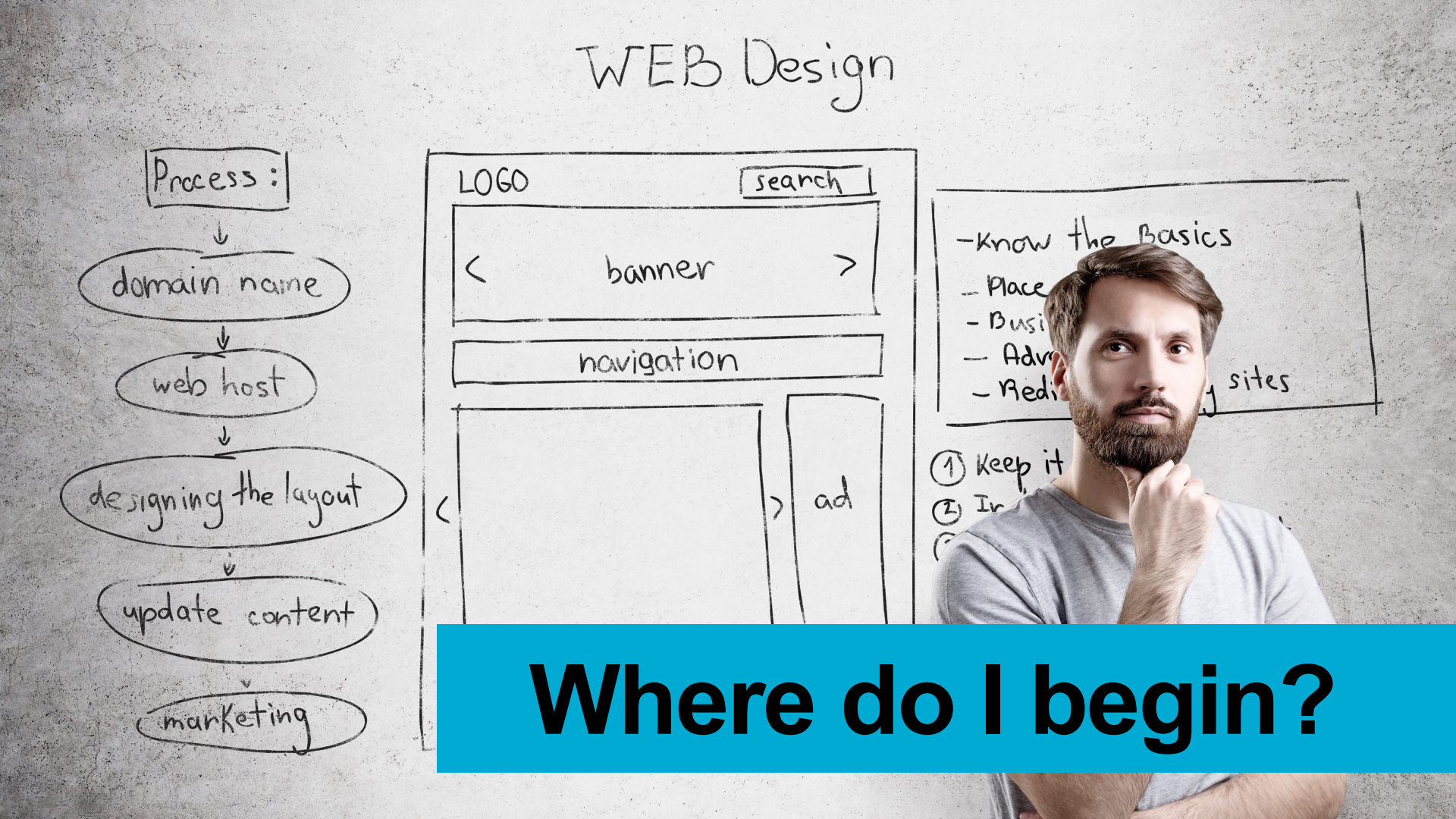


Building a Lead-Generating, Powerhouse Website

From your friends @

imbue


WEB Design
Process :
domain name
web host
designing the layout
update content
marketing
LOGO
search
banner
navigation
ad
-know the Basics
Keep it
Where do I begin?



Here's the process we recommend.

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1 CONTENT STRATEGY

Who are you talking to?

And what do you want them to do?




“This is for me.”

Types of Content

That Will Speak to Them. Clearly.

- Content for Main Pages (Your Story)
- Blog (Will You Blog?)
- Content Offers (What Can You Give Them?)
- Landing Pages (For Offers and Ads)
- Future Content (Plan Ahead!)



2 OUTLINE & FEATURE LIST

Outline & Feature List

Just like a normal outline, but structured in clear sections for an online experience.

- ✓ Home
- ✓ About
- ✓ Services
- ✓ Resources
- ✓ Blog
- ✓ Contact

What special features does your site require?

- ✓ Photo galleries
- ✓ Password-protected member area
- ✓ Shopping cart
- ✓ Etc.

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3 THE RIGHT DESIGNER & DEVELOPER

Sometimes…

They are not the same person or team.



Punch List for Designers & Developers

- ✓ A website can look beautiful, but be poorly coded or even too hard to navigate.
  - Developers are great at code, but not always at design—and vice versa.
  - User experience (UX) is different from good design. You need both.
- ✓ Experience with the kind of site you need (size, features, etc.).
- ✓ Ability to provide ongoing support and security, with responsiveness to support requests.

