



The Birth of a Professional Web Site Part One: The Web Design Learning Process

The Internet has opened a whole New World of opportunity for all of us. With the vast amount of information available at your fingertips, it has never been easier to communicate your message to the world.

A web site will enable you to create your own home on the World Wide Web. Your home may be as simple or dynamic as you'd like and is only limited by your imagination.

Although designing a great web site is an important part of developing a successful online business, it is only one small part of an overall plan.

Although many new Internet entrepreneurs believe that all they need to do to make money online is to put up a web site, that couldn't be further from the truth.

The truth is developing a successful Internet business takes a great deal of time, thought and effort. It takes a sincere commitment, a lot of patience, and a lot of personal drive.

There are a lot of lessons that must be learned, and a lot of failures that must be endured. However, if you're truly passionate about your business and success, it will happen -- you will succeed.

A major factor in determining your success is the amount of time you take to educate yourself. Please don't take this point lightly, as it can literally mean the difference between your success and failure.

Sure, learning [HTML](#) is an important part of designing a successful web site; however, it is only one small part. You must first develop a strategic plan and design your web site accordingly.

Prior to designing your web site, here are some questions to assist you in developing your strategy:

- Who is your target audience?
- What is your most wanted response?
- What products and/or services will you offer?
- Will you sell affiliate products and/or services?
- What type of design will you use?
- Will you design your site or hire a professional?
- How will your site be navigated?
- How will your site be optimized?
- What type of graphics will your site use?
- Where will you obtain your graphics?
- What graphic formats will you use?
- What fonts will you use?
- How will you design your site for different screen sizes?



- How will you design your site for different [web browsers](#)?
- How will you optimize your pages for the [Search Engines](#)?
- How will you make your web pages load quickly?
- What type of content will your site offer?
- Where will the content come from?
- How will you gain your visitors' trust?
- How will you build your credibility?
- Will you write your own sales copy or hire a copywriter?
- How will you accept payment through your site?
- How will you process your orders?
- How will you deliver your products or services?
- How will you collect your customers' information and store it within a [database](#)?
- How will you automate portions of your business?
- Where will you find the scripts you need?
- What types of scripts will you use? CGI, [JavaScript](#)?
- Will you need to hire a professional to write your scripts?
- Will you edit and install your own scripts or hire a professional?
- What kind of computer software will you need?
- Where will you find the software?
- How will you decide on a domain name?
- How will you register a domain name?
- How will you host your web site?
- How will you upload your files to your server?
- Should your files be uploaded in binary or ASCII mode?
- What should you look for in a quality web host?
- Will you publish an ezine?
- How will you collect email addresses?
- How will you send out mailings?
- How will you drive traffic to your web site?
- How will you advertise your products and services?
- How will you test your advertising?
- Will you offer an affiliate program?
- How will you run your affiliate program?
- How will you market and promote your web site, products and/or services?

Although this list of questions is far from complete, it will give you a basic idea of exactly what is involved in developing a successful web site. As you can see, there is much more to take into consideration than just learning HTML. You must look at the entire picture and design your web site accordingly. Plan your work then work your plan.

Above all else, you must be willing to invest in your business -- not only monetarily, but also your time. Although there is a lot of free information available online to assist you, keep in mind...you get what you pay for.

The great thing is you don't have to reinvent the wheel. There are many successful Internet entrepreneurs that have been where you are right now. Subscribe to their publications -- listen to their advice -- purchase their products. If you begin by following in the footsteps of successful Internet entrepreneurs, you will eventually begin making your own paths and find your own success.



The Birth of a Professional Web Site Part Two: Your Strategic Web Design Plan

There are millions of web sites on the Internet today with thousands more being added each day. The competition is fierce and in order to be successful, you must stay one step ahead of the game.

Although designing a [professional web site](#) is an important part of your strategic plan, it is only the first step. Before you begin the actual [design process](#), you must first determine your overall strategy and design your web site accordingly.

[Internet marketers](#) have basically two choices:

-> Design a mini web site that focuses on just one product or service, with no other content of any kind.

-> Design a [content web](#) site that includes not only your products and services, but also information and resources that will be of interest to your target market.

Although both types of sites can be effective, your success ultimately depends on your [site design](#) and marketing strategies. Both will play a very important role.

Content Web Sites

Content oriented sites are sites that provide visitors with content, such as articles, tutorials, free ebooks and resources. This type of site attracts their target audience with incentives. Their products and services are mentioned on the main page with a link to further information.

Content sites usually profit by educating their visitors. For example, a content site focusing on dog grooming might provide a basic tutorial to assist their visitors in learning how to groom a dog. They provide this tutorial completely free; however, the main purpose for this tutorial is to educate their visitors and promote their products.

When you provide your visitors with quality information that teaches and informs, you are not only gaining their trust in you by sharing your expertise, but you're also building your credibility, which is very important on the Internet.

The key to using this technique effectively is to provide content that targets your potential customer.

Mini-Sites

Mini-sites are different from content sites, as they don't provide any content. They usually contain one or two pages and completely focus on one product or service. Basically, the site is just a sales letter for the product.

No matter which type of site you design, keep in mind, your web site is a direct reflection of you and your business. The appearance of your web site is the most important factor in determining your web site's value. If your site doesn't look



professional or pleasing to the eyes at first glance, it's perceived value will be low. The perceived value of your web site will have a great impact on your success.

On the other hand, you may have a great web site, well designed and a quality product or service, but if it takes too long to load, the value will still be perceived as low. Why? Your potential customer will not wait -- ultimately costing you business.

If you're serious about your Internet business, designing a web site specifically designed to sell your products is an essential part of your success. Everything within your web site should have one specific purpose -- getting your visitors to take action.

