

Your Web Biz: a Bird's Eye View



By Hugh J. Hitchcock

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Today I'm going to write about something that we might not all think about all the time - and that's the overall wider view aspect of your online web strategy. Often we're just focusing on smaller sections, like how to set up your categories, how to create content or how to use keywords in your posts, or perhaps how to set up Wordpress ping servers or the like. But what about the bigger picture – what about your overall management strategy for your entire online business? Today I'm going to take a bigger picture view and address the whole thing from a bird's-eye view.

I hope you enjoy this document and you get a lot out of it. If you have any questions, please feel free to contact me at support@instantcontentcurator.com

Sincerely,

Hugh

Web Dimensions, Inc.

Ok then, let's get started!

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Niche Selection or Website Topic

You probably already have a main area of interest or a topic or business that you have online, or want to put online. Therefore you should have some knowledge of that area or business prior to starting your business online. Most of you reading this have already scoped out the field of business and have created your website. If you haven't yet, you'll want to do just a little bit of digging around with a couple of easy tools to determine what niche or keyword set would be best for you to build your website around. There are some great ways of finding and building a keywords list just for your niche to get the best traffic - I've covered some of that in my previous training and will do more in future tips training. Once you have your keyword list, then there are some amazing ways to build your site via siloing, to help attract traffic and to allow Google to get your content indexed and pointed to much more reliably.

Domain / Domain Name

You may already have a domain name, or you may be considering getting one. There are several different ways to go about getting your domain name, if you are thinking of getting a new one. Of course you can always start with a brand new domain, even an exact match to your keyword. But there are other ways of thinking about your domains. For example, you could rather inexpensively obtain a used domain with a higher pagerank, which you can then use for your own link juice. You could buy several. Of course there are certain conventions to follow when selecting a used domain name that make them stronger, there is a lot of information online about how to select a good used domain name.

With a couple of aged domains and some brand new EMDs one could also utilize a multi-pronged approach to setting up domains, for example with a money site on an exact match domain with other high pr domains having content related to that site to generate more traffic overall to your properties. Combine that with a free giveaway and the proper content strategy could drive traffic to the money site very nicely.

Content

You're going to need a basic strategy for providing content on your blogs, Facebook fan pages, and websites. You may follow any of several different schools of thought on this. Of course you know me as someone who comes from the Curation school of content - a large portion of my websites' content comes from items that I find elsewhere on the web and then share to my audience with a bit of my own added value. Not that I don't write my own articles too mind you - I'm doing that more and more these days. But curation for me, is the hands-down quickest, easiest method of content generation with the most integrity as it allows you to provide your own value while sharing other things of great import to many people. Not to mention the fact that Google absolutely loves it when you curate content -- you are really helping them do their job by providing more and more connections to content that people love and Google totally figures that as a good thing.

Curation isn't the only route to take, however -- there are quite a few people who use cleverly programmed auto-content generation tools for blogs as well. The fact is -- at this point in history, if the output is intelligent, it's very hard for Google to tell the difference between automated content and human-created content. However, I believe the humans can tell the difference :) and good human-created content leads to better time-on-site metrics and higher page view counts.

Social Presence

There is no doubt that you'll receive more traffic and get more attention in Google if you've taken the time and resources to create and build some social presence along with your main website - that means perhaps a Facebook fan page, a Twitter feed and so forth. But that's not all - there are many ways to make your social presence felt in the search results. Like anything else, it requires time, effort and application of an overall strategy - but the results can be enormous when an entire social network is built around one idea, theme or website by one owner. A couple of years ago I used Ping.fm to do this for my mastering site, until Ping.fm went offline. Now we're using Onlywire with a number of accounts plugged in, to syndicate all our publications.

Backlinks

You may want to obtain some backlinks to bolster your site's credibility as well as providing better rankings. But stay away from low cost backlinking gigs such as those found on fiverr - invariably these are people who have some kind of blackhat software tool that just goes and spams your link into spammy comments blogs. This will only hurt your rankings in Google. If you are going to buy backlinks, make sure you buy super high quality backlinks from a reputable source.

