Anyone Can Do It … Poorly

Do what you know best and outsource the rest

Gal Baras

Get Business Online Consulting

GET BUSINESS ONLINE

Agenda

- Introduction
- Website Myths vs. Reality
- Opportunity Cost: “Time is Money”
- How to Succeed

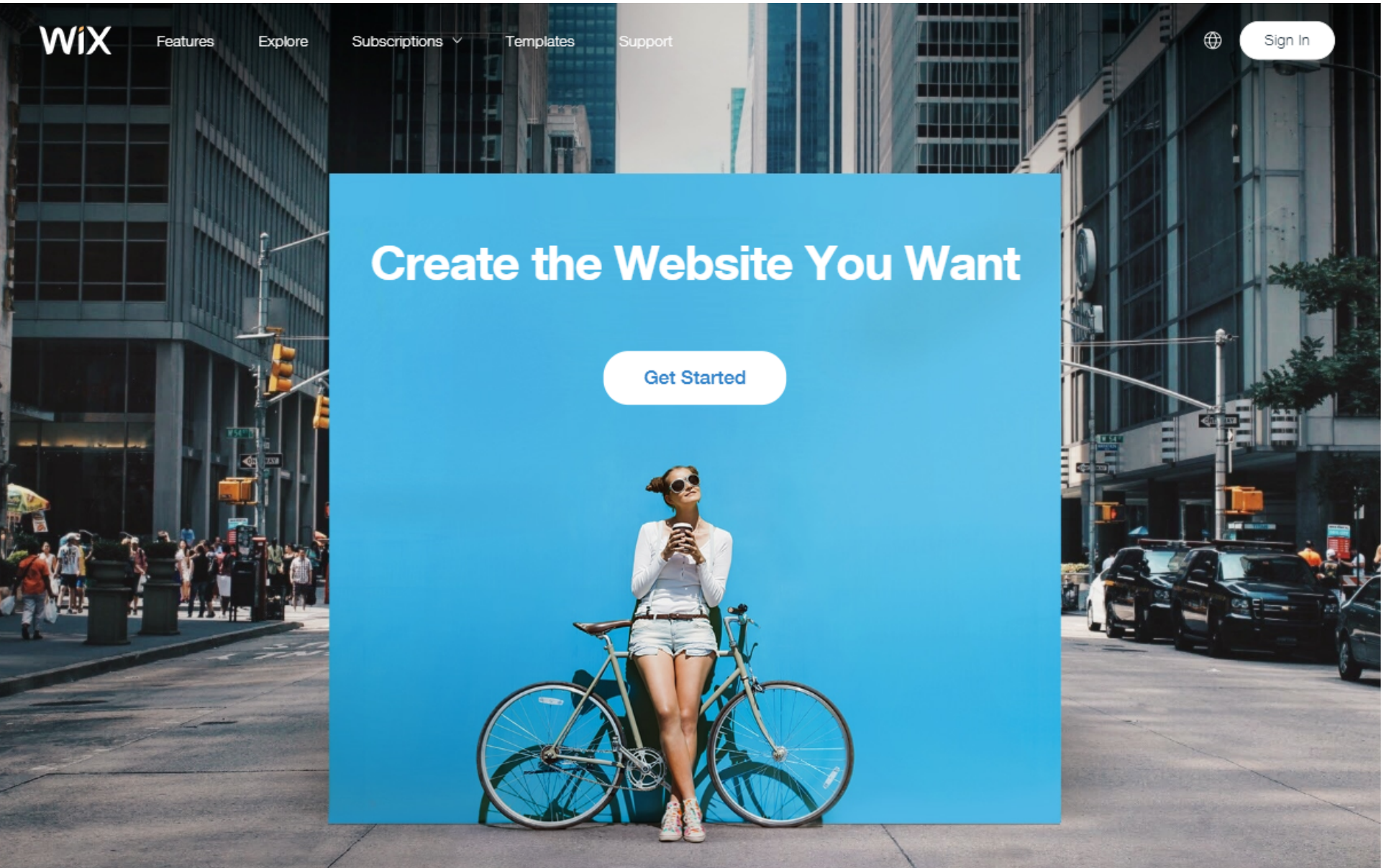
Introduction

- Why me?
- “Anyone can do **IT**”: comparing cherries to watermelons
- “Why is my site not indexed (properly)?”
- “OMG, where is my site?”