Your Strategy

Prior to designing your web site, you must decide on the type of response you're looking for. For example, if you're selling a product, the response you're most-likely trying to achieve is to make a sale. If you're developing a content site, your main goal for every page of your site should be to lead your visitors to your sales page. You can accomplish this in a number of ways, including:

- 1) Display a graphic image of your product on your main page with a short ad and a link leading to your sales page.
- 2) Create a "Products" section within the navigational menu of each page with a short description and link to each of your products.
- 3) Write articles that focus on the same topic as your product. At the end of the article, within your bylines, provide your visitors with information about your product.
- 4) Write tutorials that target your potential customer. At the end of the tutorial, provide information about your product.
- 5) Provide your visitors with a free autoresponder course. Your course should identify a problem, provide advice in regard to solving the problem and provide the solution with your products or services. Keep in mind, your course should not be written like a sales letter. It must provide quality information written to teach and inform.

No matter what type of response you're looking for, your site must be specifically designed to achieve your goal.

Every part of your web site must be strategically designed. From your overall design to your sales copy -- each will play a very important role.

Your web site is the most important sales tool you have. A professional web site should be pleasing to the eyes, well organized, easy to navigate, load quickly and be optimized for the Search Engines.



The Birth of a Professional Web Site Part Three: Basic Web Design Guidelines

The appearance of your web site is one of the most important aspects of your success. Your product or service will literally be judged by the appearance of your web site.

Poor web design is one of the leading causes of small business failure. There are literally thousands of home-based Internet businesses struggling to make a living online. Most, make very little or no money and end up closing their site in defeat.

I have received many messages over the years from struggling [Internet marketers](#) wanting to know if I could look at their site and tell them what they're doing wrong. Most of the time, I can tell them the problem as soon as their site has loaded -- poor web design. They failed to take the time to learn how to properly design their sites -- how to design a professional looking site specifically designed to sell their products and services.

If you really want to succeed, you must take the required time to educate yourself.

Creating a Template

When you begin designing your web site, your goal should be to create a template that you can use to create each page of your web site. This will give your entire site the same look and feel.

A template is simply a [web page](#) "shell" that contains your entire page design, logo, images, navigational links and a specific area for your content. However, your template won't contain any content, as each time you create a page with your template, you'll save it with a different page name.

Formatting Your Pages

I highly recommend placing your entire page content within [HTML](#) tables. Tables will enable you to have complete control over your content and how it will be displayed.

For example, you can create three tables, stacked on top of each other, for each section of content. The cellpadding, cellspacing and border attributes should be set to "0" to enable your tables to seamlessly flow together. In addition, the widths for each table should be the same. The top table would contain your page header content, the middle table would contain your content and the bottom table would contain your footer content.

As placing your entire page content within a single table will significantly increase your site's [load time](#), stacking your tables will enable you to benefit from the powerful formatting capabilities of tables, while at the same time, keep your site's load time down.

If you've ever designed a web page without using tables, you know how limited you



are as to how your content will be displayed. Your text will be displayed right up against the left border and will span across the entire width of your page -- certainly not a good way to design a professional looking web site.

Tables will enable you to display your content in sections like a newspaper, set up a specific number of rows and columns, and even place additional tables within your main content table to create special content sections with colored [backgrounds](#).

Your Storefront

Your main page is the storefront for your business and should specifically let your visitors know exactly what you're offering. If your potential customer can't find your product or service, they definitely won't waste a lot of time looking for it. They'll go on to the next site and probably never return. They're visiting your site for a specific purpose. They want something your site offers. Provide them with what they're looking for and you'll reap the benefits.

Branding will play a major role in your success. Make sure you place your company logo and slogan in the top left corner of each page. This will not only assist your visitors in remembering your site, but it will also give your pages the same look and feel.

Instead of trying to cram all your content into your main page, consider creating sections. These sections can contain highlights of your information with a link to further information. You can set your sections up in tables with colored heading sections for information such as articles, products or whatever you'd like.

It's much better to keep your main page down to the most essential elements and link to the detailed informational pages.

A good rule of thumb is "less is more." In other words, keep your main page as small as possible and include your most important elements.

Navigation

When you begin designing your pages, keep in mind, your visitors may enter your site from pages other than your main. Make sure you include good navigational links on every page. Place your navigational links together at the top, bottom, left or right side of the page. Use tables to neatly align your links and maintain a nicely organized and uniform appearance throughout.

Try to keep the number of clicks required to get from your main page to any other page on your site down to three or four.

Fonts

One of the most important parts of a web page is text. The way in which you display the text on your web page will have a great impact on your success. It can make your page look very professional or very unprofessional.

When placing text within your web page, always be consistent with your fonts. In



other words, don't use different fonts throughout your pages. The standard fonts used on the Internet are Arial and Verdana. The standard text size is 2. Arial and Verdana are the standard simply because they are the easiest to read on a computer screen.

Headlines, which require a larger font size, are a bit different. A popular headline font used is Georgia, as it displays nicely in the slightly larger font size.

Background and Text Colors

Use caution when selecting your background and text colors. Busy backgrounds make text difficult to read and draw the attention away from the text. In addition, always be consistent with your background theme on each page of your site.

Select your colors very carefully, as colors affect your mood and will have an affect on your visitors as well.

Bright colors, such as yellow and orange, cause you to become more cheerful or happy. Colors such as blue and purple have a calming effect. Dark colors, such as brown and black, have a depressing effect.

A good rule of thumb is to use colors based on the type of effect you're trying to achieve. However, it's always best for your text areas to have a white background with black text.

