

manish gupta

Create-a-Preneur.

Guide to making a website

Version 2.0

manish gupta



It's a Business Owner's Guide to Making a Website

• <https://www.manishgupta.one> •

A Big Hi!

ABOUT ME

I am Manish; as a Business owner, I struggled with getting leads to fill up the sales pipeline. I revamped multiple designs and layouts to realise what goes into making a successful website finally.

Since I have been actively developing websites myself since 1999, you can surely call it a Blueprint from a web developer to Make a Website intended for business owners.



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Make a Website

The . Create-a-Preneur . Blueprint

The Blueprint



The Blueprint



STEP 6

Planning for SEO.

How do you plan to ensure you get free traffic on your website? What should you do to rank higher in search engines like Google and Bing?



STEP 7

Is your Website Responsive?

Most of the visitors today are looking for information on the go. You must ensure that your website is made for mobiles.



STEP 8

GoLive with your Website.

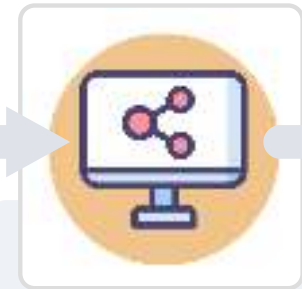
It's a big day; all is ready and tested. So what are we waiting for. Let's go live and upload the website on the live server. But what server?



STEP 9

Is your Website Secure?

Did you know that Google now gives preferred positioning for websites that have SSL? Shouldn't your website be secure for your customers?



STEP 10

Setting Social Media Presence.

Increase your reach, give your Website the visibility it deserves. You can't afford to lose customers, create a social media presence.

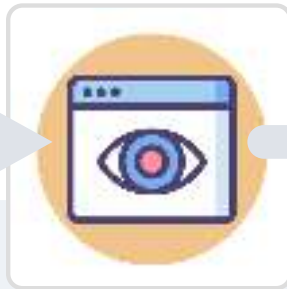
The Blueprint



STEP 11

Who is visiting your Website?

Your website is ready & live, but how do you come to know if people are visiting your website? How long do they stay, where are they from?



STEP 12

What are the visitors doing?

Would you love it if I can tell you how to see what a visitor on your website is doing? If they are clicking, or just scrolling?



STEP 13

Planning for Marketing.

Now when you have your basics in order, focus on scaling. Make your website a lead generation super machine. Let me tell you how?



STEP 14

How to handle Abandonment?

Visitors will come and leave, but do you know that you can re-engage your website visitors to provide you the lead you need?



STEP 15

YOU ARE WONDERFUL :)

It's time to give a PAT to yourself. You have covered the first milestone in the journey. Now Optimise, Grow, Earn and Scale :)

Domain Name.

Get the Domain for the Website.

A Domain is the starting point of the whole journey. Without a domain, you have no entity and no presence on the internet. It is mandatory to have a domain when you are creating a website. There are different types of domain extensions like .com, .net, or .org. Choose the one that fits just best for your business.

P.S. - A domain is like your digital address in layman terms. It is unique to your website.





The need

Why do you **need a website?**

Yes, I know it creates awareness.

Yes it will get your business the visibility over the internet, but the question stays to be answered.

WHY?

In my opinion, people make business websites for majorly one of the two reasons...

2 Reasons

To Make A Website

This version will discuss how we can make a website that can help your business get more leads and increase conversions.

SO FOLLOW ALONG...

To Get More Leads



1



2

To Get More Sales

Platforms

Different kinds of website platforms

Choosing the right platform is imperative for your website's success. There are many options available that could confuse you.



Do It Yourself like Squarespace



Static Website Design



Use a CMS like WordPress



Of the different options available, which one should you choose

Go back to your WHY; it will help you decide





Static Website (Hard-coded)

More than anything, a Static Website is something that is built and hard-coded by a designer. So if you need to make changes to it, you will need a designer to do it for you.

- It is good if you only have one or two pages to be made.
- Not recommended if your website content often changes as then, you will need someone to maintain it.
- It is good for a small project but eventually turns out to be a bottleneck if you want to scale.



So why on earth people make static websites and pay per page
Cause it matches their WHY? statement





CMS Website (WordPress)

There are many sound open source content management systems like WordPress, Joomla or Drupal exist. I choose WordPress each time for my project.

- It is flexible, and I can hire dozens of skilled developers to make a site for me.
- It integrates with almost every funnel process I want.
- A massive ecosystem of themes, plugins, both free and paid, makes my life easy.



