Build & Promote With (Almost) No Budget

WEBSITE PROJECTS FOR SMALL BUSINESSES, ORGANIZATIONS, AND NON-PROFITS

What kind of project is this?

DEFINE THE WHATS AND WHOS OF THE PROJECT

Non-Profit

- Faith-Based
- Community (Arts Council, Business Group)
- Interest Group (Running Club, Collectors)

Some things to consider:
Often a mix of staff and volunteers OR all volunteer
Important to define who the stakeholders and ultimate authority are
Begin to identify members who are resources for information, content
Define who will be responsible for ongoing maintenance and updates
Do all parties have sufficient knowledge or will training be necessary?

Small Business/Side Hustle

- Your Own
- Someone Else's

Some things to consider:
How much time do you/owner have?
How much knowledge & ability do you/owner have?

Where do we start?

Content is first. Always.

CONTENT DRIVES DESIGN

Types of Pages

- About
- Content
- Blog
- News
- Others based on functionalities needed
- Frontpage

Functionalities

WHAT IS IT GOING TO DO?

Functionalities

Payment Gateway

- PayPal
- Stripe
- Square

Functionalities

Online Giving

- Donate Button-Payment Gateway
  - ➢ Simple to implement
  - ➢ Familiar
- GiveWP
  - ➢ Customizable
  - ➢ Freemium

Functionalities

Online Sales

- Physical Products
  - ➤ WooCommerce
    - − Many free and paid options to extend
    - − Open source means open to develop

Functionalities

Online Sales

- Downloadable
  - ➢ WooCommerce
  - ➢ Easy Digital Downloads

Functionalities

Online Sales

- Membership
  - ➢ Ultimate Member
    - – Has options for free and paid extensions
  - ➢ Paid Memberships Pro
    - – Has options for free and paid extensions

Text and Graphics

WHAT DO YOU WANT TO SAY?

Text & Graphics

SEO Strategies

- Page Content
- Blog/News Post Content
- Who is writing?

Text & Graphics

SEO Strategies

- Keywords-where to find them
  - ➢ Mangools.com (free and paid tools)-Chrome Tool
  - ➢ Google Keyword Planner-link to Google Analytics
  - ➢ Google SERPs – look at what appears, what is suggested

Text & Graphics

Photos and Graphics

- Where to source
  - ➢ Organization members
  - ➢ Unsplash.com
  - ➢ Depositphotos.com
  - ➢ Pixabay.com
  - ➢ Create with canva.com

Hosting

THE ONLINE HOME

Hosting

- Good host with variable packages, SSL Included
  - ➤ wordpress.com
    - – Free and paid
    - – Large community
  - ➤ Other hosting companies
    - – Siteground
    - – Green Geeks

Email

MAKE SURE YOU ARE REACHABLE

Email

- Best practice to separate from hosting
  - ➢ Gmail
  - ➢ Office 365
  - ➢ Zoho Mail
  - ➢ Other hosting companies

Email

- At least one account with website address
- Best that no one is using their personal address
  - ➤ Confidentiality
  - ➤ Professionalism
  - ➤ Succession

Now, let's pick a theme

Theme Choice

- WordPress Repository
  - ➢ Modern, vetted
  - ➢ Free to use and extend
  - ➢ Can search based on type of site

Theme Choice

- Hosting Companies
  - ➤ Installed with initial WordPress install
  - ➤ Free to use and extend

Theme Choice

- Premium Theme
  - ➢ Some very popular with large communities
  - ➢ Will incur annual renewal for continued updates and support
  - ➢ May include unneeded functionalities
  - ➢ Some learning curve, especially with page builders

Let's build this thing!

FINALLY!

Building

- Build in local dev or sandbox
- Will your time be donated? It's going to take some time.
- What is the timeline?
- Are you training someone else?

How do we get found?

WHERE AND HOW TO PROMOTE YOUR SITE

Promoting

First Considerations

- What are the best channels for your audience?
- Who will be managing these?
- Be consistent!

Promoting

Social Media

- Facebook
- Twitter
- Instagram
- Pinterest
- LinkedIn

Promoting

Email Marketing

- Newsletter subscription
- Blog subscription
- Drip marketing

Promoting

Email Marketing Services

- MailChimp
- GoDaddy Marketing
- Active Campaign

Promoting

Collecting Subscriptions

- Plugins or Code Snippets from services
- Extensions to Contact Form 7 or WP Forms

Promoting

Task Runner Integrations

- Zapier
- Buffer

Thanks for your attention!

GO FORTH AND SPREAD YOUR MESSAGE

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