Above all else, you must take the time to educate yourself before you begin. I can't stress this point enough. If you don't, you're honestly just wasting your time. Although it may take a little longer, it will be well worth it in the long run.



The Birth of a Professional Web Site Part Four :Essential Web Site Components

Although the Internet has provided a wealth of opportunity for all of us, it has also created a breeding ground for scam artists. Internet users are very reluctant to make purchases online, and share their personal information.

For this reason, you must take every opportunity to convey your professionalism -- from your web site, products and services, to your customer service, each will play an important part in your success.

The moment your site loads, your visitors will have an instant reaction -- your site will either convey your professionalism or your amateurism. If your site doesn't look professional, your visitors may leave your site prematurely and never return.

If you're not confident in your ability to design a professional looking web site, it would be in your best interest to hire a professional.

In addition to having a professional appearance, a professional web site should possess the following essential components:

Domain Name

In order to establish credibility, you must be willing to invest in your own domain name and professional web hosting. Web sites hosted on free [servers](#) are not taken seriously and will suffer a serious loss of business. Your visitors may feel that if you don't have your own domain, you may not be a credible company. They'll simply take their business elsewhere.

Professional Logo

A professional looking logo is an absolute must. Not only will it give your site a more professional appearance, but it will also enable your visitors to recognize your brand.

Your logo should be displayed in the top left corner of each page of your web site.

If you're not confident in your ability to design your own logo, you can get a professional logo designed for just \$25 at [gotlogos.com](http://www.gotlogos.com). <http://www.gotlogos.com>

Theme-based Content

Your web site should focus on a specific subject and provide a variety of information that relates to the subject. For example, if your web site focuses on dog grooming, your pages might include all of the following:

- Dog grooming articles
- Dog grooming ezine (newsletter)
- Dog grooming tips
- Dog grooming accessories



- Links to Dog Grooming resources
- Dog grooming news links
- Dog grooming photographs

Content comes in a variety of forms including news, articles, tips, horoscopes, weather and resource links. Although fresh, original content is preferable, there are a variety of free resources available on the Internet that will provide you with free content.

The following web sites provide free articles for publication:

Web-Source.net <http://www.web-source.net/articlesub.htm>

Mega-Success <http://www.mega-success.com>

Marketing Seek <http://www.marketing-seek.com>

The following web sites provide free syndicated content:

Syndicator <http://www.web-source.net/syndicator.htm>

isyndicate <http://www.isyndicate.com>

Moreover <http://www.moreover.com>

Screaming Media <http://www.screamingmedia.com>

Email Capture

Collecting your potential customers' [email addresses](#) is an absolute must. Whether you publish an ezine, provide web site and/or product announcements or tips, you must take every opportunity to capture your visitors' email addresses.

Display a subscription form on every page of your web site.

Privacy Policy

Internet users are becoming more and more concerned with their privacy. However, there is something you can do to ease their minds.

Create a page on your web site called "Privacy" and let your visitors know exactly how you will be using the information you collect.

This page should include an explanation of all of the following:

- How do you plan on using their information?
- Is their information sold or shared with a third party?
- Why do you collect their email address and how will it be used?
- Why do you track their IP address?
- Let your visitors know that you're not responsible for the privacy issues of any outside web sites you may be linking to.
- Why do you use order forms and what do you do with the information acquired?
- Do you run contests and what do you do with the information?
- Do you have a discussion forum or message board? Let your visitors know that any information that is disclosed in these areas becomes public information and that they should exercise caution.
- Do you have security measures in place to protect the loss, misuse and



alteration of the information under your control? If so, let your visitors know.

- Let your visitors know how they can opt out of your mailing lists.
- Provide your visitors with your contact information should they have any questions about your privacy statement.

About Page

An "About" page is an essential part of a professional web site. Your potential customers want to know exactly who you are.

Create a page to add to your web site called "About" and include all of the following:

1. A personal or professional biography
2. A photograph of yourself
3. A complete description of you and/or your company
4. Your web site and/or company objectives
5. Your name, address, phone number and email address

It is very important that you include an "About" page -- especially if you're selling a product or service. You must do everything in your power to put your visitors' minds at ease.

Testimonials

A great way to build your credibility with your potential customers is to display your customer testimonials. Include your customer's name, email address and web address with each unsolicited testimonial to increase believability.

You can find a nice script that will rotate your testimonials at Willmaster.com.

<http://www.willmaster.com/?wsnet>

Money Back Guarantee

To further increase your credibility, you must completely remove your potential customers' risk. Provide them with a solid, no risk, money back guarantee. This will put their mind at ease by building their confidence in you and your product.

Feedback

Many times, potential customers will have questions about your products and services. Instead of displaying an email address on your web site, consider using a feedback form.

Create a page on your web site called feedback and place a form on this page to enable your visitors to contact you.

Your personal response to your potential customers can literally determine whether or not you're going to make a sale.

You can find a nice feedback script at Willmaster.com.



<http://www.willmaster.com/?wsnet>

Secure Server

If you're processing your customers' orders online, you must place your order form on a secure server. Not only will a secure server protect your customers' personal information, but it also provides him/her with added confidence in placing an order with you.

Copyrights

Display your copyright information at the bottom of each page. It's best to include both the word Copyright and the © symbol, as some countries don't recognize one or the other.

Your copyright might look like this:

Copyright © Year Company Name

By taking the time to ensure your site possesses these essential components, you will increase your chances of success considerably.



The Birth of a Professional Web Site Part Five: Essential Web Development Tools

Developing a successful web site takes a great deal of planning and preparation. An important part of your preparation is obtaining the essential tools of the trade.

