

Reaching Customers Through Websites

Presented by Gresham Harkless Jr. / Gresh

Agenda

- ❖ Why have a website?
 - ❖ What are the options?
 - ❖ How can I maximize my website?
- *Note: Today will not be about design

**What type of online presence do you need?
What do you have already?**

Group Discussion - 5-10min

Gresham Harkless - @PROGRESSION

- Founder & Media Consultant Blue 16 Media
- Masters from Georgetown University
- Bachelors from **Howard University**
- Graduate Leadership center for excellence Young Professional program
- Alexandria chamber of commerce's 40 UNDER 40 RECIPIENT IN ALEXANDRIA 2020
- Founder – cbnation.co
- Host – I AM CEO PODCAST (daily podcast)

Follow me -
@PROGRESSION



6 STEP PROCESS - RECIPE

youareamedia.com

You are a Media Company

1. Prework: Before You Get Started
2. Step 1: REcipe / Your Marketing Plan
3. Step 2: Crust / Your Foundation (e.g. website or blog)
4. Step 3: Ingredients or Channels / Your marketing tools (e.g. podcast, SEO, social media, networking groups, flyers, etc)
5. Step 4: Pick & Pepare / Select the 2 or 3 ingredients that are central to your strategy (e.g. podcast, LinkedIn)
6. Step 5: Put it in the Oven (but check it) / Execute
7. Step 6: Enjoy the product / Keep working to perfect it but enjoy the process
8. Putting it all together



YOU ARE A MEDIA
COMPANY



3 main questions - Prework



Target market/Avatar?

What's your ideal client that you would like to see come through the door again, and again, and again?



Resources?

How much time do you have available?
What's your budget?



Secret Sauce?

What makes you unique? What do you do better than anyone else? What's your story?