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4 THE RIGHT TECHNOLOGY

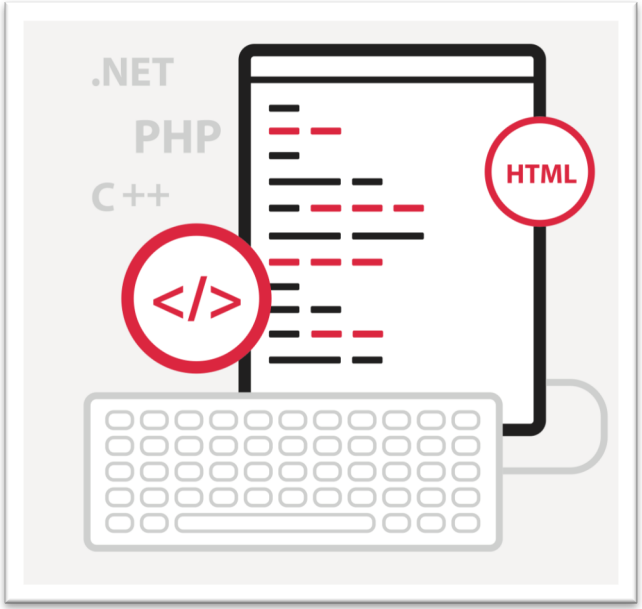
WordPress?

Drupal?
Expression Engine?
Wix?
Custom?



Take note…

- A good development team is one that asks specific questions about your current website needs — and who also asks about your plans for the future.
- This will help them choose the technology most likely to suit your needs over time.



5 GET THE WORD OUT & ENGAGE VISITORS (MARKETING)

Traffic…

- SEO
- Social Media
- Advertising, PR
- Referrals

Engagement…

- Content
- Content Offers
- CTAs

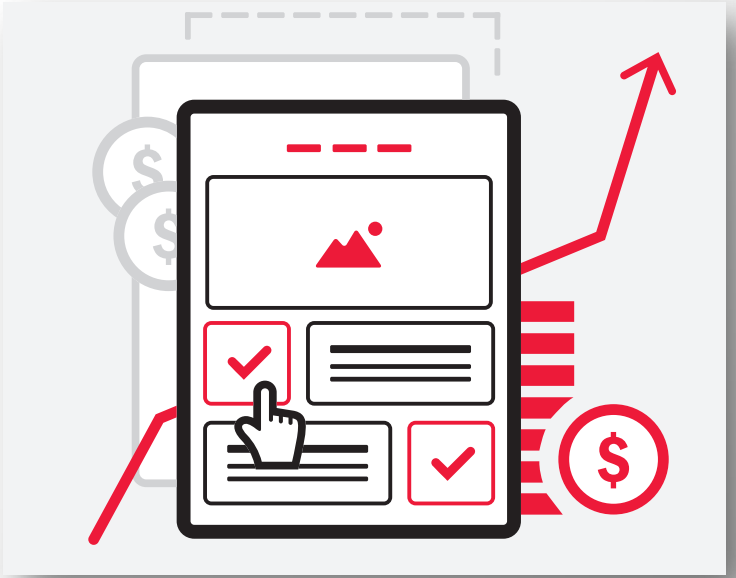


CRM/Automation…

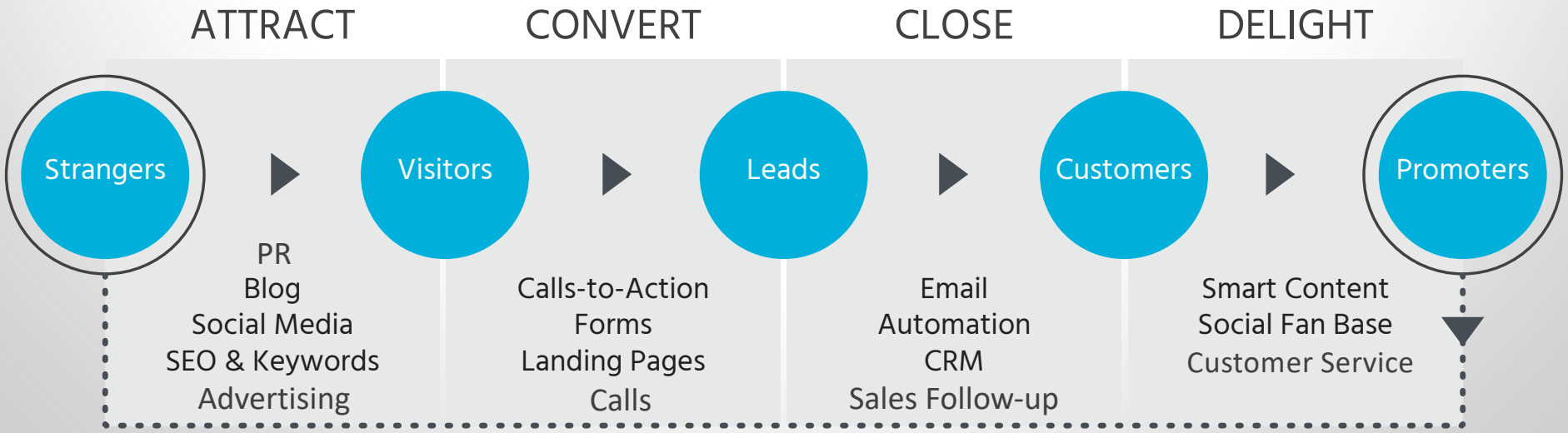
- Track and score
- Nurture and close

Examples:

- HubSpot
- Marketo
- Pipedrive
- Mailchimp
- Campaign Monitor



Putting It All Together



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