



Best Sites **4**
Professionals

Best Sites 4 Professionals

For sites that are Search Engine and
People Friendly

Website Myths, Truths and Facts:
*What you **really** need to consider*

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Warning: Websites are not for people who do not like learning new information. Best Sites 4 Professionals does everything in its power to give clients/customers every tool to be successful and learn enough information to maintain and update their own website. Best Sites 4 Professionals gives you a complete and functioning website with a follow up call and online support information. Best Sites 4 Professionals is not responsible for any errors, code altering or addition of any other plugins after the end of the website agreement. There are resources and support forums to get help or you can opt to pay for additional service.

Best Sites 4 Professionals gives a list of recommended actions to maintain a healthy website along with cautions for changes and assumes no responsibility for actions other than the recommended maintenance.

So you need a Website....

We all need one nowadays..... Somewhere to hang our Cyber-Shingle and say, "Hey, I'm in business". The pursuit of a site can be frustrating and overwhelming, if you get into the wrong kind of situation you could end up with a piece of garbage sitting in cyber-space not doing anything for you.

One quote I've used many times over the years, I don't know where it came from:

The only non-renewable resource is time.

Basically, everything you use in business is either a tool to generate income or improve your time use. Your website *should be* a powerful ally.

Hopefully you have read my horror story and know that a person could have references and be in business a long time but still not give you what you need. You could even have a beautiful site and not be able to use it. Nowadays websites need to be:

- **Dynamic and evolving**
- **Save time**
- **Handle video easily**
- **Allow easy integration with your Social sites**
- **Update Twitter and Facebook FOR you**
- **Handle podcasts easily**
- **Keep your content organized**
- **Easy to change color/style**
- **Easy to change layout**
- **Integrate with your iPhone or other mobile media**
- **Fresh, fresh, fresh..... That's what people want to see.**

Do you already have an **idea** what you want your site to **look like**? Or is there a site you **really like**? Great! You are that much closer to having one you love!

Your site can be as crazy, **artistic** and **colorful** as you want it to be or it can be **simple**. It is all a matter of taste and business/personal needs.

The best thing to do is style one that fits your niche. There are many great styles you can have that aren't too distracting for your readers. The biggest thing, is to get something that can **change** and **grow** with **you!**



Be sure to watch my [behind the scenes videos](#) of what WordPress looks like. WordPress is not the perfect Content Management System for everyone but it meets most peoples needs.

Part 1 - The Myths.....

Ah, the myths..... I've heard several doozies.

Myth # 1: *"I am not ready for a website because...."*

Whatever the reason, you can't afford to wait.

Some type A's struggle with this because they want to be "ready" before they build a site. Bad idea. Don't wait for everything to be perfect because guess what? It's going to take awhile to get your site the way you want with enough

content on it AND it takes Google, Yahoo, etc. a while to index your site. Not only that, you will want to change things.

A website does two things **well**.....

First, it can help people “**find**” **you**, either when using the local online phone/business lookup;

Second, it **validates** your business to potential clients/customers.

If you have a **video** of you candidly talking you **SKY-rocket** the appeal you have to people visiting your website..... Don't worry about making it perfect. People can relate to you more if you are a real person and not a mannequin talking in front of the video.

I could tell you LOTS of video stories..... Like if you look at my videos I used a white background with my power point, on a giant plasma tv and the video camera had a hard time picking me up. I had a 3 piece professional light kit putting out over 1500 watts and I had to ADD high-power halogen work lights!!! I was BLINDED by the light but the video did not show up real bright even after all that. It was HOT under the lights.....

Then there were sound issues..... Do not film in a vaulted room with hardwood floors, giant staircase..... You can't dub the echo out enough, the best thing to do is use lots and lots of blankets, pillows, etc. to try to dub the echo. It's best to record in a small room with natural light, carpet, etc.

But..... All things considered people like to see YOU..... Perfect or not!

Myth # 2: *The “perfect” website will cause me to have all sorts of business.*

I wish this was true! I thought it would be! There are approximately 100,000 sites going up a day. You really need to do a lot to get noticed and stand out. Make sure you have someone build your site that understands search engines.

Sure you can get a site built for a few hundred dollars, but guess what? It will not be SEO friendly or have the things you need! Be careful too about “SEO specialist”, not all are created equal, I’ve had several conversations with people who did not know what they were talking about.

Search engines are changing, as of this year Google is calculating page load times along with all the other criteria. This can cause many problems, you need to make sure you deal with someone who understands how media, flash, pictures, integrate with your site and affect page load time.

