Using Wordpress For Business Websites

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this book teaches you all you need to know to create effective web sites for businesses of all sizes it s packed with useful tips and practical examples first you are taken through the planning stage including overall site structure grouping content using content and language effectively and planning for accessibility next you are shown how to effectively design the

different parts of your site as well as how to add specialized improvements including feedback forms and search functionality the examples focus largely on css and html but the principles are applicable to any site and some useful flash examples are also provided

this book is ideal for anyone who wants to learn how to use the latest version of squarespace to create a website from scratch and take it through to go live you don t need any prior experience with squarespace html or css or building websites in general as everything is done using squarespace s simple browser based interface

the best business websites serve their readers with strong content well architected design and a focus on usability readability and accessibility this book covers the fundamental aspects of building a website that works for the company not against it it covers the essentials of strong copywriting and then dedicates several chapters to designing user centric about products and services and support sections your visitors come to your site because they are interested in your business and are therefore potential customers this book covers taking advantage of that traffic by expanding the company s story through a corporate blog and using testimonials case studies and other third party validation to reinforce the marketing message with this knowledge you will be able to create and maintain a highly professional polished business site while a pleasing website is essential for any modern business creating it is only a small piece of the online strategy this book also discusses search engine optimization using e mail and rss to communicate with customers and prospects and advertising the corporate domain with paid search placement online banners text links and more the primary theme is using your corporate website to market the business effectively from designing intelligent product pages to writing compelling e mail newsletters this book explores those ideas and offers compelling advice on how to take full advantage of the as a marketing medium

how can you manage website designers if you don t understand the technology how can you create a website that increases your business s profits will a website designer understand your business and your customers as intimately as you do even the best designers probably have no background in marketing no previous contact with your target audience and little experience in setting a business strategy for a website that s why it s important that you learn enough about how the internet works and how your business will benefit from having a website to manage the design team packed with practical tips checklists and numerous examples small business websites that work will walk you through the decisions you need to make in commissioning a website for your organization and managing the team responsible learn how to spot common defects in the website design make the site more profitable for the company differentiate the company on the internet

promote the website effectively integrate your website with the rest of your business you could just put your existing brochure online but this book will show you how you can build a site that will generate a better response from the marketplace and will enable you to engage the internet community more fully

every small business or organisation needs a website whether it is a simple online portfolio or a complex online shop expert web design teacher alannah moore makes this subject accessible for everyone even those with no technical or design experience avoiding technical language alannah provides a summary of the web platforms available covering among others wordpress squarespace weebly and shopify from these the reader can choose the right platform for them and very quickly get up and running drawing on her vast experience of what a novice website builder really needs to know alannah covers all the topics they will come across in their online experience how to choose a good domain name what content you need for your site how to work with images and even create your own logo the reader will also learn how to integrate social media and a blog so they are set up and in control of their virtual presence from every aspect this is the perfect book for anyone who doesn t want to pay for an expensive web designer in alannah s safe and capable hands they will find the process of building their site easy and enjoyable and they ll soon have a successful online presence

wordpress is the most effective tool available to build your company s website and bring in leads and sales for your business in an easy to follow step by step program this book will tell you what you need to do to avoid the pitfalls while ensuring maximum exposure search engine rankings and conversions sales

why your business needs a website if you re doing business today online or offline you need a website it s that simple every day google completes more than 5 billion searches think some of those people even just a tiny fraction might be searching for what you sell if you don t have a website how will they ever find you this book is about setting up your web presence the right way or optimizing your existing website to reach more visitors ultimately it s about generating more traffic more leads and more sales and profit for your small business who is this book for this book is for small business owners who have a website but feel like it s not delivering the results it could need a website but aren t sure where to start or who to trust for advice are confused and intimidated when dealing with technical problems or contracting with programmers have you been overpromised or oversold by web developers in the past you re not alone in fact it happened to me it seems like there s an entire industry out there trying to milk small business owners out of their hard earned cash but you don t need to be another victim armed with this