Wordpress has 27+ million website

Everything you need for your website





Right Partner

Who will design your website?

If you have chosen your platform, the next step is to decide who will make this website for you. Is it ...



A Freelancer or a Friend or Friend's son?



Is it an Agency?



Are you going to do it yourself?

The key factor on selection is based on the time you wish to be invested, your vision for the website, and the person's technological know-how.

Your Sitemap

Most essential pages of your website?

The sitemap is like the starting structure you create for your website. It is nothing but a collection of pages you will need in the website. But do you the essential pages that a visitor expects to be there on the website?

- Homepage
- About Us Page
- Your Products / Services
- Contact us page



Search Engine Optimization

Planning for SEO

SEO is a way by how your target customers find you organically using search engines like Google or Bing. When you start creating your website, you have to keep in mind that your website is optimised for search engines.

It would be best if you planned it alongside the making of the website else it will lead to duplication of work for you later on.

BTW, Ranking in search engines = Free leads





Is your Website Responsive?

With phones now becoming smart, your website must become smart too.

Your visitors want your website to layout correctly on whatever device they open it on. They might be visiting you from a mobile, desktop, tablet, or a laptop.

Besides laying out well, I will also need the website to load faster.

A broken UI in mobile means lost business.



GoLive with your website

Congratulations! Your website is ready.

It is time to take it live on a server so that you can open doors for the whole world to see what you offer.

Wait! You have to host it.

How do you choose a reliable hosting provider for your site? There are so many options shared hosting, dedicated server, VPS, cloud server, and God knows what?

How do you choose where you host and ensure your website is always live.



SSL & Security

Is your Website **Secure?**

Have you seen a green lock icon in the website name in google chrome or safari browser?

It is the mark of your website's security and is activated if you have an SSL certificate installed on your site.

In today's time, having an SSL certificate is necessary for the website for better ranking in search engines and gaining your visitor's trust.

P.S. When was the last time you were willing to share your information on an insecure website?





Creating a presence on **Social Media**

The good thing about a website is that it enables a global reach, and what is the best place to find people who might be looking for the products/services you offer.

Yes! It is social media platforms like Facebook, Twitter, Instagram, etc. Since your website is live or underway, you need to create your profiles on these platforms so that you can attract footfall.

P.S. Once the profiles are created, ensure to put their links on the website too.



Tracking your visitors

Who is visiting your website?

As your website goes live, wouldn't it be great if you know:

- How many users are visiting your website?
- Where are they coming from?
- How long they are staying on your website?
- What are the pages they are accessing?
- What are the pages from where they are bouncing?

What if I tell you that this all information can be availed at no cost on a daily basis.





Heat maps & Sessions



What are your visitors doing?

Making a website that converts and reaches its optimum potential is an iterative process. You might need to do some experiments and see what works and what fails. But how do you diagnose a success or failure easily? If I tell you there are ways by which :

- You can see the portions of the site where your users click the most.
- You can see the recording of what your users are doing on the website.

All of this all using some Free Tools :)

Plan for Marketing

Not everyone who visits your website turns out to be a paying customer. Visitors on your website may:

- Abandon you on first visit.
- Some may come back after a few days.
- Some might leave his contact information to call.
- Out-of these leads, some might convert to paying customers.

If you see it closely, then you are automating your sales process.

OMG! You are creating a Sales Funnel





How to handle **Website Abandonment?**



You will work out for ways to get the traffic from different sources, but what happens when this traffic does not acts as you wanted them to. Is there a way you can reduce website abandonment or re-engage the visitors on your website.



I came to your website
thru Google and
abandoned it.



I came to your website
thru a paid ad and
abandoned it.



I came to your website
thru Facebook and
abandoned it



Re-Marketing

How can you re-engage those who abandoned?



An abandoned visitor is not a lost opportunity. Suppose you have a Google Analytics & Google Adwords setup on your website. In that case, you can create an Audience Profile that can be used in ReMarketing your product / services to the users who abandoned your website.

Moreover, there are ways to prevent website abandonment.



You are

Wonderful



Thank you for following thru.

This may be the last slide but not the last step of your journey. Your journey has just begun and I am sure you will be evolving in your thinking and ways of getting more leads after Making your Website.

Now its time to

MEASURE > OPTIMIZE > CONVERT



Get in touch



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Thank You

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