Not only that a LOT of people get black listed by “pinging” too often. No one told me about that with my first website so my first site is still currently penalized by Google. Pretty important wouldn’t you think? I think so!! Why didn’t I get told that? I try everything I can to give my customers the most amount of information and set their sites up so they reduce the chances of getting “penalized”.

I don’t just tell my customers they can ping themselves to the top..... I actually try to help my customer GAIN ranking by using smart controls when editing pages etc.

Myth # 3: *I need to have a logo before I build my website.*

Logos are great, but..... You will most likely change your mind if you get one when you first start out. It happened to me!

There are ways to give yourself a Logo “look” without the expense and commitment. Your header can have a specific Font and that can work well for your Logo along with some other detailing.

A tagline is better than a logo as well, you WILL need a tagline no matter what so make sure you know what you want. A great way to come up with a tagline is build your site then use PollDaddy or some other polling company and have people help pick one for you. That's a great way to go when you are first starting out. There are free applications for Polls that I can install in websites that work well also without the expense of PollDaddy. Not all of them do what PollDaddy does and give tallies to someone when they submit their answer. Don't use poll programs that don't tell people the tally, it's very disappointing and most people who are the types of people that fill stuff out like to know what the results have been.

Myth # 4: *A website is going to take too much time **or** I don't have time to maintain a website.*

Yes, websites can take time, but they should **improve** your use of time. This all depends on the applications, type of website, etc.

I build websites that allow people to update Facebook, Twitter from inside the website Dashboard. There are so many applications and things are changing everyday.

You can also see your traffic stats from within the WordPress panel if it's set up that way.

Membership sites are the buzz now, why not start your library of material now? You can have a page that is private and when you are ready to "launch" you can reveal it. That gives you time to build your library and it will help keep you focused if you can see it plus it keeps you organized.

A website with a blog is a powerful ally, search engines love blogs, they are indexed as separate entries and fresh content, all the things Search Engine spiders love that.

What you do with your website totally depends on your goals and needs for your business.



Myth # 5: *Lots of links to my site will get my page ranking higher.*

This is called “link farming” and is no longer considered effective. You can actually get penalized by Google for doing it, it is kind of “old school” and out of date thinking but since there are so many people out there trying to make money at it you will continue to hear about it. For some tips on earning links properly I would recommend reading [this series](#).

Effective link building is good, I won’t dispute that at all, but it needs to give value to your customer. Something else you need to be aware of, if the website going IN to you is rated low by Google, you **will** get penalized, so make sure they are at least even with you in ranking.

I could go on and on with the Myths.....



Part 2 – Some Basics.....

There are a LOT of components to a “website”. Website hosting, building and all things relating to the World Wide Web is a booming business, there are many things out there designed to save you time and energy, there are also many things that will drain your time, energy and money and give you little for your investment. There are a LOT of parts that make up a “website”.

Some of you don’t care about Part 2 and are too busy to care, no problem, just skip to Part 3! I’ve got a lot of great information in there!

Wordpress – It’s an open source software originally designed for blogging but is so **powerful** and **popular** that it is being used by many business websites. It uses mySQL database as the back end.

Quoted directly from WordPress.org Codex:

WordPress, straight out of the box, comes ready to embrace search engines. Its features and functions guide a search engine through the posts, pages, and categories to help the search engine crawl your site and gather the information it needs to include your site within its database.

A search engine enters your site and, for the most part, ignores the styles and other code. It just plows through the site gathering content and information. Few search engines scan more than the first third of the page before moving on. Make sure your Theme puts the **content** near the top. Most WordPress Themes are designed with the content as close to the top of the unstyled page as possible.

Wordpress also won some awards in 2009 that are noteworthy. Here is a quote from November 18, 2009.

I was very excited last week to learn that WordPress has been awarded the Overall Best Open Source CMS Award in the [2009 Open Source CMS Awards](#). This is a landmark for us, as it is the first time we've won this award, and it marks a shift in the public perception of WordPress, from blog software to full-featured CMS. No small contest, the Open Source CMS Awards received over 12,000 nominations and more than 23,000 votes across five categories.

As Hiro Nakamura said when he first bent time and space to land in Times Square: "Yatta!"

In addition to winning in the Overall Best Open Source CMS category, WordPress was named first runner-up in the Best Open Source PHP CMS category. This is significant because we weren't even in the top 5 last year, and now we're #2, ahead of Joomla! As is stated on the Award site, "WordPress made its way into the top five for the first time. The fact that it was outranked by Drupal by a very slight margin indicates how popular it has become with users as well as developers over the past year."