Myth #1

"If my site looks good (to me),
it is good"

We're on the road to nowhere



Reality

Creation

- Domain registration
- Web hosting & installation
- Design
- Development
- Content

Marketing

- Advertising
- Social media
- Off-page SEO (links)
- Affiliates
- Email newsletters
- Tracking

Operation

Administration
- Security
- Backup/recovery
- Domain renewal
- Hosting renewal

Maintenance
- Updates
- Post-update adjustments

Content
- Blogging
- Products/services

Development
- Technology changes
- Functionality changes

Optimisation
- On-page SEO
- Conversion
- Speed

Myth #2

"If you build it, they will come"

"Once my site is built, I will start to get traffic and conversions (subscriptions, contacts, sales)"

Reality

Creation

- Domain registration
- Web hosting & installation
- Design
- Development
- Content

Marketing

- Advertising
- Social media
- Off-page SEO (links)
- Affiliates
- Email newsletters
- Tracking

Operation

- Administration
  - Security
  - Backup/recovery
  - Domain renewal
  - Hosting renewal
- Maintenance
  - Updates
  - Post-update adjustments
- Content
  - Blogging
  - Products/services
- Development
  - Technology changes
  - Functionality changes
- Optimisation
  - On-page SEO
  - Conversion
  - Speed

Myth #3

“Once I set my site up ‘just right’, there is no need to change it. It will remain perfect”

Reality

Creation

- Domain registration
- Web hosting & installation
- Design
- Development
- Content

Marketing

- Advertising
- Social media
- Off-page SEO
- Affiliates
- Email newsletters
- Tracking

Operation

Administration
- Security
- Backup/recovery
- Domain renewal
- Hosting renewal

Maintenance
- Updates
- Post-update adjustments

Content
- Blogging
- Products/services

Development
- Technology changes
- Functionality changes

Optimisation
- On-page SEO
- Conversion
- Speed

Myth #4

"After I launch my site, I can sit on a beach with my laptop and watch the money rolling into my account"

Reality

Creation

- Domain registration
- Web hosting & installation
- Design
- Development
- Content

Marketing

- Advertising
- Social media
- Off-page SEO
- Affiliates
- Email newsletters
- Tracking

