



Simplified Solutions, LLC

Web 2.0 in a box

# 6 steps to launch a Web 2.0 business

## Step 1

Set up a Blog or Blogsite with Wordpress. You can do this yourself or we can help. For the sake of brevity let's assume the aforementioned for every item on this report. You'll need a catchy domain name based on the keywords associated with your business or if you're branding yourself get yourname.com. Either strategy will suffice-that means it will work. Pardon the occasional \$5 word. I recommend registering domains with Godaddy. Pick one registrar and keep it simple. You can host it with Godaddy or one of the many companies that have multiple domain hosting for a flat fee and offer one-click installations for Wordpress. Media Temple, Bluehost and HostGator come to mind. Another caveat- I'm not liable for any bad experiences you have with these companies. You are responsible for you and this report will do nothing more than get you moving in the right direction.

### **This Wordpress site be your home on the Internet**

All your outbound efforts, your connecting and listening and sharing will point back here.

*Sure you could pick other platforms. I know Wordpress and I love it. I think it's the best.*

## Step 2

Pick out a cool theme for the blogsite. I use <http://ithemes.com> for all my premium themes. I use <http://webdesign.com> for hosting, set up and design. If you shall chooseth me to hasten your project, we shall chooseth one of their themes. Shakespeare to make sure you'll still awake. When it comes to customizing the theme please keep it simple. Customize the header images, feature images, and the settings. Don't start messing with the colors, the CSS stylesheets or the code. If you want that then I recommend a package from WebDesign.com. Don't try and figure out how to utilize Flash or anything fancy. This isn't about fancy. This is about results. You're not a developer, coder or designer and you don't need to win any awards. You need a nice looking design that doesn't break the bank and allows you to update content and self publish via the blog. If you're reading this you may be a Mom and Pop retailer, a Dentist, a Chiropractor, a Real Estate Agent, a Speaker, a Writer, a Consultant, a Non Profit, a Ministry, a Builder, a Staffing Professional, an Event Planner or a Contractor. You don't need to learn web design or hire a webmaster to tell your story anymore.

### **Home base is ready to be customized**

This will be the place where people can reference you and learn about your story. Now we need some good copy and content.

*You can definitely do this yourself, but most won't. We can help.*

### Step 3

Now we need to start filling the site with your information. Calls to action, contact information, free offers, free reports, marketing copy, information about your products and services all come to mind. These are the pieces that tell your story. Images are good. Videos may be even better. You'll need to pick some blog categories. The stuff you'll write about. Your goal will be to be an expert and an authority on your subject, field, cause or mission. Your content needs to speak to your fans. If it doesn't get help. If you're lost get help. We can help.

#### **Content is king and will drive your search engine results. OK your Google results.**

Keep in mind if you create an amazing design without amazing content, it's probably invisible.

*Yes there are some other things you can do to optimize your site. Read on.*

### Step 4

There is this company called Google that we now use as a verb. They have a free suite of amazing tools aside from their amazing search engine. The first one I'd set up if I were you is Gmail. It's free right now and has amazing spam protection, storage limits and let's just say it integrates. Period! You could also set up your calendar, document sharing, homepage, chat and other great features; but we'll save that for another report. After Gmail, I would set up these tools in this order. Set up an Analytics account and install their code on your Wordpress site. This allows you to measure your sites traffic and effectiveness. Set up Feedburner to allow your readers to subscribe to your blog through RSS and email. That segways nicely into the next tool. Set up Google Reader to stay up to date on RSS feeds from other blogs and searches. You may want to set up some Google Alerts as well. I can't cover everything here. Another great tool is the Google Local Business Center. You can set up a listing of your business connected to Google Maps. Here you can list hours, coupons, services and other information all for free.

#### **So now you're talking to Google. You have arrived.**

You must feel cheated. I didn't even get a chance to mention Adwords or Adsense.

*Of course there is Yahoo, Bing and others, but Google is Google.*

## Step 5

Now we need to go where your fans are, so you can interact with them. You can gain their permission and develop relationships with them. Then you get to share your story. Many are probably on Twitter, while some may be on Youtube. Maybe your business could connect more on Flickr, Facebook, LinkedIn or Ning. Maybe it's simple and your audience is at Technorati, Stumbleupon, Digg or Tumblr. I would go where they are and gain their trust. I would recommend getting your feet wet with Twitter. To me it's the simplest and allows for the most genuine relationships. Setting up an account takes a couple minutes. It's free and the true power is in the search.

**At this point, please don't laugh at this stuff. You can't afford to miss the boat any longer.**

The eyeballs and attention are going somewhere. Obviously, it's not the paper, the radio or the TV.

*This is a good point to tell you that setting up these tools won't be a magic bullet. Hard work is still a big part.*

## Step 6

Listen, adapt and produce for an extended period of time. Don't expect to get a little taste of blogging and sharing. This won't work. Things are changing rapidly. Instead of thinking what your customers, supporters, donors, volunteers, patients, organizers and clients need; ask them what they want and provide it for them. Listening is easier than ever. You can get feedback instantly all over the place. I suggest you use Google Reader or another RSS reader to scan not only blog feeds but also Google alerts and Twitter searches. Stay in the conversation. Be a giver and take the high road.

**This is a simplistic list but if you do these things at least you'll be in the game and conversation.**

From there it's up to you and your effort, timing and luck.

*Of course you could just keep doing what you're doing, hoping this stuff goes away. Don't hold your breath.*

If you're not the do it your self type, we'd love to help. We help small businesses, non profits, busy professionals and ministries to create their story and to share it online. We use the tools we mentioned in this report. We do it for you or we coach you to do it yourself. Your choice.

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