THE RESULTS OF YOUR WEBSITE FALLS ON YOU!
Now what?
3 Things You Can Do to SUCCEED!

**Topic 1:** PLAN with SEO in Mind

**Topic 2:** BUILD for more than Looks

**Topic 3:** Have a MAINTENANCE Plan (and budget!)
Search Engine Optimization
With Nora McDougall-Collins

PLAN your Viewer Experience

1. Your market determines whether you are successful – what do they want?
2. Your website isn’t about you – it’s about your visitors.
3. Your visitors will be hunting for something – how much work are you going to make for them?
4. Will your visitors be able to tell “whacha got” in less than a second?
5. Hire someone who understands User Interface, not just beautiful design.
OLD SITE

MESSAGE:
It’s all about US!
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NEW SITE

MESSAGE:
You Want This!
You have what they want –
NOW GET THEM THERE

1. Plan your website for Search Engine friendly content
2. Plan your keywords to match what viewers want
3. Hire developers that understand SEO
4. Know the strategic areas of your website
TITLE TAGS: EXAMPLE OF A STRATEGIC AREA OF YOUR WEBSITE
Be the Construction Boss

1. Make the rules
2. Rule #1: each page starts with stats software and strategic keyword placement
3. Don’t put the “look” above what the viewer wants: content
4. Get a second opinion on the backend
5. Does each image on the page sell something you have, or does it make YOU feel good?
6. User Testing is not asking your Mom if she likes your site.
WHAT’S GOING ON HERE?

Is this a picture of some guys getting a ticket or a forester giving a lecture in the woods? What does this picture sell?
Beauty, but not a thing for Google

Bad construction materials for search engines: Flash and images. What materials does your developer use?
Ever see a piece of furniture that was beautiful on the front side with shoddy construction everywhere else? Web development has the same issues.
Don’t Let your Site become “Abandoned”

1. Many organizations put their whole budget into development, with $0 left over for maintenance.
2. If you don’t think your website is important enough to maintain (update,) Google won’t treat it as important either.
3. YOU have to budget staff/contractor time to maintain your website.
4. YOU have to document the scope of the website maintenance, how often new pages are added, keyword review, social media participation, digital newsletter, etc.
Until recently, the listings were often over a year old. They are a local newspaper. They were selling their “web development services in their community. They didn’t plan the staffing time for updates – and got too busy.
In case you have to convince your Board!

- **Google:** 34,000 searches per second (2 million per minute; 121 million per hour; 3 billion per day; 88 billion per month, figures rounded)
- **Yahoo:** 3,200 searches per second (194,000 per minute; 12 million per hour; 280 million per day; 8.4 billion per month, figures rounded)
- **Bing:** 927 searches per second (56,000 per minute; 3 million per hour; 80 million per day; 2.4 billion per month, figures rounded)

  From http://searchengineland.com/by-the-numbers-twitter-vs-facebook-vs-google-buzz-36709
Cost share to \( \frac{1}{4} \) the price is available.

To develop or upgrade your website

(only available to workshop attendees)