YOU ARE A MEDIA
COMPANY



Meet Kerry the CONSULTANT

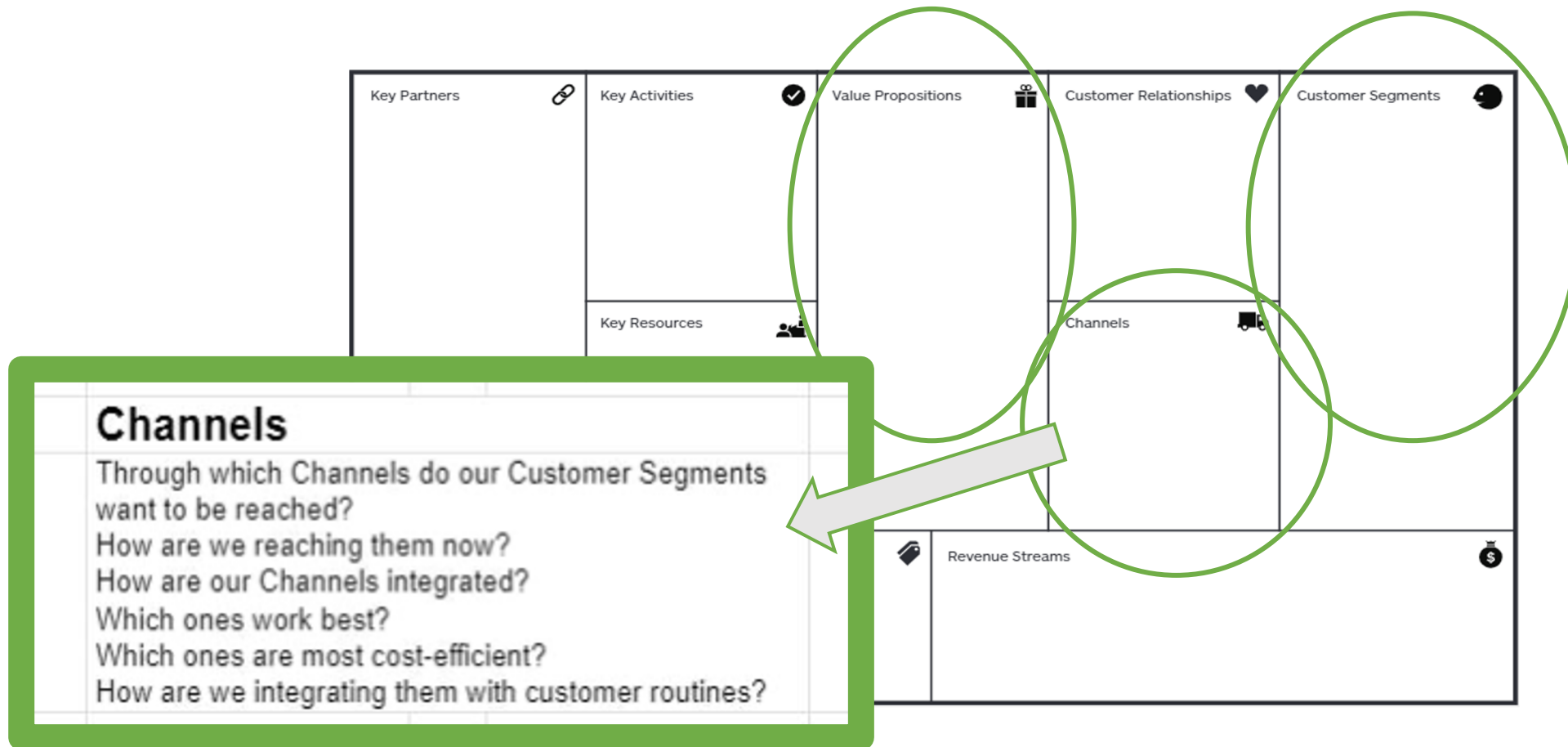
- 45 years old + bachelors degree
- Looking for more speaking opportunities online and offline
- Started his CONSULTING business 6 years ago
- Recently published a book
- Has a special programs for leaders to become transformational leaders
- Likes to focus on large companies globally
- Loves to talk & speak to people & loves music
- 10 years of experience in Nonprofit management background + sales agent + served in the military
