(Approx. 749 words)

I Have a Website—Now What?
Review of the April Monterey Bay UG –PC Meeting
By Joe Asling, President, MBUG-PC
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www.mbug.org
mbug-pc (at) mbug.org

On April 8, Emmanuel Rico Horca, adjunct professor at CSUMB School of Business and Small Business Development Center consultant, came to MBUG to discuss improving your business's visibility online. Rico had five tips to tune up and improve your website's effectiveness.

1. Get Visible
Website optimization is the process of designing your website to show up high in search engines; if possible, you want to be on the first page of search results. Be specific rather than using generalities. Instead of "Betty's Yummy Bakery" use "Vegan Cupcake Company." Search engine bots look for keywords, so be on target with your keywords and include as many as you can, particularly on your website's first page.

2. Get Your Website Listed
You can submit your website on **DMOZ** to have it listed on **Google**. **DMOZ.org** is a free open directory of website listings. You get listed according to the keywords on your website. "Have your copy say the keywords for you."

3. Get Found
If you have a location-based service, make sure it shows up in local searches and **Google Maps**. You can claim an address in Google Maps (just Google how to do it). Post multiple images of your business, both exterior and interior, so people driving by will recognize your location, and make sure that your phone number and hours of business and a link to your web address are visible. These should also be on the front page of your website so people will see them. Your website needs to be intuitive, and your primary tabs need to match your business (e.g., menus for a restaurant). You need "about us" and "feedback" icons where they are easily seen. Consider carefully what your defined service area is; for example, "Greater Monterey Bay Area" will get you more hits than "Del Rey Canyon."

4. Get Reviewed
Ask your satisfied customers to review your business online. **Yelp** and **Angie's List** are websites devoted to evaluating businesses. There are websites dedicated to reviewing everything from beer to mountain bikes. Check **ConsumerReview.com** and **ePinions.com.** You can include a link to a review website on your webpage to make it easy for readers to find your evaluations or compose their evaluations of your product.

5. Get Seen
It's easy to create and upload **YouTube** videos. There's a YouTube video demonstrating how to do just about anything! Your YouTube video can be used to inform, instruct, and influence and to help people make a decision about a purchase. The more people who watch your YouTube videos, the higher your visibility is. **Bacon Bytes** is a game-oriented blog; kids do YouTube walkthroughs of video games for us old folks to follow.

Advanced Topics
Another thing your website needs is analytics. "In the business world, if it's not being measured, it doesn't exist." **SEO** (*www.analyticsseo.com*) and **Web Analytics** (*www.openwebanalytics.com*) will help you record number of hits and how visitors explore your webpage.

YP.com (Internet Yellow Pages) has business listing and review services. Small Business Development Centers, run by **SBA** (*www.SBA.gov*), provide a variety of free consulting and training services.

Websites are accessed by devices ranging from desktop computers to portables to tablets to mobile cellphones. Your pages need multiple formats to make them look right on a variety of devices. **Mobify** (*www.Mobify. com*) can help you format your website for several types of mobile devices (iPhone, Android, Blackberry, etc.). Your website detects the accessing device and feeds it a correctly formatted webpage.

Hosting
Free vs. paid: "You get what you pay for." You want a Content Management System—this allows the webmaster to design and manage a site. Your host should also provide templates, design help, service, security, and analytics. **WordPress** (MBUG's host) is a good, reliable system. **Intuit** has inexpensive quality hosting also.

Membership Websites
Invite the membership to participate and notify them of updates to the website.
To find out who is visiting your website, you can give visitors free content, which you make contingent on their signing in.

- Think of it as "Push and Pull"; push content to users and/or pull users in.
- Send invitations with the Friend Finder tool.
- Add a Members App for those with smartphones.
- Blogs and forums invite visitors to share their experiences.
- Go viral with social networking. Your organization can have a **Facebook** page and a
- **Twitter** account.