Operation

Administration
- Security
- Backup/recovery
- Domain renewal
- Hosting renewal

Maintenance
- Updates
- Post-update adjustments

Content
- Blogging
- Products/services

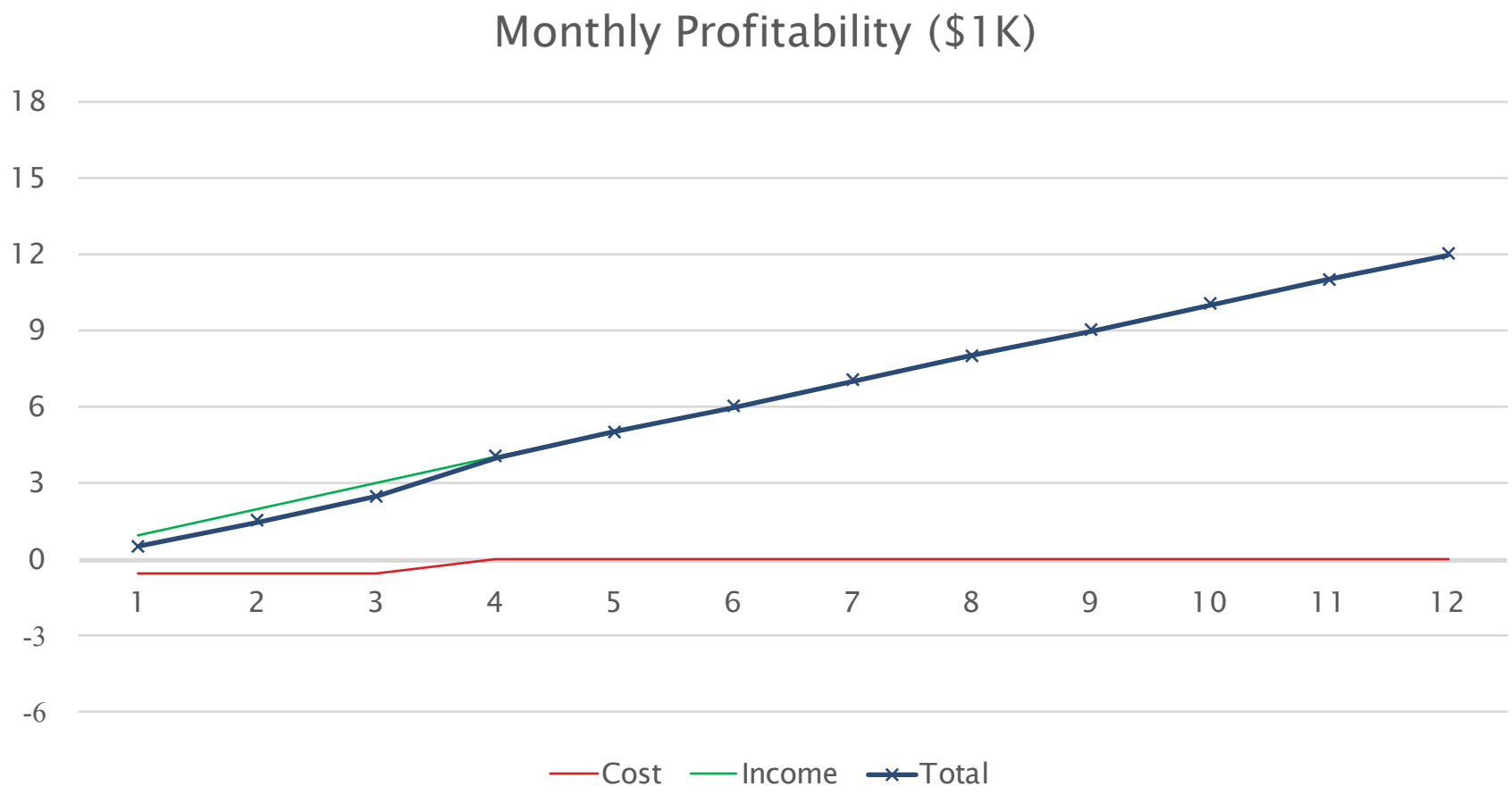
Development
- Technology changes
- Functionality changes

Optimisation
- On-page SEO
- Conversion
- Speed

Myth #5

"It doesn't matter how long it takes.
I will get there eventually"

