pictures and videos?

The End... Or Is It?

Your website is never truly done. One way we help you keep it up to date is to design all of our sites in a Content Management System and provide training to your key co-workers at no added cost. We also have dedicated SEO co-workers that can help you show up in the search engines when people are looking for you.

Here's the best ways to get ahold of one of our co-workers

Phone: 816-256-4080

Email: info@ijwas.com

or go to www.ijwas.com/contact and fill out a contact form

Thanks for reading this short ebook, I hope it was helpful.