
Item List

Preparation Items

- Acquisition of account Login and password
- Acquisition of advantage-one-mortgage.com
- Acquisition of a1mortgage.com
- Setup of web space with Hostica (\$5.00/mo.)
- Approval by Fred
- \$500 deposit
- Signed Contracts
- Scope of Services Document

Implementation

- Competitive Analysis of top 5-10 competitors both online & offline
- Strip out contents from current site
- Create new web site template
 - Homepage
 - Secondary pages
- Code html pages with new and revised materials
- Code online forms for collection of potential customer information
- Buy targeted email lists
- SEO of both domains
 - use of keywords in metatags
 - use of competitors keywords in metatags
- Install web traffic analysis software
- Get sponsored ads from Google.com
- Strategy
- Collect email addresses through web site
- Collect customer leads through web site
- Web market the site through search engines, gateway pages, and online ads
- Include URL in all offline marketing medias
- Monitor traffic and modify content based on results

Model

- www.smartdraw.com
- Andreas likes their use of links and encouragement to explore the site.

The Process

- **Timetable:** Create a timetable for the process.
- **Discussion:** Talk with you about what you want for your site. I'll ask you who your current customers are, who'd you like to see as your customers, what kind of web marketing strategy you already have or you've tried, and so on. I'll also ask you about your competitors.
- **Competitive Analysis:** I'll create a comparison of your site and your top ten or twelve competitors. It'll detail every item on all of their sites, so we can be sure to cover every possible idea. They're successful, so they're doing something right.
- **Graphics Proposals:** We'll make a few look-and-feel graphics prototypes. You select one and we develop that into the final version.
- **Element Selection:** A web site is made up of various elements: product pages, shopping carts, calendars, and so on. From a list of elements, we select the ones that are appropriate to your site.
- **Implementation:** We build the review version of the site.
- **Sign off:** You sign off on the review version.
- **Final Delivery:** The site goes live.

A Few Main Goals

- **Consistent Design:** By using a consistent design across your entire site, we get two results. The visitor will know that they are always within the site. Furthermore, the visitor begins to recognize your website. When they return, it will be a familiar site. This is called branding.
- **Clear Purpose:** The site should have a clear purpose so the visitor knows what to expect.
- **Simple Navigation:** You don't need an instruction manual to work your toaster. A web site should be easy to use so your visitor can get what she wants. The navigation structure should be so simple that it doesn't look as if there's a structure. It's just easy to use.
- **Maintenance:** The site should be easy to maintain and update. If it's complicated, then you'll be reluctant to update it. You should take on the maintenance yourself; it'll save you quite a bit of money.
- **Web Marketing:** A web site is a tool. It's not enough to just have it. You gotta use it. Building the site is just the first step. You'll learn how to integrate the site into your marketing. This means sending emails to your customers, updating the specials every month, and so on. We'll help you with this.

Elements to Add to Websites

This is a checklist of all possible elements.

- SEO (metatags, text in first page, text in alt tags)
- Navigation: Nav bars at top, side, and footer.
- Mailing lists: Free item (PDF, image, article)
- Search box
- Catalog: Products or services. Photos, demos, descriptions, prices.
- Sales: shopping carts.
- Payment: online payment. Also pay by checks.
- Ordering: Online, telephone, mail, and fax.
- Storefront: photo of store, address, map.
- Contact: Telephone, email, fax,
- Calendar: Allows (authorized) visitors to make appointments. Displays events.
- About Us: history, photos, etc. Management, partners, clients, investors.
- News:
- Jobs:
- Support:
- Support, Help, and FAQs:
- Site Map:
- Clickable Home:
- Testimonials:
- Client List:
- Logo Banner with statement:
- Copyright notice:
- Privacy statement:
- Contact: Contact buttons on every page.
- Newsletters: Current newsletter and archive of past newsletters.
- Press: Articles in the press and press releases.
- Press Kit: downloadable pixs, logos, statement.
- Translation: Site in other languages.
- Members only section (invitation only)
- Community building
- Chat list
- Online survey polls
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See the "Conclusion of Competitive Analysis" from the Invio project. This has important conclusions about how a website should look.

Optimization & Workload Flow

Automate email form for people to subscribe and unsubscribe