

# Updating Your Website: What You **NEED** to Know

Presented by Donato Dandreo  
Compete Now Web Design & Online Marketing  
978-219-2127  
[www.startcompeting.com](http://www.startcompeting.com)

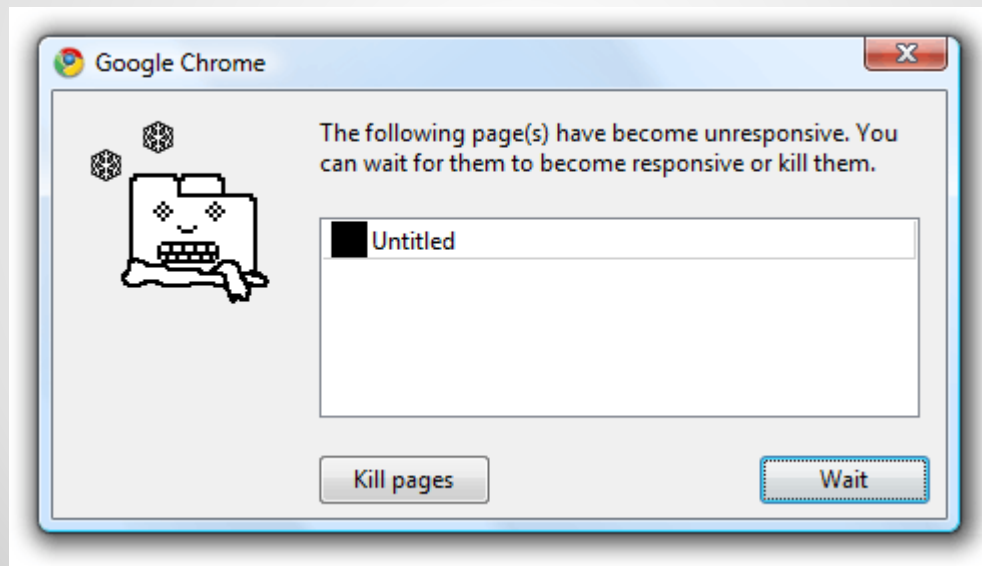
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# **Introductions**

# What We Will Cover

- Indicators Your Site Needs Work
- Planning a Strategy For Your Site
- What You Will Need
- What To Consider Along the Process

# How To Know When It's Time



# 1: Design

- Ugly/Outdated
- Misrepresents Business
- Hard to Use



**What Does Outdated Look Like?**



# SKI FANATICS

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## Winter Rentals





Useful Links:

- [Parking Control](#)
- [Animal Control](#)
- [Gun Permits](#)
- [Records](#)
- [About Us](#)
- [Community Resources](#)
- [Back to top](#)

- [Home](#)
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Revere Police Department - 400 Revere Beach Pkwy - Revere, MA 02151 - (781) 284-1212



**Welcome to the Revere Police Department Online:**



## MISSION STATEMENT

Department is to work in partnership



### Welcome to Our Site

The Revere Police Department's website is available for the purposes of helping direct citizens to the proper resources. In addition, this site will also serve as a means for our community to keep up to date with news and other related information to the Revere Police Department.

### Resources

- [Accidents](#)
- [Firearms Licenses](#)
- [Phone Numbers / Divisions](#)
- [Online Reporting](#)



### Mission Statement

We, the members of the Revere Police Department are Committed, take Pride, and are Dedicated to the needs of our community in the delivery of quality police services in an effective, responsible and professional manner.