Every day thousands of new people are embracing WordPress to power not just their blogs but entire sites and communities without compromising on usability or scalability (as would be the case with a legacy CMS). Every member of the WordPress community, from core developer to beginning user, should be proud to be part of this momentum: congratulations to us all!

<http://wordpress.org/development/2009/11/wordpress-wins-cms-award/>



WordPress has a templating system and many well developed Plugins. These plugins, depending on how they are being used are also called Widgets. Widgets and Plugins can be rearranged without knowing PHP or HTML.

There are SO many **advantages** to WordPress..... It provides every **small business** or **professional** a fantastic, **easy to use** platform that converts your site from a simple static, boring beast of labor to an **exciting**, multi-tasking, multi-media, Web 2.0 content management **Friend**.

We can set up your WordPress site to send updates to your Facebook and Twitter pages whenever you update a post or page. Practically everything is **customizable** and it's **strong enough** to handle **forums** and **membership sites!**

Why did WordPress become so powerful and popular? Because it's an Open Source project, but not just that, it's fun and exciting so **thousands** of developers have put in free time to develop new plugins and applications.

Many people only think of WordPress as a clunky, ugly application. In fact, the last web designer that I paid \$1000 to redo my site (the one that crashed a bunch) told me WordPress is super basic and can't be a website. I sent her to several huge, full service sites that were really WordPress, she later told me they weren't WordPress. At the time I believed her and now wish I had trusted my gut. She had been doing her job for 10 years and didn't know it was

customizable? She had also never heard of 1ShoppingCart. Oh well, I learned my lesson.

RSS... Really simple syndication, probably one of the most underutilized new technologies out there. RSS can save your inbox..... How? It allows you to “subscribe” to a website and the updates from that site go into your “reader”. Your “reader” collects the “feeds” for you and you can look at them whenever you want. It saves you time because you don’t have to go to the sites to get updates. It also saves your “inbox” from a flood of emails and protects your privacy.

I am expecting sometime in the next few years as “newsletters” continue to decline in subscribers.... RSS will be the next boom. Many people are overwhelmed and bombarded everyday with *loud noise*, either by email, radio, tv, billboards, pop-up ads, etc. Subscribing via RSS cuts down on that “noise”.

Be sure you start collecting subscribers now while it’s still fresh!

CMS stands for Content Management System and can refer to really any sort of data management. WCMS or Web CMS pertains to all things web related. It is the control and management of Web material such as HTML documents, media files, etc. CMS is used to help with content creation, editing, control, filing, and other such functions.

Web CMS allows **non-technical** users to edit/add content without needing to use Dreamweaver or other such programs. Usually someone sets the code and then the user can update and add content at their **convenience**.

We've all had material that has outdated or changed. Have you ever been "stuck" with a website design that after awhile you feel "tired" of? Web CMS allows you to "change" things more readily and still maintain content integrity.

Most open source Web CMS have the capability to **support add-ons**, which provide **extended** capabilities including forums, web-stores, photo-galleries, contact-management, etc. The amazing thing is these add-ons **keep growing!!** Some add-ons may be based on an open-source or you may need to pay to use, it just depends on your needs.

Wading through Plugins can take hours upon hours and some are great while others will cause "fatal errors" and your site to crash. I have spent at least a couple hundred hours testing them and have found several problems:

- The plugin does not work with the current release of what I'm working with, not fun to find out!
- The plugin conflicts with another application and causes my site to crash.
- The plugin doesn't have a support center to ask questions.
- The plugin takes so much CPU usage in my host it's not worth having.
- There aren't very good directions on how to install it.
- It's so complicated and time consuming to use it's not worth trying.

So be sure to deal with someone that will set your site up for you all the way and provide support after the fact because researching Plugins can be a fulltime job!

HTML stands for HyperText Markup Language. HTML is the Granddaddy of the Web World. If one wondered, "Which came first? **The chicken or the egg?**" In the Web world HTML came first.

The first publicly available description of HTML was a document called HTML Tags, first mentioned on the Internet by Berners-Lee in late 1991.

It is constantly evolving and revising to meet the incredible demand of the Web World. It is monitored, as all things Web related is, by the **The World Wide Web Consortium (W3C)**. If it wasn't for the W3C the Web would not of evolved with the **strength** and **ease of use** that we know of today.