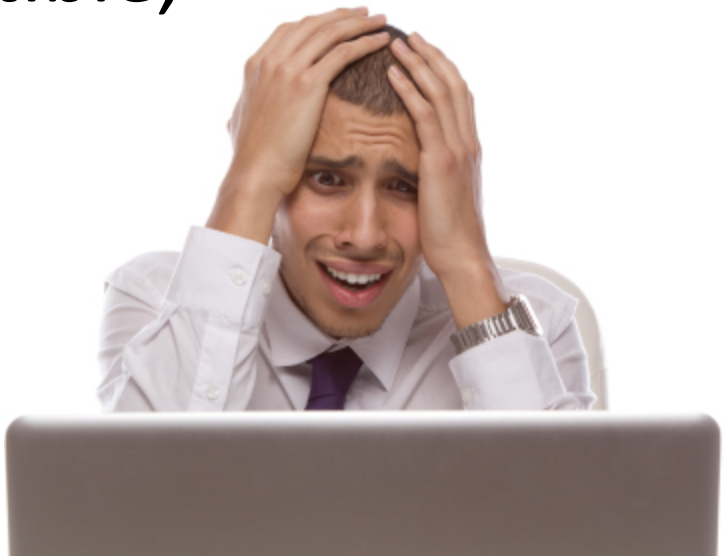
Mythical Profitability Projection



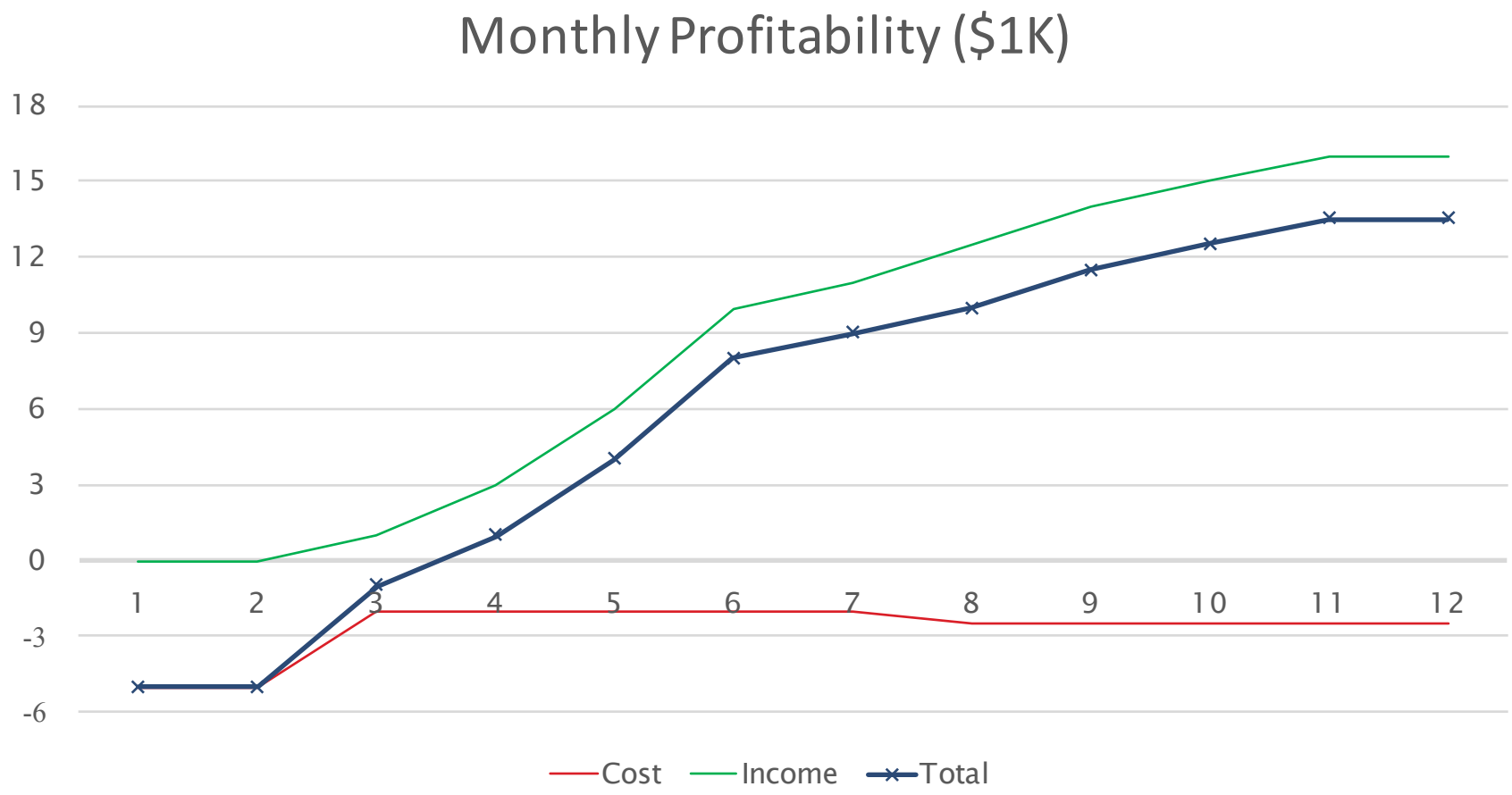
Real Profitability Projection (DIY)

Real Challenges (DIY)

- Month 6: Mobile-first indexing. 2-month delay to figure out what it means and how to adapt
- Month 9: WooCommerce database layer changes. Addon incompatible, now unsupported. 1-month delay
- Month 11: Site hacked…



Real Profitability Projection (Pro)



Real Challenges (Pro)

- Month 6: Mobile-first indexing. No problem
- Month 9: WooCommerce database layer change. No problem
- Month 11 (1): Site hacked, backup restored and security tightened. Downtime: 1 day
- Month 11 (2): Hacking fails

Opportunity Cost

- Making $0 for 12 months can add up to more cost than a professional website
- If paid marketing generates a positive return on investment (ROI), spending MORE is BETTER
- Profitable outsourcing makes your business SCALABLE

How to Succeed

Own everything to protect yourself:

- Domain
- Hosting
- Financial accounts
- Software components
- Services
- Social media profiles

How to Succeed

Do what you do best:

Choose what you can do in a ***UNIQUE*** and professional way, and you ***ENJOY*** doing, and do it yourself.

If you have a personal brand, do your own social media engagement.

How to Succeed

Outsource the rest:

Find ***EXPERT*** professionals to do everything else.

QUESTIONS?

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