

A successful website is a culmination of graphics, copywriting skills and technical expertise to create a 24/7 Internet presence promoting the services or product of an organization directed at a target audience.

- **Research your Market**

Understand and know the nuances of your market and who your competition is. Review this information in how it relates to using the Internet to grow your business. Apply creative thinking to these facts and look for marketing opportunities to be evaluated.

- **Establish your Strategy**

With the creative thought process define your approach and overall strategy for immediate need, 5-year and 10-year projection of the use of the Internet to grow your business. Document unique ideas and watch for the technology to be the first to implement them.

- **Develop Search Engine Optimization (SEO)**

Using your market research and established strategies to prepare a Search Engine Optimization Plan. This is a living document that will be revised as new opportunities arise and strategies are implemented and results evaluated.

- **Content & Keyword Development**

Develop a proprietary document that reviews keywords important to your market. This list can come from sources as simple as personal experience to in-depth Internet focus groups and paid search engine optimization companies. These keywords are used in your website content and structure.

- **Develop the Branding**

Develop a graphics look for your website that extends your brand or if you are not satisfied with your current graphics then create a new look with the website and then extend it to other collateral material.

- **Build the Website**

With the basic look of the website and approved content build a great looking website. Use experienced coding professionals that know how to build a website for search engine optimization.

- **Website Promotion**

Once your website is live implement your Search Engine Optimization Plan. Start with search engine submission and follow through with getting your domain name on all collateral material and out in the market place in a variety of media including networking