

CONSULTANTS' ESSENTIALS

Websites 101

LINDSEY ENGELHARDT



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Who are you?



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Poll

OVERVIEW

- Crafting a website blueprint
- Determining which tools to use
- Creating a functional space
- Integrating into a marketing plan

- Putting it all together

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1. Craft a blueprint

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What's the point?

- Who?
- What?
- ... So, why?

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WHAT'S THE POINT?

Function? E-Commerce



WHAT'S THE POINT?

Function? Blogging



WHAT'S THE POINT?

Function? Info. — Static



WHAT'S THE POINT?

Function? Info — PD



WHAT'S THE POINT?

Function? Portfolio



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WHAT'S THE POINT?

Function?

Short-term?

Long-term?

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Who are you?



**Message
+ Visuals
= Brand**

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Call to action?

Subscribe

Call

Enroll

E-mail

Shop

Connect

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Timeline and budget?



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2. Determine your tools

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3 Essentials

URL "Street Address"
Hosting "Landlord"
Design "Storefront"

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Tools "Easy Websites"



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Tools Most Common



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Tools YOU!



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Tools Branding

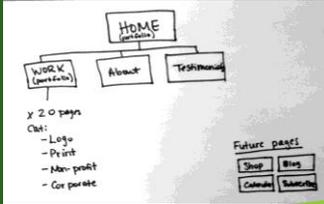


Graphic Design with a Marketing Mind

Smart CleanEfficient

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Tools Site Map



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3. Create a functional space

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Review blueprint



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Tools: Capabilities

Creating
Maintaining
Securing

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TOOLS: CAPABILITIES



Pros: Ease of use

Quickly up and running;
in-house support; updates

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TOOLS: CAPABILITIES



Cons: Flexibility

Limited by their in-house developers;
no transfer

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TOOLS: CAPABILITIES



Cost

\$144 - \$480/year;

**+ After first year,
domain name \$20-\$50/year**

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TOOLS: CAPABILITIES



Pros: Flexibility

**Thousands of plug-ins and themes;
room for growth**

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TOOLS: CAPABILITIES



Cons: Ease of use

**A lot to learn: Getting set up, plug-
ins, integrations**

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TOOLS: CAPABILITIES



Cost

URL/Hosting combo: \$80-\$100/year
Themes: \$30-\$80 one time
Plug-ins: \$15-\$60 one time
Designer: \$60-\$100/hour

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TOOLS: CAPABILITIES

You!

Text/Messaging
Photos/Graphics

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TOOLS: CAPABILITIES

Branding



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TOOLS: CAPABILITIES

Branding



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4. Integrate with marketing

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Why come back?



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Marketing: Basic

Match/update current materials

Prominent contact info on site

Calendar

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Marketing: Intermediate



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Putting it all together

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