



## [Building an Effective Website](#)

### Things you can do TODAY

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This to-do list is designed for people who have already listened to (or read) the associated podcast. If you have not, please do so. The podcast provides useful background information and explanations for the points below.

- Compile a list of words you'd like in your domain name.
- Enter words into a domain website to see what combinations they suggest.
- Decide on a domain name, register it and think about a logo design.
- Visit [TemplateMonster.com](http://TemplateMonster.com) to look through their stock website templates.
- Find a web hosting company and plan you like (I use [1websitesolution.com](http://1websitesolution.com)).
- Ask if your hosting company provides a built-in website template platform.
- Google "joomla" and learn about their open source web application framework.
- Visit [google.com/analytics](http://google.com/analytics), sign up for a free account and note the code given.
- Make sure the code is included in the footer of each of your website pages.
- Think of something valuable you can offer your visitors as soon as they arrive.
- Sketch an announcement graphic telling visitors of the valuable item available.
- Envision a visitor's chronology through your website and encourage browsing.
- Include a navigation bar to simply browsing and add structure to your website.
- Research your website topic and add fresh unique content on a regular basis.
- If you're selling something, make it obvious to your visitors but not obnoxious.
- Make your contact page easily accessible & encourage feedback from visitors.
- Make your website as interactive (ie., add a blog) and current as possible.
- Test everything you do and [document](#) every step of the process.**