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THE DAWN OF A NEW ERA

#net_ MANAGEMENT WEB DESIGNS
www.netmaagementllc.com

SETTING A NEW STANDARD FOR CUSTOMER SERVICE IN TECHNOLOGY

DISCOVERY QUESTIONS:
DO YOU NEED A WEBSITE...YET?

1.1   Determine if you want a website

Both your own website and other types of web presence:
- Reach new and existing customers
- Allow customer interaction (e.g. comments, photos)
- Allow customer reviews
- Can be found on desktop and mobile
- Can showcase credentials (e.g. awards, recommendations, testimonies)
- Require ongoing maintenance (e.g. protecting against hackers, removing spam, responding to comments)

There are also many differences between having your own website and using other types of web presence.
Your own site:
- Offers full control to customize things such as the domain name and layout
- Allows for multiple pages
- Takes longer and is more difficult to set up

Other types of web presence:
- Are free or have low costs
- Are quick and easy to set up
- Offers limited control to customize things such as the domain name, layout, and functionalities provided

1.2   Identify your audience

1.3 Create valuable content

As you begin creating content, make sure your website is:

- Useful and informative: If you're launching a site for a restaurant, you can include the location, hours of operation, contact information, menu and a blog to share upcoming events.

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- More valuable and useful than other sites: If you write about how to train a dog, make sure your article provides more value or a different perspective than the numerous articles on the web on dog training.

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- Credible: Show your site's credibility by using original research, citations, links, reviews and testimonials. An author biography or testimonials from real customers can help boost your site's trustworthiness and reputation.

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- High quality: Your site's content should be unique, specific and high quality. It should not be mass-produced or outsourced on a large number of other sites. Keep in mind that your content should be created primarily to give visitors a good user experience, not to rank well in search engines.

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- Engaging: Bring color and life to your site by adding images of your products, your team, or yourself. Make sure visitors are not distracted by spelling, stylistic, and factual errors. An excessive amount of ads can also be distracting for visitors. Engage visitors by interacting with them through regular updates, comment boxes, or social media widgets.

Be careful of things that can make visitors not trust your site or leave:

- Errors such as broken links or wrong information
- Grammar or spelling mistakes
- Excessive amount of ads
- Spam such as comment or forum spam

1.4 Organize your site structure

1.5 Check that your site is indexed

What content do you have?

A website or app

- Add your URL – Submit your website for inclusion in Google's index.
- App crawling – Get your app indexed by Google.
- Search Console – Submit a Sitemap of your website to Google.
- Structured data – Label your structured content to help users find pages relevant to their search.

A business

- Google Ads Shopping – Promote your products on Google Shopping, Google Offers, and other properties; submit your product catalogs digitally to Google Search.
- Google My Business – Get your business on Google Maps.
- Business View – Invite customers on a virtual tour of your business.

Digital content

- Google Books and eBooks – Promote your books online and sell your titles through our eBook store.
- Google News – Share timely reporting on matters that are important or interesting to our audience.
- Scholar – Include scholarly works in Google's academic index.

Local information

- Base Map Partner Program – Simplify navigation of your community by improving and enriching our base map.
- Google Indoor Maps – Upload floor plans or blueprints of your business to Google Maps.
- Imagery Partner Program – Offer users a sharper aerial view of your

community's landscape and built environment.
- Local Enhanced Content – If you're an aggregator of local content, publish it through Google.
- Map Maker – Start adding your local knowledge to the map.
- Photo Sphere – Photograph and share the world with 360° pictures.
- Street View – Provide a panoramic virtual tour of your property.
- Transit Partner Program – Encourage use of public transit by making it easy to locate routes, schedules and fares.

Media

- Video Search – Publish and syndicate online video content to make it searchable on Google.

YouTube – Upload, distribute, and monetize your videos.

1.6   Describe content on your site

Write unique and descriptive titles

Titles affect how your pages are displayed and whether a user wants to click on your site in search results. Compare them to titles of a book or chapter. They should be descriptive and concise. Long titles can confuse people and may not fully display in search results. Generic titles like "Home" don't describe a page's content either. Learn how to create descriptive page titles as it is one of the main signals Google uses to determine the title of a page in search results.

Write different titles for different pages on your site to help users and search engines know which page would be the most useful for a particular search query. The left example below is a generic query, so Google shows the homepage as a search result. The right example is a more specific query, so Google shows a deeper page that's relevant to the query. These titles are unique to their pages.

Write good meta descriptions

The meta description is generally used by search engines to show a descriptive snippet of your site to users in search results. Unlike a title, which should be concise, a good meta description can be a couple sentences long. The sentences

should accurately summarize a page's content. They should not be generic, filled with keywords, or contain an entire page's content. If Google thinks the meta description of your page is relevant, it will often use it as the search result description found below the title.

Annotate images with descriptive "alt" attributes

It's important to describe images on your site for both search engines and users. For example, baseball cards on brandonsbaseballcards.com include players' names and teams. But search engines and screen readers for the visually impaired may not be able to read the information if it's an image. Someone searching for a particular card may not find this site, even if it's a very relevant result. Help search engines and screen readers understand images by including good alt text and adding descriptive text near images, such as "Pictured above is a baseball card signed by the San Francisco Giants, the winning team of the 2008 World Series."

The three techniques covered in this module won't get your site to automatically rank first in Google but it will make it easier for Googlebot to crawl, index, and understand your content. This, in turn, helps Google determine if your site is a relevant search result to display for a particular search query.

Quality guidelines

Our guidelines are important if you want your site appearing and ranking well in Google search. The quality guidelines are especially important because they outline some of the illicit practices that could result in your site being removed from Google's index.

Here are some basic principles of our quality guidelines:

• Make pages for users, not for search engines: When you make changes to your site, make sure you're doing so to enhance the user experience, not to try to rank better in search results. A useful question is, "Does this help my users? Would I do this if search engines didn't exist?"

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• Don't deceive your users: Don't do anything sneaky that your users won't appreciate, such as automatically redirecting your users to pages or sites they did not intend to visit.

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• Avoid tricks intended to improve search engine rankings: Would you feel comfortable explaining what you've done to a website that competes with you or to a Google employee?

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• Create high quality and original content: see Module 1.4 Create Valuable

Content For Your Audience as a refresher.

1.7 Protect your site from spam

1.8 Make your site mobile-friendly

Provide by #net_ MANAGEMENT, LLC. We provide resources for small business owners and visionaries who are holders of big ideals and bigger dreams. We hope to assistance the entrepreneurial spirit as we can. Dreams don't stop.

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