HTML Editors

An HTML editor is a software program used to create and edit HTML documents.

Although some Internet marketers prefer to write their own HTML code, most prefer to use an HTML editor, as it can greatly simplify a somewhat difficult process. However, using an HTML editor has its disadvantages, as some editors have a tendency to add a lot of unnecessary coding and may not support the latest technologies.

Whether you will be writing your own HTML or using an editor, taking the time to learn HTML is very important. Not only will you gain your independence, but you'll also have the ability to add special effects that many HTML editors don't support.

Here are some popular HTML editors:

Macromedia Dreamweaver

<http://www.macromedia.com/software/dreamweaver/>

A popular WYSIWYG (What you see is what you get) HTML editor. Great for beginners and advanced users alike.

Coffee Cup

<http://www.coffeecup.com/html-editor/>

A popular HTML editor that's great for beginners as well as advanced users. Includes a built in browser that will enable you to instantly preview your HTML as you go.

Hot Dog Professional

<http://sausage.com/products/index.html>

Three HTML editors, including HotDog Junior for children, PageWiz for the novice user and Professional for advanced and budding webmasters.

Text Editors

A text editor is a software program used for editing plain text that doesn't add any special formatting.

If you're considering writing your own HTML code, you'll need a good text editor. Although it will certainly be more time consuming, your code will be much cleaner and can reduce your file size considerably.

In addition to using a text editor to write HTML, it can also be used to edit scripts and write articles.



If you have a Windows operating system, Note Pad is the preferred text editor. It should already be installed on your computer.

Although Note Pad is a great little text editor, it can't handle large files and is much better suited for smaller jobs. You may find that you'd like an editor that is more powerful, such as:

NoteTab Pro <http://www.notetab.com/>

TextPad <http://www.textpad.com/>

FTP

File Transfer Protocol, better known as FTP, is a procedure used to upload and download files to and from your web server.

Although many HTML editors will enable you to edit and transfer pages to your server, an FTP program is still an essential tool, as you must have complete control over the files on your server.

An FTP program will enable you to upload scripts, set file permissions, create folders and transfer files to and from your server.

In order to use FTP, you'll need to download and install a software program on your computer. The most widely used FTP program is WS FTP Pro <http://www.wsftp.com>

Graphics Editor

A graphics editor is a software program that will enable you to design and edit graphics.

Graphic design is an intimidating subject for many Internet entrepreneurs. However, most of us must learn some basic design techniques in order to avoid the high costs of hiring a professional designer.

The most popular program used by Internet marketers is Paint Shop Pro. This powerful program is the only program you'll need to design professional looking graphics.

<http://www.jasc.com/>

Zip/Unzip Software

A Zip file is an "archive" of one or more files compressed into one file for easy distribution.

Zip files are used to compress and transport file archives over the Internet. It is the preferred method used for electronic file distribution, as rather than downloading several different files, you can simply download one Zip file. In addition, the download time will be minimized, as the files within the Zip archive are compressed.

Once a Zip file is downloaded, it can be easily opened and extracted (unzipped)



with a Zip/Unzip software program.

Although there are many Zip software programs available on the Internet, WinZip is the most popular. WinZip makes working with file archives simple. It features an easy point-and-click, drag-and-drop interface for viewing, extracting, adding, deleting and testing archived files.

You can download a fully functional evaluation version here:

<http://www.winzip.com/download.htm>

Email

Although most Internet Service Providers include email accounts for their customers, these accounts aren't adequate for an Internet business -- especially if you get a large amount of email. Not only do the email addresses contain your ISP's name, but they are also very limited on features and options.

The two most popular email clients used online are Outlook and Eudora. These programs will enable you to download email from your server and offer features, such as sorting and filtering, and will enable you to easily organize your email messages. What's more, your email address will be your own domain -- not someone else's.

Eudora

<http://www.eudora.com>

Outlook

<http://www.microsoft.com/>

Your webmaster toolbox will play an important part in your success. Take the time to ensure your toolbox contains these essential tools and you'll be well on your way to designing a professional web site.



The Birth of a Professional Web Site Part Six: Search Engine Preparation

An important part of developing a successful web site is attracting a steady stream of targeted traffic.

A significant amount of [web site traffic](#) originates from the major Search Engines. A Search Engine is a web site that indexes [web pages](#). These sites run software programs called "Spiders" or "Robots" that continuously crawl the Internet in search of new web pages to index.

When you visit a Search Engine and you're looking for something in particular, you type in a few words that best describe what you're looking for. These words are known as keywords. The Search Engine will return a list of web sites that are most relevant to your keywords.

When a Search Engine indexes a web page, it scans the page in search of specific keywords. The pages that rank high when a search is returned are the pages that are most relevant to the search query.

If your page doesn't rank in the top 10 or 20 results when doing a [keyword search](#) at the Search Engines, your target audience won't be able to find you.

When designing your web pages, you must specifically optimize each page of your web site. Each page should target one specific subject and be optimized with keywords that best describe the subject.

Optimizing your web pages will include all of the following:

- Selecting the most relevant keywords for each page
- Placing the META keyword and description tags within the head section of each page
- Using your primary keywords as your [page title](#)
- Placing keywords within your image ALT tags
- Placing your primary keywords within heading tags
- Using your primary keywords as image names
- Using your primary keywords as page names for [hyperlinks](#)
- Using keywords within your body text

Keywords/Keyword Phrases

A keyword is a word that best describes your web page. For example, if your web page is focusing on dogs, your best keyword will be "dogs."

A keyword phrase is two or more words that best describe your web page. If your web page is focusing on grooming a dog, your best keyword phrase will be "dog grooming."