- Has a website, started a blog (doesn't maintain it) and uses Facebook and Linkedin professionally



YOU ARE A MEDIA
COMPANY



It depends on your business!



Purpose of a website

Social media can fulfill a lot of functions of a website

However, it's good to at least have a landing page for

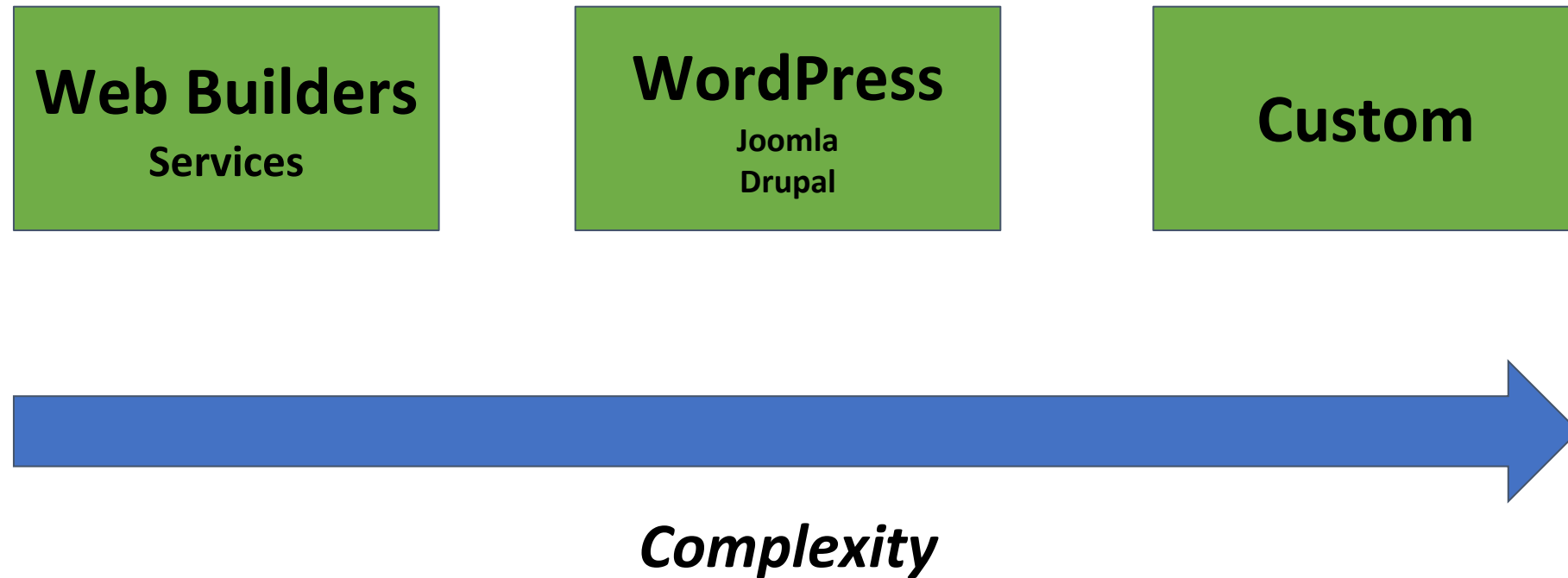
- Legitimacy
- Link to Google location
- Easy for customers to find your business
- Link customers with multiple ways to contact you
- Control of your data

