

# FORMS OF MARKETING

	Pros	Cons
<b>Word of mouth/referrals</b>	Free Personal (trust issue)	Reach small numbers Limited info conveyed
<b>Business cards, labels on PTG materials</b>	Cheap	Reach small numbers Limited info conveyed
<b>Paid print ads: YP, other ads</b>	Reach many people	Cost Can't be changed
<b>Car lettering</b>	Relatively inexpensive Fairly good exposure	Limited info
<b>Web</b>	Huge exposure Can be changed quickly Can contain a lot of info Ongoing cost is low	Hard to find Requires either start up hired help or start up software/time

## ***CIRCULAR MARKETING***

## **COSTS**

Domain registration	\$0 to \$9/yr
Web hosting account	\$4-10/mo
Web design contracted out	Depends on what and how much info you want on the site and who you hire. A respectable site of 5-10 pages can be made for about \$200.
Web site design do-it-yourself	You may need to purchase software (several hundred dollars); you will invest a lot of time and may not be satisfied with the results.

## **GOALS**

- Provide useful INFORMATION about you and your business. Written, photos, PDF.
- Be easy to use; user must be able to FIND INFO
- Relieve yourself of some phone time
- Should be "FINDABLE" through search engines, but do not depend on site to ATTRACT business unless you are willing to put extra time and/or money into SEO.  
"If you build it, they will not know it is there."

Website is ONE tool – must work in conjunction with other marketing.

This is your professional image to the world.

# DESIGN AND DEVELOPMENT

“A” web site vs a “Good” web site

Similar to piano tech vs tooner, but not quite as hard to learn web design.

From the book *Don't Make Me Think* by Steve Krug

## **How we really use the Web**

In the past five years I've spent a lot of time watching people use the Web, and the thing that has struck me most is the difference between how we think people use Web sites and how they actually use them.

When we're creating sites, we act as though people are going to pore over each page, reading our finely crafted text, figuring out how we've organized things, and weighing their options before deciding which link to click.

What they actually do most of the time (if we're lucky) is glance at each new page, scan some of the text, and click on the first link that catches their interest or vaguely resembles the thing they're looking for. There are usually large parts of the page that they don't even look at.

Many websites, even some designed by professionals, get in the way of the user.

## **PURPOSE OF WEB SITE**

From [webpagesthatsuck.com](http://webpagesthatsuck.com):

Write these two sentences where you can see them as you're working:

1. The only reason my web site exists is to solve my customers' problems.
2. What problems does the page I'm looking at solve?

Nobody cares about you or your site.

Really. What visitors care about is solving their problems. Now. Most people visit a web site to solve one or more of these four problems:

1. They want/need information
2. They want/need to make a purchase / donation.
3. They want/need to be entertained.
4. They want/need to be part of a community.

## **CONTENT**

From *Content Strategy for the Web* by Kristina Halvorson

“...online, you don’t have a captive audience. You have a multi-tasking, distracted, ready-to-leave-your-site-at-any-time audience who has very specific goals in mind.

If your content doesn’t meet those goals, and quickly, your audience will leave.”

From *The Elements of Content Strategy* by Erin Kissane

### **Good Content Is:**

- Right for the user, right for the business [James Bond analogy]
- Useful – a purpose for EACH piece of info
- User-centered
- Clear
- Consistent (within reason)
- Concise – web allows us to publish everything – don’t do it!
- Supported – do you have the skills/staff/money to provide the content?

How to decide what you will put on your web site:

- Task-driven – users are “on a hunt”. What are they looking for?
- Think of the questions you answer over and over for customers, and think of the questions you WISH they would ask.
- If you were looking for these services, what would you want to see on a web site?
- What distinguishes you from your competitors?
- Extras: PDF docs? Online forms to fill out?

Even people who write well usually cannot write good web content. Consider hiring a professional web content/marketing writer to help you write content.

## **DESIGN AND LAYOUT**

What will it look like?

Use a piece of paper turned sideways to emulate the monitor. Make a sketch of the general page layout. Make copies to use for other pages if it helps you visualize the site.

- Structure: What will main navigation links be? Sub-nav? Make a simple diagram of “areas” of the site, if you have that many pages. For larger sites, you might use post-its so you can decide “what goes with what”
- Usability: Orient the user on every page, easy navigation
- Browser issues: HTML is not interpreted consistently across browsers
- Accessible for the visually and physically impaired

## **GRAPHICS**

Yes, the web is a “graphic medium” but TEXT is the focus of the site. Start there.

Then:

- Incorporate existing logos and color schemes into your site.
- Do not use graphics for “words” unless you have a work around for visually impaired people and search engines.
- Include ALT tags for all graphics.