Without them the Web would be like **cars driving** on whatever side of the road they want doing whatever they want. And **planes flying** all around the world with no idea what others are doing or where they were going.

HTML is really fun, easy and versatile. The beauty with using WordPress as your CMS? You don't even need to know HTML if you don't want to. Your fields for adding content and editing pages/posts have really nice tool bars that allow you to do things that used to be done only with HTML.

Now some web-hosting has those tool bars as well, but if you used them you most likely got "errors on page", and sometimes whole blocks of content would get lost or disappear, I know because I've seen it first hand myself.

Think of **CSS** as the **shoes and belt** of your wardrobe. You can't go to work without your shoes can you? You might as well make them **stylish** and/or **comfortable** while you are at it.

CSS stands for **Cascading Style Sheets** and it refers to the Code used to describe the look and formatting of a document, it's most common use is for web pages. CSS was designed primarily to **separate** content from presentation and formatting. CSS allows multiple pages **to share** formatting which reduces the repetition and complexity.

CSS can **define** color, text alignment, size, font, borders, spacing, layout and many characteristics. It can do so independently for on-screen and printed

views. CSS also defines non-visual styles such as the speed and emphasis with which text is read by spiders.

Is this an over-simplification? Yes, but it's really all you need to know. For WordPress the Style Sheet typically applies to the whole site. There are specific WordPress requirements in the various codes that Coders have to be of.

It's the CSS that allows people to be able to add more pages whenever they want and the website maintains the look and feel.

PHP stands for *PHP Hypertext Preprocessor*.

PHP is a scripting language (like CSS and HTML) originally designed for producing dynamic web pages. It has evolved to include a full code of text only interface, which anyone who worked with computers before "windows" and "mouse" has seen.

It takes code and produces "content".

I know what you're thinking, "That's basically the same things as CSS, right?" Not exactly. They serve different purposes..... For example, we **ride** around **in cars**. But cars aren't just the shiny metal body and nice comfy interior right? But those are the parts we think about most. **Cars** are also the engine and transmission. That's what PHP is to web servers.

As of April 2007, over **20 million** Internet domains were hosted on servers with PHP installed, and mod_php was recorded as the most popular Apache module. Significant websites are written in PHP including the user-facing portion of Facebook, Wikipedia, Yahoo, WordPress, Joomla, YouTube.

It is available free of charge, and the **PHP Group** provides the complete source code for users to build, customize and extend for their own use.



Part 3 – Some Services You May or May Not Need

Now, I know this is a lot of stuff, I cover it during the consultation, this is something to help you before the consultation or you are a special guest here on my site and you have the opportunity to use this report.

Free web hosting is something I get asked about..... I can tell you, go ahead and Google “the pros and cons of free web hosting” and you can see if it fits your needs. I give my customers a year of free web hosting on one of the worlds’ best providers, so you could take your time deciding.

I can tell you that it doesn’t fit most people’s needs. The **Free** isn’t really Free! If it was no one would be paying for hosting would they? There is a reason cheap hosting advertises so much, don’t fall into that trap, especially since **web hosting** is so affordable, I also tell you more down below under “Domains”. Hosting goes for around \$3.45/month to \$9.95/month and sometimes more depending on who you use, you can read more about [hosts here](#).

You can usually host several sites under the same domain so you can really get your money’s worth. [HostGator.com](#) and [JustHost.com](#) are some I have used and liked. Now don’t get suckered into spending more than you need, most of these companies offer upgrades and most people do not need them.

For example JustHost.com will send you a “Congratulations you have been selected for an account upgrade, we only choose 50 a month and you were

chosen". Well, if they only do 50 a month that's **news** to me because every person that I have done sites for has had the same offer! Coincidence? Hm, you be the judge.

But I don't mean to pick on them, all of them do something similar. I bought a huge amount of space from one of them so I can host websites, which is a nice convenience if you have a website, **I'm giving away a free year of hosting** with a website package purchase.

Domain registration and hosting don't necessarily go hand in hand. In fact, if you ever want to move your website and your domain and website are with the same company, you will most likely find them less co-operative. I know most of my clients have found that to be true.

