



# Website Development

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## Focus & Keyword Selection

- Identify the PAIN your business alleviates and your ideal target market.
- Research your online competitors and make a list of their targeted keywords.
- Use the following tools to expand the list and isolate the most efficient ones.
  
- Google Adwords Platform: <http://adwords.google.com>
- WordTracker Keyword Tool: <http://freekeywords.wordtracker.com/>

Notes

## Decide on a Foundation

- Post an ad for a web developer on Craig's List to see what quotes come in.
- Research template-based platforms from Microsoft, Google or your web host.
- Consider building your new website on one of the open source CMS platforms.
  
- Joomla Open Source Platform: <http://www.joomla.org>
- Wordpress Open Source Platform: <http://www.wordpress.org>

Notes

## Make Your Website Valuable

- Map out the conversation you want your website to have with new visitors.
- Identify the value items, resource tools and updating content you can offer.
- Lay out a detailed site map and always tell you visitors what to do next.
  
- Free Google Analytics Platform: <http://www.google.com/analytics>
- 3<sup>rd</sup> Party Website Traffic Monitor: <http://www.alexa.com>

Notes

Tactical Execution is a division of Beyond the Rate, Inc., a California corporation.