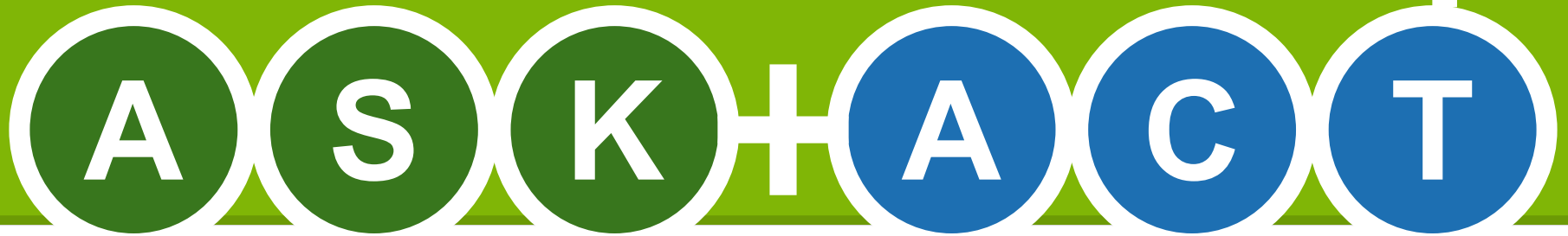


# Website Workshop



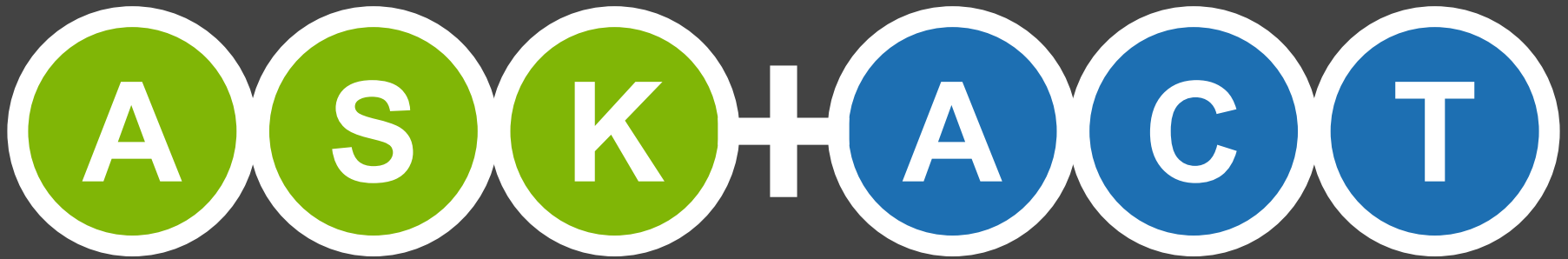
Worksheet: [rankhi.com/ask-act](http://rankhi.com/ask-act) | Slides: [slideshare.net/stevesue](http://slideshare.net/stevesue)



Steve Sue | [steve@rankhi.com](mailto:steve@rankhi.com) | [rankhi.com](http://rankhi.com) | [bithut.com](http://bithut.com)

# TODAY

WEBSITE NAME



STRATEGY

TACTICS

CONTENT PLATFORMS

WEBSITE HOSTING

# Name Your Site

**http://www. \_\_\_\_\_ .com**

Short, Intuitive, Memorable & No “BadCamels”

# BadCamels

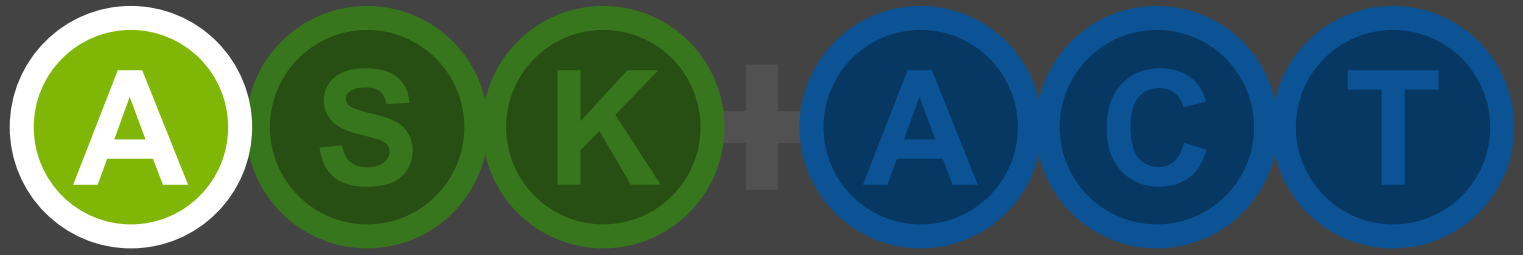
[SpeedofArt.com](http://SpeedofArt.com)