Purpose of a website

Specific functions:

- Funding
- Information
- Sales
- Recruitment
- Branding – Personal or Business

Types of Website Technology



Types of Website Technology



Website Builder Options

Examples: Shopify, Wix, Squarespace, Weebly

Pros

- Super easy to use
- Cheap/free for very small sites

Cons

- Pay for additional features, adds up fast
- Limited themes and features
- No incentive for your website to take off
- Lock in!

Demo time!

Ceohack.co/shopify

Ceohack.co/weebly

Ceohack.co/squarespace

WordPress.org

Pros

- Highly flexible
- Tens of thousands of off-the-shelf themes and plugins
- Free and open source
- WP powers almost 30% of the entire Internet
- There are many resources to help you

Cons

- Requires paid hosting
- You need to learn it
- Plugins can break stuff – requires maintenance

Demo time!

<https://www.shopify.com/partners>

<https://www.shopify.com/blog/start-online-store>

Choose an option in line with your business

- ❖ Pick what works for you
- ❖ Consider the time it takes to learn and build it
- ❖ Less work now might mean more work later
 - but it might be better to invest your resources elsewhere for now

Key First Step: Get A Domain Name

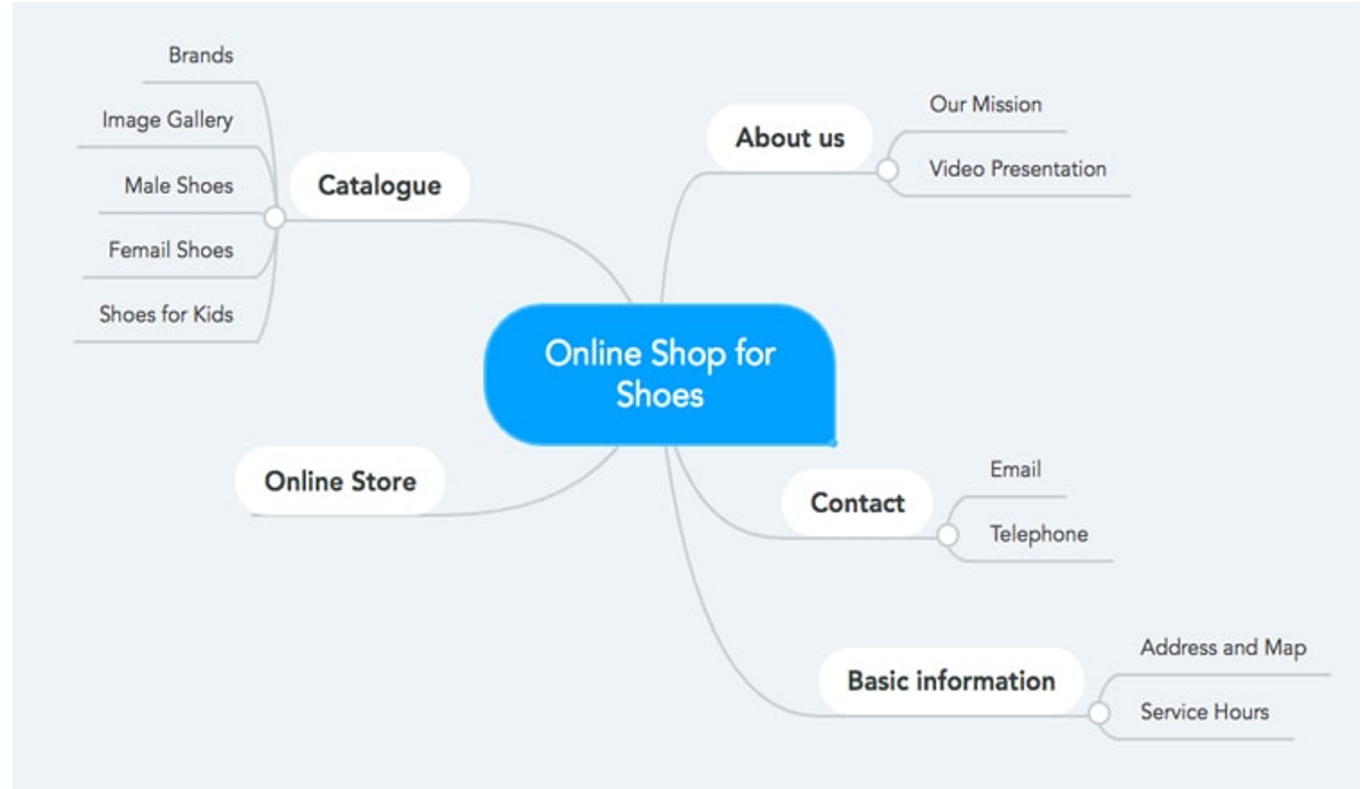
No matter which website option you choose, it's important to get a Domain Name.

- ❑ Place to go to purchase your Domain Name – blue16media.com / NOT blue16media.weebly.com
 - ❑ GoDaddy
 - ❑ Website Builders
- ❑ If you are using a website builder, link your domain name to it
- ❑ Also don't forget to get a vanity email address

Demo time!

Map out your site - on paper!

- ❖ Mockup
- ❖ Sitemap & Layout
- ❖ Images



**What is this SEO thing and how
can I get some?**

Keywords and Search Engine Optimization (SEO)

“Keywords are ideas and topics that define what your content is about.

In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries."

If you boil everything on your page — all the images, video, copy [text], etc. — down to simple words and phrases, those are your primary keywords.”

MOZ.com

→ Keywords connect to your website and also your hashtags for social media



What is SEO?

Search Engine Optimization or SEO simply is the art of optimizing or improving your site or other page to be found on the major search engines.

SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” listings on search engines. All major search engines such as Google, Yahoo and Bing have such results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn’t involved, as it is with paid search ads.



YOU ARE A MEDIA
COMPANY



How do search engines work?

google is a business – remember that
Spiders are sent to find what's online based
on the search as quickly as possible
Remember search reflects people. People
drive search



YOU ARE A MEDIA
COMPANY



Seo - Showing up on the first page

- 93% of all buying decisions start with an online search (via Jeff Bullas)
- A sample of over 8 million shows that over 94% clicked on a first page result and less than 6% actually clicking to the second page and selecting a result displayed there.



YOU ARE A MEDIA
COMPANY



What are the main factors I should?