When optimizing your web pages, you should concentrate on just a few keyword phrases for each page. These keyword phrases should directly relate to your



subject. Avoid using general one-word keywords, as you definitely won't rank high in the [Search Engines](#).

When you begin optimizing your web pages, each page should be optimized for a different primary keyword phrase. For example, if you're selling dog grooming products, your main page would of course be optimized for dog grooming products. However, you might have another page that targets dog grooming tables. And, another that targets dog grooming kit. And, another that targets dog grooming scissors. See how that works? A highly targeted keyword phrase will attract highly targeted traffic.

The key to ranking high in the Search Engines and driving highly targeted traffic to your site is to select highly targeted, product specific keyword phrases that are less competitive and less generalized. You don't want to target every little possible keyword; you want to focus on your primary keyword phrases for each page.

Your first step towards optimizing your web pages will be to download a great little tool called Good Keywords <http://www.goodkeywords.com>. This is a free software program that will enable you to type in a specific keyword and it will return a list of keyword phrases.

As the competition for highly popular keywords is fierce, you will significantly increase your chances of receiving a high ranking in the Search Engines by targeting the less popular keyword phrases. And in turn, significantly increase your traffic.

For example, if your web page focuses on grooming a dog, you would type the general keywords "dog grooming" into the Good Keywords search box. The search would return a variety of more targeted keyword phrases. The keyword phrases that should be selected are those that are a little less popular, yet much more targeted.

Selecting the right keyword phrases is the first step towards ranking high in the Search Engines.



The Birth of a Professional Web Site Part Seven: Web Page Optimization

by Shelley Lowery

Selecting the right keyword phrases for each page of your web site is the first step towards ranking high in the [Search Engines](#). However, it is only the first step.

In addition to selecting targeted keyword phrases, you must also strategically optimize your page including:

- META description tag
- META keyword tag
- Title
- Image ALT tags
- Heading tags
- Image names
- [Hyperlinks](#)
- Body text

<META>

The META description tag will contain a description of your site. This description will be visible in some of the Search Engines when your site is returned in a search.

Your description should include your site's most important keyword phrases.

Example:

```
<META name="DESCRIPTION" content="Providing dog grooming tips, supplies and training." >
```

The META Keywords tag will contain a list of your keyword phrases separated with a comma. Your primary keyword phrase should be first, followed by one or two secondary keyword phrases.

Example:

```
<META name="KEYWORDS" content="dog grooming tips, dog grooming supplies, dog grooming training" >
```


An image Alt tag follows your graphic address or [URL](#) in your HTML code. These words will be displayed in place of your graphics through an older browser or when your visitors have their graphics turned off.

To fully optimize your graphics, insert your keyword phrases within the Alt tags of



your graphics. At a bare minimum, make sure you use enough images to display all of your keyword phrases. Remember...your primary keyword phrase should always come first.

Example Images (Notice the images are named using the three primary keyword phrases):

[dog_grooming_tips.jpg](#)
[dog_grooming_supplies.jpg](#)
[dog_grooming_training.jpg](#)

Example:

```
<IMG SRC=WIDTH=80 HEIGHT=105 dog_grooming_tips.jpg ALT=dog grooming tips>  
<IMG SRC=WIDTH=80 HEIGHT=105 dog_grooming_supplies.jpg ALT=dog grooming supplies>  
<IMG SRC=WIDTH=80 HEIGHT=105 dog_grooming_training.jpg ALT=dog grooming training>
```

<TITLE> Tag

Just as you must place your keyword phrases within your META description and keyword tags, you must also use your primary keyword phrase as your web [page title](#). Nothing more should appear between the <TITLE> and </TITLE> tags except your primary keyword phrase.

<H?> Tag

Heading tags are used to separate topics and range from <H1> being very large and bold to <H6> which is very small and bold. Some Search Engines place relevance on text displayed within the heading tags. Top priority is placed on the highest listed heading tag.

Your keyword phrases should each be used as a heading for sections within your [web page](#) (placed in the same order as your keyword phrases within your META keywords tag) and placed within an appropriate heading tag. These headings should be followed by some descriptive text.

Your headings should look something like this:

```
<H?>Dog Grooming Tips</H?>
```

Your descriptive content containing your keyword phrase.

```
<H?>Dog Grooming Supplies</H?>
```

Your descriptive content containing your keyword phrase.

```
<H?>Dog Grooming Training</H?>
```

Your descriptive content containing your keyword phrase.

Web Design Scotland - www.siobhanpreston.com



<A HREF> Tag

When creating links on your web page, your links should be displayed together with a small image in front of each link. This image might be a graphic bullet, arrow, or whatever you'd like. These images will not only enhance your web page, but they will also enable you to place your keyword phrases within the Alt tags.

When you begin creating your links, make sure the page name, image name and page description text all contain your keyword phrases.

Your HTML code might look something like this:

```
<img src=dog_grooming_tips.gif alt=dog grooming tips>  
<a href=dog_grooming_tips.htm>Dog Grooming Tips</a>
```

```
<img src=dog_grooming_supplies.gif alt=dog grooming supplies>  
<a href=dog_grooming_supplies.htm>Dog Grooming Supplies</a>
```

```
<img src=dog_grooming_training.gif alt=dog grooming training>  
<a href=dog_grooming_training.htm>Dog Grooming Training</a>
```

```
<BODY>Text</BODY>
```

Optimizing your text is another important step towards ranking higher in the Search Engines. Your web page should contain plenty of text and should contain each of your keywords and keyword phrases used in different variations. If all of your keyword phrases you've listed within your META tags aren't found within your text, the Search Engines will simply ignore them.