### **Prepping graphics for the web:**

- Resize to pixel height and width you want the graphic to be (when viewed at 100%)
- Reduce “quality” until graphic is 60KB or less (small file size is good)
- NEVER put the graphic into the web page and then resize (like you would in Word)
- JPG for photos/gradations, GIF for solid colors

## **WEB DESIGN SOFTWARE OPTIONS**

Dreamweaver/Fireworks

Online “do-it-yourself” site building tools - getting better, but are only a tool, don’t teach you what you need to know to create a good website

For site maintenance when site is built by someone else:

Pay the designer to maintain it

Contribute – This is a companion program to Dreamweaver that allows “non-web literate” people to edit content.

Other CMS programs like Joomla, Drupal.

## **SHOULD I DO IT MYSELF?**

<b>Learn to Tune Your Own Piano</b>	<b>Learn to Make Your Own Web Site</b>
Need to buy tools	Need to buy software or use “websites for dummies” software
Need to get training (free or paid)	Need to get training (free or paid)
Steep learning curve, huge time investment	Learning curve, time investment
Your first tunings will probably sound better than if the pianos were not “tuned” at all, but we know it will not be tuned correctly.	Your first web sites may or <b>may not</b> be better than no web site at all, and will not be “correctly done” in some ways.
Takes hundreds of tunings to get accurate AND fast	Takes a lot of time and experience to get good AND fast

Does owning ETD mean someone knows how to tune a piano?  
Does using a DIY site builder mean you know how to make a website?

## ***WHAT ABOUT USING A BLOG OR FACEBOOK AS A WEBSITE?***

Of course it can be done, but it's the wrong tool for the job. Blogs were meant for commentary/journaling, Facebook for networking with "friends."

Go back and review "Good Content Is," above. Blogs and Facebook do not fulfill those criteria.

- Not organized. Users cannot find what they are looking for.
- Info is not (usually) concise.
- Good use of FB is to drive traffic TO your site, but don't send people away from your site (where all the information is, organized) to FB (where there is little real info and it is scattered). But who is going to maintain them?

## **MARKETING A WEB SITE**

How will people find your site?

### ***TRADITIONAL MARKETING***

Put web address on EVERYTHING: cards, handouts, all ads, YP  
Mention on the phone  
PTG listings

Links from other appropriate sites (not just any site)

### ***SEARCH ENGINES***

"I want my site to rank high in the search engines!"

What percentage of people are actually going to find you through a search engine? Do not depend on the search engines to drive traffic to your site.

Define:

- Which search engine? ("search engine" now synonymous with Google)
- On what search terms?

Easy answers (too easy):

- Promises from "services" – what are they promising, how much will it cost, is it worth it to you?
- Pay per click advertising

## **Optimizing for Google**

I do not consider this “extra.” A well designed website should incorporate all of the following.

Important “key” words should be included in these:

- “Words” in domain name
- Title bar
- Description meta tag
- Content (text) on page
- Links from other appropriate sites

Takes 2-8 weeks for search engines to “spider” a site and re-index it

The web is a computer. Think logically about it!

## ***DESIGNING WEB PAGES SO THEY CAN BE VIEWED ON MANY TYPES OF DEVICES***

Very small and very large: iPhone, cell phone, iPad, netbook, super wide monitors and TVs

Relatively new problem. Requires automatic identification of dimensions of screen, separate formatting for each.

# RESOURCES

## Domain registration:

[www.GoDaddy.com](http://www.GoDaddy.com) [there are hundreds of domain registration sites, this is just one]

## Web hosting:

[www.hostmonster.com](http://www.hostmonster.com) [there are many excellent web hosting services, this is just one]

## Professional web design software:

Dreamweaver and Fireworks: [www.adobe.com/products/dreamweaver](http://www.adobe.com/products/dreamweaver)

## Do-It-Yourself web design interface:

Available free at all “real” web hosting services

## Search engine optimization:

<http://www.google.com/support/webmasters/bin/answer.py?answer=35769>

and other articles listed on the right of this page

<http://searchenginewatch.com/article/2078637/SEO-101-5-Simple-Steps-to-Selecting-Your-Keywords>

## Separate content from design – examples:

[www.csszengarden.com](http://www.csszengarden.com)

## Training/tutorials:

Online or DVD training in all web-related programs (and others):

[www.lynda.com](http://www.lynda.com)

[www.vtc.com](http://www.vtc.com)

Dreamweaver has its own built-in tutorial.

For help on any aspect of web design, just type the topic you need help on into the Google search box. Ex: CSS tutorial

Web Pages That Suck: <http://www.webpagesthatsuck.com/worst-websites-of-2010.html> (learn from these mistakes)

## World Wide Web Consortium:

[www.w3c.org](http://www.w3c.org)

[www.alistapart.com](http://www.alistapart.com)

[www.abookapart.com](http://www.abookapart.com)

## Web Usability:

Steve Krug, author of *Don't Make Me Think*

[www.sensible.com](http://www.sensible.com)