If you register your domain somewhere else you always have control. It's also safer, you are less likely to have your information hacked. **Something else about "buying" your domain rather than using a "free website and domain" package. Domains can GAIN VALUE.....**

How do domains gain value? Think of them as real estate in cyberspace, like a store front. There are approximately 100,000 sites going up a day..... That's about 3.6 million a YEAR!!! There are people out there buying up domain names, hundreds A DAY, on TOP of the people actually building a site!!! So domain names are important. So with a lot of these FREE domain/website packages THEY maintain control of your domain, so all your work increasing your business actually builds value for THEM. Good, solid, reputable domain names go for hundreds..... Even thousands..... Hm..... Think about that!!

So how do these people come up with domain names to buy? Well, one way is they can buy lists to see what people have "searched" for availability. So don't

be surprised if you “search” availability someday then find that name is not available.



Where should you buy your domain? I have found [Namecheap](#) and [GoDaddy](#) are both good. They both have a solid, easy to use interface. Right now GoDaddy has domains for \$1.99, they have specials quite often!

Now there are several others you can use and most of them are just fine. You should expect to pay around \$5-\$10 to register a domain for a year. If you are thinking about business names and can't decide, it's best to buy a few.

Do you need to buy the alternates of your business name, the “.org, .info, .us, .biz, .mobi? Most people don't. If you have the money to burn and it matters to you then go ahead. Everybody else, it probably doesn't matter.

Try to always stay with “.com”, it will be a long time before the others will be mainstream. The alternates are also affected by browsers, etc. Most people find those other versions to be suspect because a great many scams come from the others.

What if the name you want is taken? Maybe you want “bestcareercoach.com” and it's taken, with anything you really want just try adding hyphens and then doing the search, so it would read “best-career-coach.com”. **Hyphens are treated as spaces** by search engines so people won't necessarily need to put

them in and you will most likely pop to the first page. Hyphens are common and considered acceptable. They can also work to your advantage if you have heavy hitting keywords in your domain name. For example “bestcareercoach.com” is not read by search engines with the keywords “career” and “coach”, the description in the body or meta-tags would have to take care of that.

Last, I do suggest to my clients that you choose “private” registration. Unfortunately it does cost about \$10 a year, but if someone searches the Registrar database they won’t be able to get any information about you so you are less likely to get spam, tele-marketers, etc. It’s scary what you can find on Who-Is.com. Here’s a link for you to try yourself. <http://reports.internic.net/> Obviously doing it for all your domains isn’t necessary, just your website with all the information about you.

Go ahead and try a few different websites, if you try mine you won’t really get much information because all my sites are privately registered, people get directed to my domain registrar.

SSL certificates are not really necessary for most users. In fact, I have one and it’s been a royal waste of money and it crashed my website.

If you have a need for one I suggest getting one, if you are doing normal business it’s probably not necessary. I have not seen a site need one unless it does a high volume of online sales, has multiple pages of ecommerce merchandise or is a payment gateway itself, that does not mean if you “use” a payment gateway. Payment gateway’s are typically not hosted on your server for security reasons.

Auto responders are a pretty standard necessity depending on what kind of business you are in. You can set them up to send content at a specified time.

There are a few really good ones that are pretty easy to use. You can get an auto responder and shopping cart tied together that are pretty good, I was paying \$99 a month for a shopping cart, terminal, auto responder combination and I can tell you I had a few problems.

Number one, you are paying for something that you may not necessarily use. So I was paying that amount regardless of if I had sales when I first started off. I also found the auto responder wasn't very good ([more on that in the Payment Gateway section](#)). When someone signed up for my newsletter it could take 2 to 3 hours for it to send the email to the people who signed up for my newsletter, a TOTALLY unacceptable timeframe judging from the number of people who unsubscribed when it did that.

So who have I used that I would recommend? AWeber and Constant Contact, they are both excellent! They also have great templates for setting up your newsletter and they both make it as easy as possible. They are also fairly reasonable, [Constant Contact](#) starts at \$14.95 a month, [iContact](#) starts at \$9.95 a month and [AWeber](#) is \$49 every 3 months, they both have other plans as well.

If you don't need an auto responder yet I really recommend the FREE Newsletter application that I install for my customers available with WordPress, however it's hard to export that list. You can collect email addresses and manage your list, there is a double opt-in which is required per the [CAN-SPAM](#) Act. You can also set this application up to look just like your website, include part of a blog or post, etc. I set up all that for you my customers so no worry.

Now, a [BEST practice](#) for YOU. I know a lot of people don't like giving their email address out because none of us like getting a lot of emails. I STRONGLY suggest you have an email account that you use for business information collecting. What do I mean? In order to write effective newsletters, sales letters, marketing letters, etc., you need to SEE some.