Search Engine Submissions

Once you've optimized your web pages and uploaded them to your server, your next step will be to submit your main pages to the Search Engines. However, don't submit your pages to Google. Your pages will rank much higher if you allow this Search Engine to find your pages on its own.

You may want to consider creating a site map for your site and submit this page to Google instead. A site map is a page that outlines how your pages are set up and linked together. If you design a site map with links to all of your pages, the Search Engine robots can easily spider and index them.

Taking the time to optimize each of your web pages is the most important step you can take towards ranking high in the Search Engines and driving your more traffic to your web site.



The Birth of a Professional Web Site Part Eight: Writing Effective Sales Copy

A professional looking web site is a very important part of developing a profitable Internet business. However, your sales copy is just as important -- each will play a major role in your success.

The key to writing effective sales copy is simply learning how to write persuasive words specifically written for your targeted potential customer. You must feel their needs and write your copy with passion, excitement and benefits. Tell them exactly what's in it for them by writing copy that evokes a specific emotion and stresses your product's benefits.

Use the following formula when writing your sales copy:

- A - **Attention** - Use a powerful headline that demands attention
- I - **Interest** - Intrigue interest and create curiosity
- D - **Detail** - Provide details about your product or service
- A - **Action** - Call for action

When you begin writing your copy, your text should be written in a black, legible font with a light background. Avoid using fancy fonts or backgrounds that will make your text difficult to read. Write in small blocks of text with a space between each block. There is nothing that will make your visitor click away faster than a sea of black text --so make sure you use plenty of white space.

A great way to write your copy and come up with new benefits is to use the "so what" strategy. After each sentence, say to yourself, "so what" and then elaborate.

Example:

XYZ computers are lightning fast. (so what) They can process information faster than any other computer on the market. (so what) Your programs will instantly load on command, (so what) saving you hours of valuable time and frustration over the life of your computer.

Remember...benefits sell not features.

Headline

The first and most important part of your sales copy is the headline. If your headline doesn't instantly capture your targeted potential customers' attention, and arouse a specific emotion, the rest of your sales copy will be useless.

In order to write an effective headline, you must learn how to use specific words to achieve a specific reaction.

Before writing your headline, you must first learn a little bit about the basic human motivators. According to psychologist Abraham Maslow, human behavior is always the result of one or more of five basic needs. He listed these needs in a sequence



that he refers to as "the hierarchy of human needs."

He believes that until a less important need is met there won't be any desire to pursue a more important need. Below are the five human motivators, beginning with the basic needs and continuing to the most important needs.

Physiological - Basic human needs include hunger, thirst, shelter, clothing and sex.

Safety (Security) - Human need for physical, emotional and financial security.

Social (Affiliation) - Human need for love, affection, companionship and acceptance.

Esteem (Self Esteem) - Human need for achievement, recognition, attention and respect.

Self-actualization - Human need to reach their full potential.

When you are aware of the basic human needs, you can incorporate these needs into your writing. A great headline will appeal to your potential customers' emotions. You must feel their needs, wants and desires and write your headlines with passion and emotion.

Introduction

Just as your headline is a very important part of your sales copy, the first paragraph is just as important. Studies have shown that if your headline attracts your potential customers' attention, and you can maintain their attention through the first paragraph, chances are they'll read the rest of your copy.

The first paragraph should clearly define the benefits that will be outlined within your sales copy -- identify a problem and promote your product or service as the solution.

Subheadings

Subheadings are basically just smaller headlines used to break up your text blocks. They also provide your readers with important highlights of your paragraphs.

Use plenty of subheadings throughout your copy, as not all of your visitors will read your copy word for word. They'll simply scan it and only read what catches their attention.

Remove the Risk

You must provide your potential customers with a solid, no risk, money back guarantee. In addition, provide a limited time free trial or download that will completely remove their risk. This will build your potential customers' confidence in you and put their mind at ease.

Call for Action

Once your potential customer has read your sales copy, you must direct them to your order page by asking for the order.



Use a P.S.

When your visitor scans your sales message, chances are they'll read your headline, sub headlines and your PostScript message. Place your most important benefits within your PS message.

Provide Testimonials

Testimonials provide a great way to reassure your visitors. Blend your testimonials in with your sales message. Avoid making your visitors have to click to another page to view your testimonials -- chances are, they won't. By blending your testimonials in with your sales message, you can ensure they will be read.

Long Copy verses Short Copy

It is a proven fact that long sales copy out-sells short sales copy. However, some visitors do prefer a short sales letter. You can provide your visitors with both. For those who prefer a short sales letter, provide opportunities to click through to your order page prior to ending your sales letter.

Try to keep your sales letter all on one page. Your visitors would much rather have to scroll through your letter than click through and load another page. With each additional click, you'll lose a percentage of your potential customers.

Your words should seamlessly flow together from your headline through to your order page. Every word, sentence and headline should have one specific purpose -- to lead your potential customer to your order page. The simple, well-designed web sites with killer sales copy make the sales.



The Birth of a Professional Web Site Part Nine: Launching Your Web Site on the Internet

When you're ready to launch your web site, you'll need to make two very important decisions -- what [your domain](#) name will be and where you will host your new site.

A [domain name](#) is used to locate a particular web site on the Internet. It is a part of the Uniform Resource Locator ([URL](#)) and instructs the browser as to where to find a particular [web page](#).

When a web address (<http://www.domain.com>) is typed into the browser, the [web server](#) will look for a page called index. This page may have different extensions, such as .htm, [.html](#), or .shtml and will be displayed when the URL is called.