checklist you ll have a working knowledge of all the important elements of a truly awesome website one that presents your brand to the world and helps achieve your goals online after all isn t that what it s all about why this list there is no shortage of resources when it comes to getting started online some of these are genuinely helpful and many of those will be mentioned in the pages ahead but others just want to sell you some service you don t really need or get you to sign up for a hosting package through their affiliate link so they can earn a commission do they really have your best interest in mind many only give you part of the story or leave you with more questions than answers what s missing is a comprehensive checklist for small businesses to use when evaluating their current website or when planning out their new site that s where this book comes in i m a small business owner myself and have been working online for nearly 10 years in that time i ve come across too many amazing businesses with amazingly bad websites or worse local businesses i wanted to find information on and patronize but that had no website at all this checklist is my effort to help give small business owners the information they need to succeed online from one entrepreneur to another let s get started what are you waiting for hit the buy now button and get started today

professional advice on how to design build and launch a business website provides essential information to help the small business owner get the most out of his internet marketing budget and learn the basics before you begin so you will save time save money and get a more useful profitable website includes a discussion on identification of your target audience techniques to use when selecting a web designer costs and other tips for maximizing the effectiveness of your website

take a shortcut to making your website work want to learn how to drive more business through your website without taking an expensive course or reading a pile of books making your website work helps you understand what makes a great website through practical tips you can apply to your website and get new clients and sales today it doesn t teach you all the copywriting formulas make you learn design rules by heart or generally talk a lot about things in theory instead it describes real website problems that freelancers digital agencies ecommerce shops and saas companies face the same problems you have with your website and shows you how to fix them through practical tips among other things you ll learn how to spot and fix vague and self centered copy how to sound trustworthy even without testimonials how to structure your homepage to make your message clear why you should delete your testimonials and faq pages where to place call to action buttons to get more people to click what design mistakes get in the way of your message who is this book for this book is for you if you re a business owner who takes care of their website themselves you ll learn how to write better copy and how to make sure that your design doesn t

kill your message a copywriter who wants to sharpen their skill and also learn how to prevent designers from murdering their copy later on you ll learn to spot bad design decisions and discover powerful arguments to use in conversations with your clients and their designers a web designer who wants to design not only pretty websites but also websites that convert a business owner who is planning to hire someone to create their website for them you ll learn how to spot ineffective copy and sloppy design to make sure that the pretty website you re paying for will also convert

a complete and authoritative guide to setting up a home business designing and developing websites available in both kindle paperback versions you can run your own web design business from home all you need is a computer and an internet connection working for a design company freelancing under utilised unappreciated or uninspired this could be the book for you would you like to build websites for clients directly instead of going through middlemen would you like to work when you d like on what you d like and with whom you d like this could be the book for you this book explains how to set up your business from home the hardware and software you ll need how to get clients long term quality clients that will recommend you and give you ongoing work how to run web design projects and how to diversify your business going forward this is not a get rich quick book you are encouraged to start in your spare time and slowly but surely build up your long term professional contacts and online authority this will provide you with a solid base for whatever you want to achieve with your online business in the future

discover the best way to build design and launch professional websites with squarespace quickly without needing to learn any codeabout this book discover time saving tricks and best practices and avoid common pitfalls while creating a website create visually stunning responsive design templates for your website with squarespace 7 understand how to monitor measure and manage your website after launching itwho this book is forthis book is ideal for anyone who wants to learn how to use the latest version of squarespace to create a website from scratch and take it through to go live you don t need any prior experience with squarespace html or css or building websites in general as everything is done using squarespace s simple browser based interface what you will learn develop an essential website toolkit that will act as reference and materials for your entire project ensuring you stay on target to meet your objectives set up your squarespace account learn how the interface works and select the correct template for your website s purpose and goals create your website framework fill it with content and arrange your pages using squarespace s easy drag and drop tools customize your site s look and feel to match your brand and create a stunning visual impact for your website on all types of devices including mobiles and tablets configure the core functions your business needs whether connecting to social media

promoting events showcasing your work or selling goods and services online learn time saving tricks and how to avoid common pitfalls from an experienced professional with years of squarespace experience gain valuable insights about search engine optimization communicating effectively online and other e marketing advice how to monitor measure and manage your website post launchin detailsquarespace is a web based tool that allows non technical people to create and manage professional looking websites quickly without needing to write any code it empowers business owners to take total control of their own websites without needing to pay someone to design or maintain it this book covers much more than just how to use squarespace it covers all aspects of creating a successful business website from developing your brand identity to writing and structuring content to match your target audience s needs and dozens of other other valuable tips that will help your website shine most importantly you ll learn the correct steps to follow in order to ensure your project is smooth and stress free the book starts by helping you plan your website project and gather all the raw materials you ll need next you ll set up your account and become familiar with the terminology and tools that you ll be using once you ve learned the basics of how the squarespace interface templates and different page types operate you will create the framework of your website ready for you to insert content and functionality then once all the core elements are in place you ll apply the aesthetic fine tuning needed to bring your website in line with your brand after the aesthetics have been honed and all functions tested you will launch your website and drive traffic to it monitor it and improve it style and approachthis easy to follow guide will teach you to build websites the easiest way in the latest version of squarespace

