

What are some steps to ensure success with your new website?

Here are the steps to consider for a new website.

1. Keyword research you niche and work out demand levels. Use Google Trends, Google Adwords - Keyword Planner etc.
2. Work out the customer / user needs. What are the problems to solve, jobs to complete, pain to avoid & desires to gain?
3. Cross match your products and services with user needs
4. Define the purpose of the website like small information site, large information site, blog, eCommerce, membership site, website applications.
5. Select a Domain name based on your brand name to main service. E.g. brandservice.com
6. Select a fast Web Hosting with SSL security certificate and SSD fast storage. Seek One click application installation and automatic updates.
7. Create your website. e.g. WordPress or HTML5. Content Management System or custom coded.
8. Create web pages using your niche keywords from above. Address user intent and solve the queries.
9. Setup Google Webmaster Tools and Bing Webmaster Tools. Add your website domain name to the search engines.
10. Setup a sitemap.xml file and submit it to the search engines via Webmaster Tools. This is a list of all important web pages.
11. Setup Google My Business listing for physical locations. This get a Google Map pin and improves local search on you industry category.
12. Add the website URL to your stationary, business cards, email signatures, correspondence etc.
13. Add a Facebook Page and / or LinkedIn Business page with links to the website. Facebook at 2.2 B consumers. LinkedIn has 600 M professionals.
14. Add / edit your business address details in industry directories. This gains industry specific backlinks to your website.
15. Social Media share your new content. New web pages can gain Likes, Shares and traffic.
16. Consider paid advertising initially until organic search grows. E.g. Pay Per Click advertising, display advertising, Google Shopping, remarketing. Google has 3.5 Billion Internet Searches per day.