Additional pages within the site are called by including the URL followed by a forward slash and the page name. <http://www.domain.com/page.htm>

Selecting a quality domain name is of the utmost of importance. Not only will it tell your potential customers what your business is all about, but it will also play a role in branding.

A good domain name is one that will be immediately remembered by your visitors, as it connects with something they're interested in.

A great domain name is one that can be guessed by a potential visitor looking for something in particular. For example, if someone is looking for information on dog grooming, they might type in: <http://www.doggrooming.com>. A great domain name will enable a potential visitor to guess the [web address](#) and will contain your most relevant keyword phrase.

Here are some basic guidelines to assist you in selecting a great domain name:

- 1) Select a domain name that contains your most relevant keyword phrase.
- 2) Your domain name should be easily remembered.
- 3) Avoid using abbreviations or anything that will be difficult for your visitors to remember.
- 4) Keep your domain name as short as possible.
- 5) Select a quality domain name that will grow with your business.

Although there are many new [domain extensions](#) available, dot.com is still the best choice.

There are many companies online that will enable you to register a domain name. Although [Network Solutions](#) is the original domain name registrant, there are now many less expensive options available. You may want to do some research to find a registrant that meets your needs. <http://www.networksolutions.com>

If you're just starting out, you may want to select a hosting company prior to registering your domain name, as many hosting companies will register the name for you when you set up your hosting account.



Web Hosts

A Web Host is a company that provides you with [server](#) space for your web site. This includes all of your web pages, graphics, scripts and files.

When your web address is typed into a browser, your web host is being contacted to locate and display the requested page.

Free versus Professional Web Hosts

All Web Hosts are not created equally. There are a number of free [hosting services](#) available on the Internet. However, if you're designing a web site for business purposes, you should NEVER [host your web site](#) with a free host.

In order to establish credibility, you must be willing to invest in your own domain name and [professional web hosting](#). Web sites hosted on free servers are not taken seriously and will suffer a serious loss of business.

Your visitors may feel that if you don't have your own domain, you may not be a credible company. They'll simply take their business elsewhere.

Not only is professional credibility a great reason not to host with a free service, but many Search Engines won't even index a site hosted on a free server.

If you're serious about your business and you have a sincere desire to succeed, having your own domain name and professional hosting is a must.

Selecting a Web Host

When selecting a professional web host, your first consideration should be the company. Check out their background. Talk with some of their customers and ask them if they've been satisfied with their service.

Do some research:

- How many customers do they serve?
- What is their uptime percentage?
- Do they require you to make payments in advance?
- Do they charge set up fees?
- How is their customer support? Test them.
- Do they offer fast connections?
- How much daily transfer do they allow?
- Will you be charged additional fees if you exceed your daily transfer?
- Do they offer shopping cart software to process your orders?
- Do they offer secure servers?
- Will you be provided with your own CGI-bin?
- Can you upgrade free of charge?

Web hosting prices vary greatly. When selecting a host, make sure you're getting exactly what you're paying for. Keep in mind, a lower monthly rate will not benefit you if your site



is down a lot, slow, or customer service is poor.

Selecting a professional web host is a very important decision. Make sure you do your homework and ensure the host you select offers exactly what you need.

Here are some basic features you should look for when selecting a web host:

- 1) 24/7 reliable tech support
- 2) Your own domain name (www.yourname.com)
- 3) At least 10GB of monthly transfer (traffic)
- 4) A minimum of 20MB - 50MB of server space
- 5) Unlimited true POP email accounts - name@yourdomain.com
- 6) Unlimited email aliases
- 7) Email forwarding
- 8) Unlimited autoresponders
- 9) Your own unrestricted CGI-Bin
- 10) Access to SSL Encryption for secure transactions
- 11) MySQL Database
- 12) PHP
- 13) Perl
- 14) htaccess password protection
- 15) Server Side Includes (SSI) support
- 16) Design (and upload to) your site using Netscape or other HTML editing software
- 17) Microsoft FrontPage Server Extensions for those utilizing FrontPage
- 18) Unlimited free access to your server via FTP/Telnet
- 19) Easy access to your log files
- 20) Statistics on visits to your site

Some additional features you may want are:

- Web control panel
- Custom error pages
- Ability to run Cron events
- Sub-domains
- Mailing list/newsletter support
- URL redirect
- Web mail
- Shopping cart
- Referral program

Although there are many web hosting companies online, there are only two that I can recommend. They are as follows:

Adgrafix - Professional web hosting starting at \$19.95/mo. for a 50MB web hosting package.

<http://www.web-source.net/cgi-bin/t.cgi?l=wh>

Host4Profit - Professional web hosting specifically designed for the Internet marketer. \$24.95/mo. for 300MB <http://www.web-source.net/cgi-bin/t.cgi?l=h4p>



The Birth of a Professional Web Site Part Ten: Promoting Your Web Site

Creating a successful [Internet presence](#) involves much more than designing a great web site or having the "perfect" product. Listing your web site with the [Search Engines](#) is your first step; however, you must not solely rely on the Search Engines to bring you traffic.

You must design a complete promotional strategy and work it every day. If you're launching a new web site, your first step will be to submit your site to the Search Engines and Directories.

Although there are many auto-[submission software](#) programs available on the Internet, make sure you manually submit your site to the main Search Engines and Directories:

Google <http://www.google.com/addurl.html> (Although you can submit your site map to Google, you will receive a higher ranking by allowing their robots to find your pages on their own.)

The Open Directory Project <http://dmoz.org/add.html>

AltaVista <http://www.altavista.com/addurl>

Lycos <http://www.lycos.com/addasite.html>

Hotbot <http://hotbot.lycos.com/addurl.asp>

Once you've manually submitted your main pages, visit SelfPromotion.com <http://www.selfpromotion.com> to automatically submit your pages to a number of additional [Search Engines](#) and Directories.

