

# Before We Get Started

## Know this –

1. Having a website to promote your endeavor is not a recipe for success
2. You will be in competition with millions of others across the expanding internet
3. Most likely you are offering a commodity – meaning something that someone else has as well
4. Therefore, you must distinguish yourself and set yourself apart from your competitors
5. In a commodity driven market, the *distinguishing factor is you* – more than your product or service

## Preparation –

1. Write a short mission statement to articulate the purpose of your site
2. Secure a domain name that creatively expresses the nature of your site or mission – go to this online address to acquire your domain name at a very low annual price, which also includes privacy protection – click the link or copy & paste in your web browser

<http://www.sysnito.com/?crid=161669&linkID=129>

3. To protect your brand – secure the dot.com and the dot.net – domain name
4. Design your proposed website layout on a sheet of paper or within MS Word
5. For each page within your design – generate the text to be placed on your site in a MS Word document – labeling each page for clarity, i.e. Home, About US, Product or Services, etc – I will copy and paste your text directly into your site's web content
6. As you develop your text, try to use keywords on each of your pages that cross refer to the other pages and that correlate with your mission statement. – for example – if you are a distributor of antique art – the words antique art should be in your Home page text, in your About Us page text as well as in your other related pages – this will be the foundation for establishing your Keywords for SEO optimization – try to create at least five Keyword cross-references
7. Think about the use of Video and or Audio in your website as well as cross links to other supportive websites that will help to drive visitors to your site
8. Will you be using any images/photos and do you have a logo for your business
9. Finally, will you sell directly from your site – regarding a payment solution