- It depends because of competition but...
- Keyword research
- Page speed
- On page optimization
- Title tag
- Meta description
- Submitting your website through Google search console & Bing
- Regularly creating content
- Quality backlinks
- Google my business OPTIMIZATION



YOU ARE A MEDIA
COMPANY



On page & off page



- On page
 - Website design – mobile friendly
 - Website code – title tag, meta description
 - CONTENT
 - Blogging – similar to journaling
 - Domain age
- Off page
 - Backlinks – links going back to your site
 - Local listing
 - Content
 - Social media activity
 - Reputation

What steps can I take today?

1. Write down a master list of the keywords & PHRASES you want to rank for. Take into account these things
Location
Outside of your organization or company name
2. Ask your target market what they are searching for to find you – CONSIDER LONG TAIL PHRASES TOO PEOPLE ARE USING
3. Take the words and phrases from #1 & #2 to search on google keyword tool & ubersuggest to find other keywords
4. Rank prioritize your products and services and the locations
5. Ensure your site is connected to google analytics & google search console (also consider looking at heat maps)
6. Update your title & meta description
7. Create a plan and strategy with another “ingredient” that can help your SEO (E.G. GOING ON PODCASTS, BLOGGING REGULARLY, ETC.)



Listen to CEO Chat Podcasts #78-84



YOU ARE A MEDIA
COMPANY



CEO hacks

Sem rush

Yoast

Google search console
(GOOGLE...)

Fat rank

Prorank tracker

Agency analytics



Listen to CEO Chat Podcasts #78-84



YOU ARE A MEDIA
COMPANY



What ARE SOME THINGS YOU SHOULD LOOK FOR

1. Search Engines will be crazy smart UX will continue to play a huge role
2. Social will be an even important ranking factor
3. Video, Audio and images will be able to decipher languages
4. AI will be a big part of search
5. Unique Experiences
6. Voice Search
7. Less Black Hat SEO
8. Real Time Data is huge
9. Speed Kills / Survival of the fastest
10. search is not dead



Listen to CEO Chat Podcasts #78-84



What are the keywords for your business?

Pair up and write down 5 search phrases for each others businesses

Breakout rooms - 10min / Group Discussion - 5min

Best Results: Content & Credibility

Content

What can Google read?

- Page text
- Page descriptions
- Titles and headers
- Web addresses (URLs)
- Sitemaps
- Picture alt text

Credibility

Does Google trust you?

- Fresh content – podcast /blogs
- Visitor activity
- Disclosure
- Professionalism
- No trickery
- Backlinks
- SSL

Demo time!

Getting Traffic to your website

Develop best practices to get people to regularly coming to your website

It's not one and done, keep revisiting

Regularly update content

Connect to customers segments & value prop (images, keywords, etc.)

Optional Activity

For anyone that has a website or web builder account, specialist gives feedback

Group Discussion - 15-20min

Questions and Open Discussion

Recap

- ❖ Your website should provide a specific purpose for your business
- ❖ Social media can fulfill a lot of functions of a website; however, it's good to at least have a landing page
- ❖ There are many options, so you can always start with a less expensive option and scale as your business grows to a more customizable option
- ❖ Your website should reflect your branding, connect to your top customer segments and clearly demonstrate your value proposition
- ❖ Develop best practices to get people to regularly coming to your website
- ❖ It's not one and done, keep revisiting and updating

Next Steps

- Determine the main purpose of a website for your business
- Review your current suite of online platforms and decide whether to create a new website or adjust your existing website

My contact info

IAMGRESH.com/schedule

Sites

lamgresh.com

Blue16media.com

Cbnation.co

B16.co

youareamedia.company

Contact info

Gresham Harkless

gresham@b16m.com

202-709-3348

IAMGRESH.com/schedule



YOU ARE A MEDIA
COMPANY



Free info
youareamedia.company/eforall



YOU ARE A MEDIA
COMPANY

