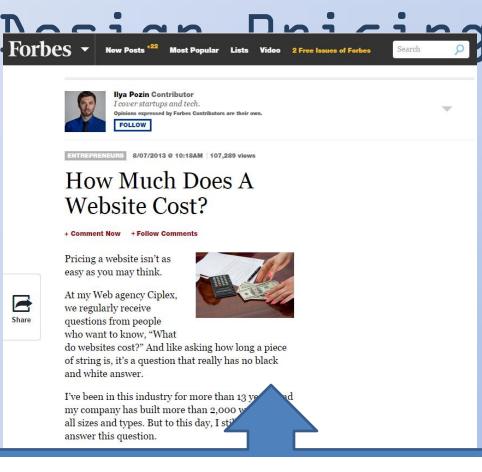


Understanding Web



There's truly no good answer to the question, "How much does a website cost?" But understanding the subjective nature of this service will help you in the future.



Where to Even Begin GETTING STARTED

First Steps

- Pick a Domain Name
 - . com vs. . net vs. hur options isellwidgets
 - Distinguish your comp Get 3 and Save 66% identifies isellwidgets.net isellwidgets.info isellwidgets.org

what you are selling

- isellwidgets.com
- tomandharrysfantasticstore.com
- Use provider like GoDaddy Network Solutions to search Julie Matson 3/18/2015 yourlogoworks.com

11	
4	

Hot Deals

CON

\$14.99* \$12.99*

\$49.97* \$17.0

GODAddy All Products Domains Websites Hosting & SSL Get Found Email & Tools Support

isellwidgets.com

.CO

Targeting U.S. shoppers? Add

Hosting

- Many internet providers available
- Hosting typically costs small business sites about \$84.00 a year
- Economy hosting is all mossimall e-commerce sites need

DIY vs. Paid Web Designer

• DIY

- Online templates
 from hosting
 company
- Wordpress

ŵ	WordPres	i <u>s 4.1.1</u> is available! <u>Please us</u>	idate now.	Screen Options v Hel		
£	💮 Dashboard					
	There's been an error posting your Twitter status	Visit your WP to Twitter settin	<u>as page</u> to get more informati	ion and to clear this error message.		
	I hope you've enjoyed WP to Twitter! Take a look	cat upgrading to WP Tweets P	RO for advanced Tweeting w	vith WordPressI Dismiss		
R	There is an update available for Gravity Forms.	View Details		Dism		
	Upload folder is not writable. Export and file uploa	ad features will not be function	al			
	Welcome to WordPress We've assembled some links t	-		 Dism 		
8	Get Started	Next Steps		More Actions		
Тð 87	Customize Your Site			Manage <u>widgets</u> or <u>menus</u>		
0	or, change your theme completely	View your si	te	Learn more about getting started		
۲						
	Recent Comments		Right Now			
	No comments yet.		Content	Discussion		
	Incoming Links		44 Posts 25 Pages	162 Comments 155 Approved		
	R\$S Error: A feed could not be found at http://blogsearch.google.com/blogsearch_feeds? 8#=10&output=rss&partner=wordpress&q=1	ink:http://runandwin.com/.	4 Categories 3 Tags	O Pending 7 Spam		
	A feed with an invailed mine type may fall victim to this error, or SimplePie was unable to auto-discover it. Use force_feed() if you are certain this URL is a real feed.		Theme Style Shop with 8 Widgets You are using WordPress 3.6. Update to 4:			
	Plugins		QuickPress			
	WooCommerce Right Now		Enter title here			

- Paid Web
 Designer
 - Professional
 work
 - Pay to keep
 updated



3/18/2015

Content

- What is your intention?
 - -e-Commerce
 - Online business card
 - -Blog
 - Educational resource



Taking Payments

- Shopping Cart programs like
 Shopify, Paypal Buttons, etc.
- Custom designed using your current merchant processor if you have a paid web designer/developer
- If using Wordpress, free plugins for e-commerce li Woocommerce



Getting the Most Out of Your Website MAKING IT COUNT

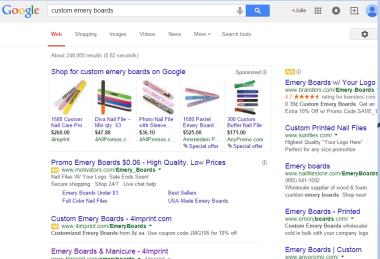
Social Media

- Make your website reach customers free
- Blog new content frequently on your website



Paid Website Ads

- Google AdWords
- Create ads to top of screen
- Ads appear wher keywords you SE
- Charged for eac.. clicks on your ad



www.4imprint.com/emeryboards - 4imprint -... mail campaigns. Printed emery boards and manicure sets at 4imprint. ... File this custom emery board under clever promotional ideas! Prices from 13¢ to 20¢.

Images for custom emery boards



Report images www.yourlogoworks.com/ your logo on a mini billboard handout through salon quality (800) 993-7790

9 4370 Vaucluse Road, Aiken, SC www.bnoticed.com/ -U

4.6 ★★★★★ rating for anyprom

Lowest Priced Promotional Items

Personalized Emery Board

Free Samples, Free Proof:

3/18/2015

Adwords 101

A Google Search

100 Campaig
 campaign ma
 campaign sig
 campaign sig
 campaign su

- Create campaigns
- Develop list of hterested words
- Keywords and phras crucial
- Decide on budget
 per keyword, per day

e AdWords	Home	Cam	paigns	Opportunities	Tools		C		v	¢ 🦸	1
					npaign may be	losing clicks	due to a limi	ted budget	9 keyword co	nflicts View	all
		All on	line ca	ampaigns				All time: Jan	20, 2004 - Feb	24, 2015 🔻	
npaigns	**	Camp	aigns	Ad groups Se	ttings Ads	Keywords	Audience	s Ad exter	nsions Auto	targets Di	mensi
ign Signs											
ailers		All but	remove	d campaigns 👻	Segment +	Filter +	Columns	*	± Find	campaigns	
gns		Clic	ks 👻	VS None 🕶	Monthly +						
upplies		8,0	00								
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				Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype	Clicks 🤨 🗸	Impr. ?	СТ
			•	campaign supplies	\$19.00/day	Limited by budget ?	Search Network with Display Select	All features	164,830	36,195,258	0.
			•	campaign signs	\$24.00/day	Eligible 📍	Search Network with Display Select	All features	149,952	33,692,251	0.
			•	logo ad words	\$12.50/day ☑	Eligible 📍	Search Network with Display Select	All features	54,407	9,427,218	0.
ns			•	emery boards	\$7.00/day	Eligible 📍	Search Network with Display Select	All features	35,267	5,944,137	0.
			•	Campaign mailers	\$7.00/day	Eligible 📍	Search Network with Display Select	All features	29,576	4,315,353	0.
			п	Dance	\$5.00/day	Paused	Search	Standard	505	204,324	0.
-		_	-	Shudio	64	_	Network	_			

Search Engine Optimization

- When a customer sear websites are ranked using an algorithm
- Again, keywords are
- Your content on webs focus on your key words
- Shop for custom emery boards on Google Emery Boards w/ Your Logo www.branders.com/Emery-Boards * 4.7 ****** rating for branders.com 0.39¢ Custom Emery Boards. Get an Extra 10% Cff w/ Promo Code SAVE_10 Custom Printed Nail Files www.sunfiles.com/ * Highest Quality "Your Logo Here" Reflect for any size promotion Promo Emery Boards \$0.08 - High Quality. Low Prices Www.motivators.com/Emerg_Boards Telss W Your Logo. Bale Ends Boon! Site SW Your Logo. Bale Ends Boon! Site Booping - Oniop 247 - Live chat help Emerg Boards Under \$1 Fail Color Nat Ether Emery boards www.nalifilestore.com/EmeryBoards (805) 641-1592 Wholesale suppler of wood & foam Best Selers cushion emery boards. Shop now USA Made Errery Boards Full Color Nal Files Emery Boards - Printed Custom Emery Boards - 4imprint.com www.emory.boards.com/ + Custom Emery Boards wholesale sold in bulk with your company logo www.4/imprint.com/EmeryBoards * formized Emery Boards from Sciles. Use coupon code JMG105 for 10% off Emery Boards | Custom 4.5 ***** rating for anypromo.com Lowest Piced Promotional items Free Samples, Free Proofs. Images for custom emery boards Personalized Emery Boards www.yourlogoworks.com/ your logo on a mini bilboard handout through salon quality § 4370 Vauduse Road, Aken, SC Custom Logo Nail Files More images for custom emery boards (877) 300-5005 BNoticed w/Logo Nal Files & Nail Files & Emery Boards - Promo Marketing www.pomomarketing.com/pomotional_pursenal/inte-emoy-board -Nail File, Relax... We've got a promotional ght leas hards sure to soruce up your next marketing.compapit This every board is made up of 2 types of files o. Emery Boards - Huge Selecto Emery Boards Imprinted www.logopromopro.com/ * Promote your business or event with oustom imprinted emery boards. Custom Emery Boards / Nail Files - Promotional Emery ... www.sushimprint.com - Health & Wellness - Personal Care + Atchioook Emery Board Pack. Pices from \$2.09 to ... Horzontal Heart Emery Soard. Pices from \$0.27 to ... Candy Cane Emery Boards. Pices from \$0.25 San viter and here a Emery Boards - 4AllPromos www.4allpromos.com .Weliness Personal Care - Personal Care -Director: According, Descridor, Vening 1-4 & d 49 Results. Mrl Binery Board Promotonal Custom Imprinted With Logo - Mrl Binery Board, DkJ 8 (104) 51 ustom Printed Promotional Nail Files with Imprinted Logo n Emery Boards, Nail Files, Full Color Emery Board Burgean energy paper laminated to wood veneer ... Make sure your brand the rescue by adding Mini Emergy Boards to your next marketing campaign Promotional Custom Emery Boards - Political Yard Signs

13

Your website domain name covinclude
 your keyword

Julie Matson
 Choosing paid SEO Service vs. D

Web Stats

Coogle Analy

Dashboards em Shortcuts

Intelligence Eve

Cohort Analys

▶ Demograph Interests ▶ Geo

▶ Behavior Technology

▶ Mobile ▶ Custom Benchmarki

Users Flow

- Google Analytics
 - Demographic data Real-Time
 - Computer technold i Audience Overview
 - Location
 - What pages viewer how they got ther
 - How they got to Acquisition
 - Real Time informa Behavior Conversions

tics	Home Reporting Customization Ad	min http://ww	jmatson@runandwin.com ww.runandwin.com - http://ww www.runandwin.com	- ¢ 4			
	Audience Overview		Jan 24, 2015 - Feb	23, 2015 🤜			
	Email Export - Add to Dashboard Shortcut			\$			
	All Sessions						
nts	+ Add Segment						
	Overview						
	Sessions v VS. Select a metric		Hourly Day	Week Month			
	Sessions 200						
s Beta	100			\sim			
	Jan 29	Feb 5 Fe	eb 12 F	eb 19			
	Sessions 4,180	New Y	New Visitor Returning Visitor				
9	Users 3,718		87.7%				
	Pageviews 8,083						

- Jet Pack Stats on Wordpress
 - Abbreviated information

Get Going

 Do It Yourself or find web designer

