Websites and Blogs 21-February-2018

Agenda

Introductions

Finding the perfect domain

Adwords – keyword research that will help with your domain and content

Blogging

* The current landscape
* The best platforms to use
* What to blog (keywords/Google Trends)
* A blogging template
* Promoting yourself

Website

* Do I need a Web site?
* What are my goals for the site?

Looking at

Wordpress

Wix

Weebly

* Google Analytics - Plug-ins for Wordpress Available – subscription boxes, social media sharing, etc
* Social Media
* Google PPC Advertising
* How will I know that my site is successful? – Google Rankings