A better idea is to make some backlinks of your own, by way of press releases, video posts and document upload sites. We have gotten amazing results by publishing press releases targeting a particular keyword in conjunction with document shares on sites like DocStoc.com and Slideshare.net and Scribd, all of which are high PR sites. Of course, it is also super-easy to create a video on Youtube using the Youtube Video Editor and just place a backlink to your website into the video description, and voila - instant backlink. Google Hangouts are a great way to give yourself effective backlinks as well.

Having some good backlinks will not only increase the traffic to your site, but also raise your rankings in Google, and, if you're lucky - raise your own site's Pagerank as well.

Monetization

At some point you'll need to devise a strategy for monetizing your websites - and this means maintaining touch with various affiliate websites you may use, such as Amazon, Clickbank, GetOffersDirect, Maxbounty or whatever affiliate platforms you prefer. Ultimately you'll want to devise some kind of spreadsheet or database to track the affiliate products you are offering, both in terms of tracking your results and having code available to spread more and more offers around on your sites, thus opening the door to income for yourself and your business.

There are a number of tools available as well for finding and coding for monetization, including Wordpress plugins that interface directly with Amazon.com, Clickbank or other platforms. The hardest part is finding the offer

that converts – this usually involves locating a trending item and then matching it with your keywords.

List Building

Of course the old saying is that the money's in the list – so are you collecting email addresses from your website? It should probably become an important part of your strategy, if not. Recent years have shown that we can't always depend on these larger organizations and websites such as Google and Facebook to stay the same and behave the way we've always expected them to – these big boys will make changes to their algorithms any time it suits them. So it behooves us all as marketers to gather and care for our own data, such as our customers – and your email list is perhaps the most important way to keep track of your customers for future marketing and promotions.

Tracking and Statistics

An important part of any web business is the ability to track your visitors and metrics on your web properties. The standard way of doing this is, of course, Google Analytics. At Web Dimensions we also use Piwik on every website – Piwik is an open source statistics tracking platform that provides much of the same data as Google and some other data as well.

You very well may want to cookie your users with some other tracking platform, such as a Facebook tracking pixel or a retargeting pixel, so you can strategize on your visitors throughout the web. Retargeting is an exciting new area and is something you may want to integrate into your website strategy sooner rather than later.

File and Media Storage

You may offer information products, private videos or opt-in items which require storage, in which case you'll need to decide where you're going to store your files, in places such as Dropbox, Google Drive, Amazon S3 or others. You might also use a storage service to maintain backups of your website files as well. If you're not implementing a file storage strategy you may want to consider doing so at some

point to take stress of your primary web server and/or to protect your private videos, rather than sharing everything on Youtube.

Security and Backups

If you manage even one blog on the internet, chances are you've been hacked at one time or another, and hopefully you didn't lose too much data. If you've got more than one blog then I KNOW you've experienced this. In today's internet it's a must to have in place some kind of security on the front end and at the very least, a backup and restore mechanism on the back end to protect and preserve your data. My philosophy is that if you know how to back up your Wordpress blog (and it's not that hard to do), just do it weekly, or do it after you add any content that is valuable to you -- and then you'll always have those files to restore everything to rights again. All you need are the files on your website, and a MySQL backup of the database. They are not that hard to do manually but there are also some good tools that do it for you at the click of a button.

Building / Cloning New Sites

You may want to be able to make a lot of sites in different niches or in the same niche, and you may want to scope out an easy system to quickly build new sites with all the same settings, plugins, theme settings and so forth. There are several different ways to do that, and some cool tools available for cloning. There are also some themes which let you transfer the settings from one site to another easily. Or, you could just ftp all the same files from one site to another and clone the database by exporting your data through mysql and then importing it into the new Wordpress site database. This might require just a little data massaging to get it to work correctly, so usually your best bet is to use a tool to do this unless you know your way around MySQL.

Conclusion

There are a lot of areas to be thinking about in building, maintaining, and growing your online business, and new things are added every day! It really pays to maintain a birds-eye view on everything you're doing online so you can effectively stay organized, stay on top of the challenges, threats, and successes you may have.

If we can help you in any way to grow your online business, please feel free to contact me via our support desk at support@instantcontentcurator.com

