Anyone Can
Do It ... Poorly

*Do what you know best and outsource the rest*

Gal Baras
Get Business Online Consulting
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

Create the Website You Want

Get Started
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
“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
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Operation
- Administration
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  - 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
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- 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

Monthly Profitability ($1K)
Real Profitability Projection (DIY)

Monthly Profitability ($1K)

Cost   Income   Total
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)

Monthly Profitability ($1K)

- Cost
- Income
- Total
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?
Anyone Can Do It ... Poorly

Do what you know best and outsource the rest

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