too many small business owners are anxious about taking their companies online they don t know a thing about internet business so they feel vulnerable and unsure of themselves if that describes you we ve got good news this unique web design book was written by two web veterans one website designer and one copywriter you ll get the inside secrets on what to look for and what to beware of when working with professionals to build a small business website creating a website means you ll almost certainly make a large number of mistakes the first time you put that website online but it doesn t have to mean that anymore kristi stangeland s and karon thackston s wonderful effective websites for small businesses guides you through the minefield of website creation and means you ll probably make no mistakes it s mandatory reading if you own a small business jay conrad levinson the father of guerrilla marketing author guerrilla marketing series of books no more being confused by industry jargon no more wondering if what you re being told is fact or just another myth you ll gain the confidence you need to move your company online without fear

a comprehensive guide that provides an insider s perspective on the progression of building a

world class website that will stand out in today s crowded marketplace

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the author shares his experiences and advice to help you estimate start up costs manage your cash flow and stay profitable once your web design business is up and running p 4 of cover

is your website simply not delivering are you wondering what the secret is to creating a website that sits and stays on page one of google attracts new visitors every day then turns your visitors into customers many businesses invest thousands of dollars into website design and internet advertising but overlooking the single most important element of a website content and

the best part of content marketing is that it is free since 2000 i have been creating websites that deliver millions of dollars worth of leads to businesses every year and i ve witnessed the incredible value that original content has bought to my client s websites the contented website is packed with the proven tips tricks and methods that i have learnt along the way it is an easy to follow and easy to understand guide that unlocks the secrets to creating and using content to generate a steady stream of qualified warmed up leads the contented website will equip you with everything you need to know to finally get your website delivering it just might be the best investment you make in your business s digital future so you can get on with what you do best running your business

cesar provides a step by step procedure to build a 2 0 business or organization site that generates results in the value chain of a company

want information but don t know where to start there are millions of internet websites of varying quality and value how do you know which are worthwhile and which don t bear a second look search engines only cover a small proportion of the so how do you ensure you are not missing the best and most useful websites and how do you know which websites you need when you don t know what s out there websites from a to z will help by highlighting tried and tested sites from a range of useful categories websites from a to z will save you time effort and energy to ensure you get the most from the internet

why your business needs a websiteif you re doing business today online or offline you need a website it s that simple every day google completes more than 5 billion searches think some of those people even just a tiny fraction might be searching for what you sell if you don t have a website how will they ever find you this book is about setting up your web presence the right way or optimizing your existing website to reach more visitors ultimately it s about generating more traffic more leads and more sales and profit for your small business who is this book for this book is for small business owners who have a website but feel like it s not delivering the results it could need a website but aren t sure where to start or who to trust for advice are confused and intimidated when dealing with technical problems or contracting with programmers have you been overpromised or oversold by web developers in the past you re not alone in fact it happened to me it seems like there s an entire industry out there trying to milk small business owners out of their hard earned cash but you don t need to be another victim armed with this checklist you ll have a working knowledge of all the important elements of a truly awesome website one that presents your brand to the world and helps achieve your goals online after all isn t that what it s all about why this list there is no shortage of resources when it comes to

getting started online some of these are genuinely helpful and many of those will be mentioned in the pages ahead but others just want to sell you some service you don t really need or get you to sign up for a hosting package through their affiliate link so they can earn a commission do they really have your best interest in mind many only give you part of the story or leave you with more questions than answers what s missing is a comprehensive checklist for small businesses to use when evaluating their current website or when planning out their new site that s where this book comes in i m a small business owner myself and have been working online for nearly 10 years in that time i ve come across too many amazing businesses with amazingly bad websites or worse local businesses i wanted to find information on and patronize but that had no website at all this checklist is my effort to help give small business owners the information they need to succeed online from one entrepreneur to another let s get started what are you waiting for hit the buy now button and get started today

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