I suggest to all my customers that you know what others in your industry are doing. You should also subscribe to several different mailing lists from companies you like the look of just to see what they say and do. I have an email account that I use to sign up for everything, it is a mess and I can't keep up on the filing in it but it's okay. I use it to see what is "going on", what new email trends are, like when people just started using "Re: blah blah" in the email. I remember the first time I got an email that said that I thought "did I email them and they are emailing me back?" so I opened it. Well, now lots of people are using those kind of tactics.

You will need to find your "style" with a newsletter, your "voice". It's a lot easier if you expose yourself to other styles and voices out there. So, use a "marketing" email address and start exploring what is going on out there.

Payment Gateways are necessary and what you need really depends on your business. Obviously if you have a store front you have those needs taken care of. However, if you are needing to take payment because you are a service business or whatever there are a few things to consider.



Websites do NOT accept money... You use a service provider such as some of the ones listed below. I have had several people have a hard time with this,

there are ways you can be your own payment gateway but you would be paying a few thousand dollars to have that set up and I won't do it. I can install a Script that can accept money but I won't do it because it can get hacked.

“Shopping carts” mean people can ADD things until they check out..... That is completely different than PAYING. Someone has to process all that for you and monitor it if there is a problem. Do you really want to pay a large monthly fee? And by “large” I mean a lot more than \$99 a month!!!

As I said above, I was using a service I was paying \$99 a month for and it's auto responder left a lot to be desired but it did have some advantages. It's a relative of [1ShoppingCart](#) and they have a great affiliate program and they can track and pay your affiliates for you and deliver your electronic products if you have them. But again, the auto responder was awful and I'm not the only one that's had that problem. There are other alternatives out there with much better support, like [ClickBank](#) and especially a newcomer [PremiumWebCart](#).

Now some people will disagree with me on this..... I know some people look down their nose at PayPal, but PayPal is a fantastic option when you are starting off.



Most people can do just fine with [PayPal](#). PayPal allows you to send invoices, request payment from someone and people can send you money from any

account they choose including their checking account!! PayPal doesn't charge anything monthly, just a fee for each transaction and really a LOT of people who use the internet consistently have a PayPal account so you can't really go wrong. I had contacted PayPal asking them why they don't have an affiliate tracking program and they told me they were working on it, so we'll have to see.

So how do you get your money out of PayPal? Just use the "transfer". You can electronically transfer money from PayPal to your bank. I actually sold a car on eBay, a Nissan Maxima and the buyer and I used PayPal! For a \$12,000 transaction! Everything worked great, I just transferred it to my checking when I felt like it. PayPal has protection for sellers and buyers among other great features like a "shopping cart", etc.

Pop-ups and other website accessories are a matter of taste and preference. I don't have pop-ups on my sites because I think the boon has worn off, most people are not falling for them anymore and the pop-up blockers on browsers are better and more sophisticated. Some people love them, if you are one of them then great, by all means have them on your site.

Squeeze pages are really more effective than pop-ups. Try going to this site and see what I mean <http://careerchoicecoach.com>. That is an example of a squeeze page. They are very effective and I would recommend you plan for one. I have been thinking of mine and working on the video as well. If you don't want one now don't worry, it can always be added later.

Banners are another option that work with some success, the same with countdown timers. You can try different things and see what works best for you. I install whatever my clients decide they need after our consultation.

Video is really important especially if your business has anything to do with service or your credibility. People are much more likely to buy from you if there is a candid piece about you.

Don't be what you aren't. I am sort of a nerd, if I try doing anything other than who I am it will feel too "commercial". Commercial is great if you are a large business, but if you aren't it will feel "sales-y". Studies have shown people would rather watch someone be sincere and have a few gaffs than be perfect.

Maybe someday I will need to be more "commercial" and certainly with more practice it will be easier. If my clients prefer me doing the power point and talking about the screen rather than watch the video under the ["tutorials"](#) page then maybe I will need to do a lot more. I want to provide the easiest method for people to learn how to operate their site, how many other people try to buy material to give clients and write a super long book from scratch?

But back to video, you can tell in the videos I was more comfortable [talking about](#) WordPress (once I got past the beginning of the video) and what it does than about me in the shorter videos. The trick doing your own video is find your voice and talk about what you know and care about.

Photos are important for your website. It is best to use a photo with every post or page you write, it breaks up the page and looks more professional. Studies have shown people are more likely to read your material with an image.