We recognize and accept our responsibility to



### Online Reporting

Our new Online Reporting makes filling a report as easy as 1-2-3. No need to wait for an officer, you simply click our online reporting link, choose the crime you wish to report, fill out the required fields and click submit! That's it! Get started now:



### Community Links

- [Pay a Parking Ticket](#)
- [Trash Ordinances](#)
- [New Code Enforcement Ordinances](#)
- [Property Information](#)
- [Street Sweeping](#)



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The Company

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## The Company

Abraic, Inc. was formed in 1996 to meet the emerging need of organizations seeking to implement and harness the capabilities of JDEdwards / PeopleSoft Enterprise Resource Planning (ERP) software and to integrate these new capabilities with their existing business applications. Our company was founded based on three core elements that, in unison, deliver significant value to our clients:

- ***Abraic staffing and recruiting*** - Our team members are not solely recruited for JDEdwards / PeopleSoft technical and/or functional skills, but also for their ability to understand the customer's business objectives, be accountable for the success of the engagement, and work to understand and improve the client's business processes.
- ***Sales and planning process*** - The sales and planning process represents a commitment to the client: that Abraic will have a clear and well defined set of



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GET A QUOTE NOW

## 2: Content Management

- Website editing is difficult
- You need special software to make changes
- “Bob” usually does that when he has time

Bottom line: You should be able to edit on your own even if you don't need to.

# Content Management Systems

- WordPress
  - Better solution when hiring a designer.
  - More scalable. (Tracking, Features, Marketing)
  - Easy to use and cheaper in the long run.
- Wix.com
- SquareSpace



# 3. Website is not responsive



# How to Know

- Website does not format properly for small screens
- You have to zoom in on text to read pages on a phone
- Google Cares
  - Test Here: <https://search.google.com/search-console/mobile-friendly>

**Now What??!!!**



# Steps Needed To Create An Effective Website

1. Strategy
2. Create a Action List
3. Implementation Guidelines & Best Practices
4. Execution

# Step 1: Strategy



# The Why

- Sales Leads
- Donations
- Confirmation
- Educate/Provide Resources
- Member Management

# The Who

- Who are they?
- How much time do they have?
- What are they viewing your website on?
- How long does it take to make a decision?
- What do they need to know to make a decision?
- What are their expectations?
- How do they like to contact you?

# What is your message?

## How do you want to be perceived?

- Big/Small
- Serious
- Fun
- Personal

## What makes you better than **EVERYONE**?



# Competitive Research

- Look at 5-6 local and 5-6 national competitors/businesses in the same industry
  - What are they doing?
  - What is their message?
  - Are they doing it well?
  - How are you better than them?





# Put it into an action plan

Based on your notes from your strategy planning and competitive research:

- What pages do you need?
  - (Home, About, Services, etc)
- Do you have a logo?
- What photos do you need?
- Do you need video?
- What do you need for support?
- What is your timeline?



# Content Creation

Once you determine what pages are needed.

- Who is going to write the content?
- Who is going to proofread the content?
- How much content should be on each page?
- Tips
  - On informational pages, aim for 350 to 500 words.
  - Make your content scannable (Bullets, headings, subheadings)
  - Use graphics and images to make pages more appealing
  - Use links to lead users to other pages on the site or to take an action.

# Logo

- If you have a logo?
  - Does it need an update?
  - Do you have the proper format to use it on a website?
- If you do not have a logo
  - Hire a local logo designer
  - Use a third party website
    - Fivrr.com
    - LogoTournament.com

# Photos

- Based on the pages that are needed and the message you are sending, what photos will you need?
  - Stock images
  - Photos with your phone
  - Professional Photography



# Video

When video is needed

- Makes for a great content marketing strategy
- Video testimonials
- Proof of knowledge, add to blog
- Professional video necessary for your homepage or key interior pages. (Most of the time)

# To Execute An Effective Website

You will need:

- A digital marketing strategist
- A graphic designer
- A website designer
- A content writer
- A photographer
- A project manager



Your Role Is Completely Up to You



# Now that you're ready

Things to consider throughout the entire process of hiring a web designer, starting on your own and while building the website.

- Page performance
- How your website looks on different browsers and screen sizes
- How can you best optimize the site for Search Engines
- What tracking will you put in place? (Google Analytics, Heatmaps, Live Tracking)
- How will you gather leads?
- What time and resources can you plan on dedicating to your phase two strategy?

# Good Luck!

This all seems daunting but it is worth it!

If you need help with any part of the process please call or email me!

978-219-2127

D@competenow.biz