[KidsExchange.net](http://KidsExchange.net)

[TherapistFinder.com](http://TherapistFinder.com)

[AmericanScrapMetal.com](http://AmericanScrapMetal.com)

[PenIsland.net](http://PenIsland.net)



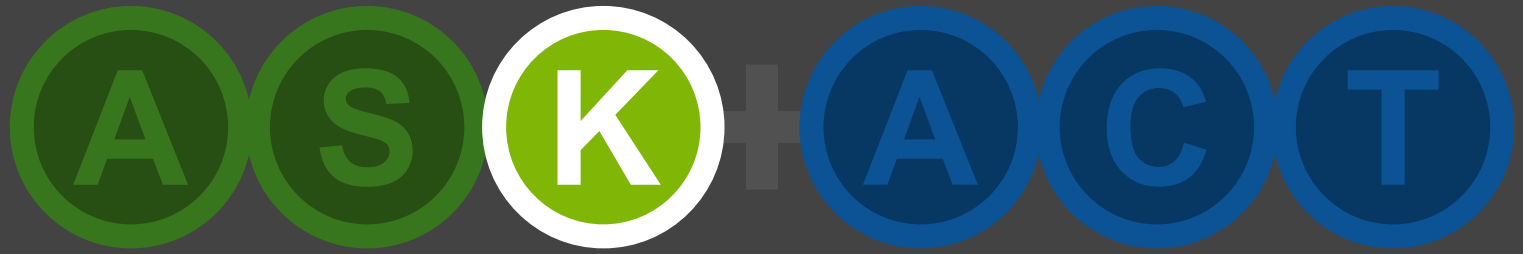
# Audience

Define Your End Users, Influencers & Buyers



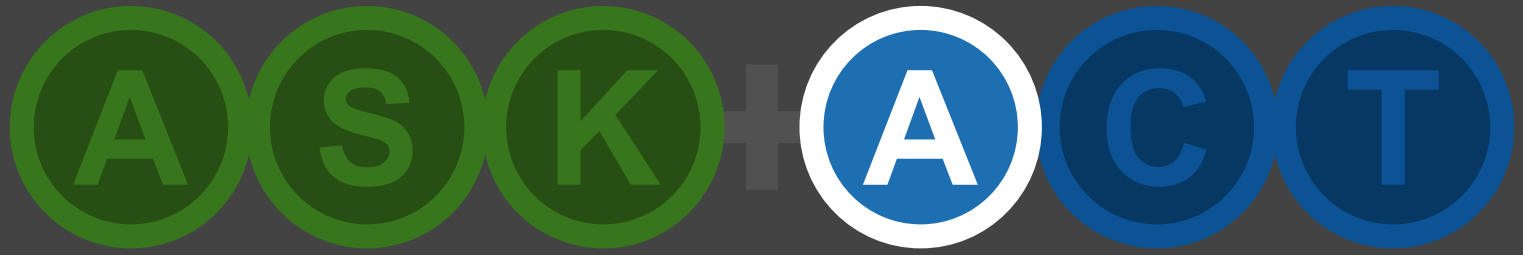
# Seeking

Define Your Audiences' Priorities & Desires



# Keywords

Match Search Terms to Landing Pages



# Activators

Define Call-to-Action Messages, Buttons/Links  
& Contact Information





# Channels

Build Online Authority, Relationships & Brand  
through Blog, Social & Other Channels



# Traction

Select Analytics, Search, Syndication,  
Emailer & Ecommerce Tools

# Set Your Tech

## Content Platform

## Website Hosting

WordPress,  
Magento, GoDaddy,  
Wix, 1&1

WPEngine (BitHut),  
GoDaddy, BlueHost,  
eHost

# Good Luck!

ASK + ACT

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