I would recommend that you not "steal" people's images from sites. Do not use any material you don't have the rights to use, as of the writing of this paragraph there is a very interesting case regarding artists, musicians, etc. suing Google. Do not use content that isn't yours without making sure you provide a link to the source at a minimum, I do mean MINIMUM, in most cases that is not nearly enough.

Where to find photos? You can Google “free photos” and find plenty to cover most needs. If you want specific topics you can usually Google the topic and add “free photos”, your result should give you plenty.

Now if you want art work on your website like I have along the edges of my website you will need to search for “Vectors”. Vectors are different because they are kind of like a composite of a photo, they are also usually drawings and illustrations. No one can pick the “style” for you..... Go to [Shutterstock.com](https://www.shutterstock.com) or [iStockphoto.com](https://www.iStockphoto.com) and search for “vectors” and whatever other words you think may help you narrow it down.

Third Party Photo platforms are great and there are several that can be incorporated in you website. Now third party applications are different than putting pictures in your media folder IN your website. There are pros and cons of a few so far that I’ve used.

[Cincopa](#) is very feature rich and lets you select the size, “skins” and other features for your photo slide show. Very easy to use with WordPress.

[Flickr](#) is another good one with a lot of great features, at the time of writing this I haven’t really spent much time with it and can’t compare it to Cincopa.

[Picassa](#) is good as well, it has fewer features than Cincopa in some respects, you can’t pick your size, skin, etc. But it has a really neat widget you can put in a sidebar.

[Photobucket](#) has recently upgraded so they support WordPress, I haven’t had a client need to use them yet so I’ll keep you posted, I’ve read some blogs with people saying they liked it.

Those four above I know for a fact have WordPress plugins.

[Snapfish](#) I don’t have a lot of information about but it seems popular.

The good thing about these programs is you can upload as many photos and you want and not have to worry about the file size, resolution, and pixels.

With your website you need to control your resolution for your photos, stay under 100 dpi (dots per inch) unless your photo is in a 3rd party application like mentioned above. Almost all photos you find on websites for free are already sized for websites, if you buy a higher resolution image you will need to size it (reducing the file size). If you Google “free photo editor” you will find a few you can check out if you don’t have one already.

Nothing beats a compelling *free offer* to drive traffic and get repeat visits to your site but it may take some time for you to develop yours. You can try buying the rights to use material, there are several companies that do that.

If you get material you will have a higher opt-in rate if you have 3-D covers, I don’t remember what the statistics were, but it was staggering compared to just talking about the product. Some eCover designers I have used and liked are:

<http://www.trendyecovers.com/>

<http://www.ecoverartist.com/>



Now the person at ecoverartist.com always put young females on every cover she did for me, I just made sure I specified I wanted both genders on there.

Now I have someone that does it for me, we can do it for you too, but it wouldn't be fair to not share with you these others because I have used them and they did a great job. My prices are the same as theirs.

DO NOT get scammed into buying any of that garbage that guarantees you can generate your own professional eCovers! I bought a few of them last year and they are all garbage. Don't even bother. I am still ticked off! And good luck getting them to turn out like the Demo they give. For the price of eCover's it's not worth doing badly, they are cheap and they look cheap! To get a real eCover you need a fabulous graphics program and it's still not easy, it takes hours and hours of training.

Another "offer" option is have a drawing once a month for all new people that sign up for your newsletter for some service or gift. You can also give people coupons for signing up, there's lots of things you can do to grow your "followers" but the one thing you DON'T want to do is try to pressure them into buying, or sending a bunch of garbage emails.

I **love** trying to help my customers work out what they can do to drive traffic to their site and come up with good marketing strategies!! It's one of my favorite things to do!

Appointment Programs are a service as well. If you want a program that schedules for you that is a service so the best thing to do is Google "appointment scheduling" and look at your options. If you Google "scheduling programs" you will get a bunch of programs for managers to use to help with scheduling employees. I have not found one that has "wowed" me so if you find one let me know.

Important Facts

Having a website does not mean that you won't have challenges. I build you a website and I do everything in my power to give you the tools to be successful.

With the new frontier of so much control in the hands of a consumer, there is bound to be problems. That's why I give people many step by step videos, recommended actions, and a handout at the end of the project to give you additional trouble-shooting tips.

We also do not “hack” code so you will be able to update your website with the newest WordPress updates without worrying about messing up your appearance. There are plenty of “website” designers that will put together whatever you want with no regard to long term maintenance; I would rather not have business than have people “sold” something. I take every possible step to ensure my clients are successful. I want my customers to have something they can be proud of, **functional** and able to stay as **secure as possible**.