A good way to organize your promotions is to set up a web page, for your personal use, that will contain your complete strategy. This page should be stored on your hard drive and not uploaded to your [server](#). Your page should contain four sections.

1. Daily Promotions
2. Weekly Promotions
3. Monthly Promotions
4. Miscellaneous Promotions

Each of these four sections should contain the appropriate information for each of your promotional resources, such as web site name, user ID, password (if applicable) and hyperlinked [web addresses](#) for each web site you plan to use for your promotions. This will enable you to open your [web page](#) each day and visit the sites you have listed.

-> Daily Promotions

Discussion Boards

Visit some popular discussion boards and share your expertise. Although you may not advertise on discussion boards, you can include your signature file with your post. Before you begin posting to discussion boards, make sure you lurk a while



and see exactly how the board functions.

Visit http://www.web-source.net/web/Discussion_Forums/ for a complete listing of some of the top discussion boards.

-> Weekly Promotions

Ezine Advertising / Ad Swaps

Your weekly promotions should consist of placing a paid ezine advertisement and/or arranging ad swaps with fellow publishers.

Visit the Directory of Ezines for a complete listing of hundreds of publishers and contact information for advertising. <http://www.web-source.net/cgi-bin/t.cgi?l=doe>

To organize your ad placements and swaps, place the publication names, publisher names, ad dates and hyperlinked web addresses within your weekly promotions list.

-> Monthly Promotions

Your monthly promotions should include writing an article in the area of your expertise, promotional exchanges with similar web sites, and offline promotions.

To organize your monthly promotions, place the names and hyperlinked web addresses for each of your promotional resources within your monthly promotions section.

Writing Articles

Writing articles that may be freely published with your bylines is one of the best promotional methods online. Your article may be published in hundreds of ezines, on web sites or even in magazines.

For further information on writing articles, visit:

<http://www.web-source.net/write.htm>

Promotional Exchanges

Cross promoting is a powerful technique used by many Internet marketers to increase the exposure of their products, services or publications. You simply decide what type of promotional exchange you would be interested in and contact fellow marketers to discuss an exchange.

The most effective technique used in cross promotions is recommendations. By providing each other with a personal recommendation you can increase your response rates tremendously.

Here are some popular cross promoting techniques you can use to boost your business:

Link Exchanges

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Exchange links with web sites similar to yours, but not in competition. Many Search Engines are now utilizing a system that tracks and ranks sites according to the number of quality links pointing to a particular web site. By exchanging links with similar web sites, you will not only increase your Search Engine ranking, but you will also increase your web site traffic.

Ezine Ad Swaps

Exchange subscription ads with other ezine publishers. Ezine advertising is one of the best forms of advertising on the Internet. By swapping ads with fellow ezine publishers, you can run your ad in other publications free of charge.

Subscription Exchanges

Exchange subscription information with fellow ezine publishers. Provide recommendations within your ezine's welcome message, thank you page and even on your multiple subscription ezine form.

Ezine Column

Partner with a similar publication and provide content for each other. This may be a weekly tips column, question and answer column or whatever you'd like.

Ebook Exchanges

Partner with fellow Internet marketers and create free ebooks to freely distribute. The ebook should mutually benefit and promote both of you, while providing valuable information for your visitors.

Ride Alongs

A ride along is any extra information (advertisements) sent along with a direct mailing. You can use this same technique with any ezine solo mailings you may run by including an exchange recommendation within your mailing. In addition, you can include recommendations within your thank you letters you send out when you deliver your products.

Up sells

An up sell is used when your customer is in the process of ordering your product. Another product is introduced, for a small additional cost, just as you're closing the sale. This technique is used with many infomercials when the customer calls in their order. The operator will introduce an additional product for a minimal extra charge. You can use this same technique on your order page by trading product recommendations with fellow marketers.

A quality recommendation will pull a much higher response rate than just a link or banner. Cross promote with individuals you truly respect and believe in, as your professional reputation is on the line.

Offline Promotions

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Promoting your web site offline is another great way to increase your traffic. Below are several resources to assist you:

IDit Plates <http://www.web-source.net/cgi-bin/t.cgi?l=idit> Put your web address on your vehicle. IDit Plates are a great way to continuously promote your web site. They're triple chrome plated and blend in well with your vehicle.

Visit iPrint <http://www.iprint.com> for your printing needs. From business print items to promotional items, iPrint has it all.

Place ads in newspapers, magazines, on the radio, or on TV. Visit these links for complete listings:

Gebbie Press <http://www.gebbieinc.com>
Newspapers Online <http://www.newspapers.com>

For even more promotional products, PromoCity can add your logo to any one of over 500,000 items. <http://www.promocity.com>

-> Miscellaneous Promotions

Your miscellaneous promotions might include paying for traffic, text and banner advertising.

Visit the following web addresses for further information:

http://www.web-source.net/ad_camp.htm
http://www.web-source.net/pay_traffic.htm

Once you've implemented your promotional strategy and continuously work it each day, you'll be amazed with the results of your efforts. Consistency will be the key to driving massive traffic to your site.

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About the Author:

Shelley Lowery is the author of the acclaimed web design course, Web Design Mastery. <http://www.webdesignmastery.com> And, Ebook Starter - Give Your Ebooks the look and feel of a REAL book. <http://www.ebookstarter.com> Visit Web-Source.net to sign up for a complimentary subscription to Etips and receive a copy of the acclaimed ebook, "Killer Internet Marketing Strategies." <http://www.web-source.net>