By working within code parameters that means we will tell you the truth whether we can get something to work for you, we do not want to “sell” you anything. If you want a “fully custom” built theme that is usually a couple thousand dollars. We do a lot of customizing in our standard website so you have something that matches your “look and feel” for your brand, business, whatever.

That's a wrap for now..... I hope I covered a lot of material for you and you found this helpful, if not be sure to [Contact](#) me and let me know what you wish I had covered more or what I didn't cover that you would of liked to know.

Do I do non-WordPress sites? Yes, I can but I prefer not to because WordPress, or at least the WordPress sites I deliver, have more power and usability than the other kinds of sites.

While the long saga of getting a site I like was playing out, I was learned a LOT about the current state of the Web world. I can tell you I've spent hundreds of hours researching and learning the **new Web**, which was quite evolved since over a decade ago when I dabbled with sites.

I found an amazing platform..... WordPress..... And I wondered, “Why hadn’t anyone ever told me about them?”

I built several sites with WordPress, using different templates from different companies. **I tested many.**

I also was amazed how many Plugins there were, and how **wading** through all that info was **mind numbing**. Why wasn’t there a service that tested them? Provided comprehensive video directions? I would of **paid someone** to tell me what worked and what would **save time** and which ones were a waste of time.

The other thing about WordPress..... The “templates” or “themes” for the most part have extraordinary, **clean code**. If you’ve ever checked for “errors” on a site built with Dreamweaver you’d know what I mean. My site that crashed and no longer exists had well over a hundred errors that was done by someone else.

So in my **extensive testing**, I found some templates were too flimsy. Some too restrictive.



I am able to deliver **unmatched flexibility** and **customization** for the low price I have because I have done a LOT of homework to make sure people have what they need.

I can confidently tell you that you will get the power, flexibility and a complete content management system that will grow with you.

Here are a few completed projects below. I have 3 I am working on right now that will be posted soon so check back! And they are completely different than the ones below, I can't wait to show them!

I also did these 2 sites, they are mine so here they are:

[A People Path](#)

[Career Choice Coach](#)

Jodi: You are amazing!!! The website is absolutely perfect and so much more than I had even hoped for. You are a very talented young lady and I am so fortunate to have found and chosen you to do my website. Thank you Thank you Thank you! – Deborah Sorenson, [Equitherapies.com](#)

“As a new business owner I quickly became frustrated with getting a website up and running. I researched do it yourself sites like WIX, I attempted to set up my own site using dream weaver. I finally purchased a domain name in hopes that something would just eventually work out. I had my domain for over 6 mths and even attempted to use my hosting company's “Free” software to set up my site again nothing but frustration. Then I found Jodi from BestSites4Professionals. Jodi has made my life so much easier. She took the time and explained her program to me through multiple phone conferences and emails. She gave me suggestions for my site, she furnished video's to watch, she was patient with all of my questions and she guided me every step of the way. And now I have an amazing site and the best part is I never had to get frustrated.” — [Expressionsbyjenn.com](#)- Jennifer Williams, Owner- Deer Park, Washington

Thank you Jodi! The project turned out great, you did stuff I never even expected, like put moving water in my header, how did you do that? Anyway, you thought of everything and then some, thank you! I will recommend you for sure and use you in the future.” – [S&K Landmark](#)

You were so great, thank you! I didn't even know what I wanted but I knew I needed something that would appeal to my young Tween customers. You were right on and I am glad I can change the colors so easy! You even gave me a scheduling program and a

newsletter that matches my website so I can keep parents updated on events. – [Coach Kaysi](#)

Looks awesome! I can't believe what you were able to rebuild from my old site, but this looks way better! Thanks for being so precise and timely with your follow-up, it really made this seem easy. – [Village at Oak Creek](#)

Please contact me for anything else I can help you with! I look forward to hearing from you!

Follow me on [Twitter here](#), or write on my [Face book wall](#), or email me!

This is me below in the brown, second from the right, I was at a seminar in Virginia to learn web marketing, copy writing, Google rules, book publishing, web publishing, and much more. It was a busy, action packed!



I am very glad I went!

I look forward to helping others pursue their dreams and get somewhere with their goals.

Thank you for your time.

Sincerely,

Jodi Adams

Feel free to email me for your quote at Jodi@BestSites4Professionals.com, I will get back to you within one business day, you can also fill out a [quote form here](#).