

## How it works!

No hefty upfront fees to pay just subscribe to our monthly payment plan and your site can be started to be built today and live on the web within 7 days ( subject to you supplying the content in time). All our websites are bespoke websites built to our customers individual needs).

To return to our website and start your site off please use the link below.

<http://www.websites-4-pubs.co.uk/index.htm>

Designing and building a website involves an awful lot of work, not just the content has to be written but the design and structure has to be thought out and constantly adjusted. Then when the site looks fine and is ready more behind the scenes work has to be done. Meta tags and page titles and links have to be added and often unseen pages such as payment-OK pages and payment-failed pages especially if a payment cart or buttons are added to the site.

Then when all is ready the site has then to be submitted for indexing and the waiting starts.

Our aim is to get our customers not only the site they want but to get that site as high as possible in the search rankings. We push for site content and keyword richness and plenty of links on the site both internal and reciprocal external links, the reason for that is that search engines love links. Even if they are just to other parts of the site they deem them user helpful and give the site a higher ranking. It is recognised that the more links that point to the site the higher the sites ranking. The most important part of the site is its contents the more quality information the site contains the more the search engines robots will love it and the higher up the search rankings the site will go.

From the minute you pay your first months subscription your site will be started to be built and we aim to have your 7 live on the net within 7 days and indexed by at least Google within 4 weeks.

Live on the net means it can be found using the full URL and indexed means findable in general searches (indexing can only be requested and can take several weeks and this part is out of our control).

### Domain Name

The best start for a sites rankings start with the very first thing you need, the Domain Name, and it is important and helps with the sites search ranking. Take a look at this top of the search page we entered "fire engines" in to Google and this site was top of the search;

#### 1. [Fire Engines Photos, Pictures of Fire Trucks | Home](http://www.fire-engine-photos.com)

The **Fire Engines** Photos Image Library contains many photos for and by **Fire Engine / Fire Truck** enthusiasts. There are 6404 pictures on the site for you to ...

[www.fire-engine-photos.com](http://www.fire-engine-photos.com)

This is the page title and forms part of the search criteria below it is the description often formed by the use of Meta tags, in bold are the keywords.

The highlighted part is the domain name and as you can see it is in part of the search and "fire-engine" is in bold unlike the word "photos".

## [Fire Engines and Equipment for Sale throughout the United Kingdom ...](#)

Suppliers of **fire** service vehicles and equipment to the UK and Europe including Asia and Africa.

[www.fireengines4sale.co.uk/](http://www.fireengines4sale.co.uk/)

In the example above there is no hyphen in the second page displayed in the search, though fireengines is in bold and is read by the search engine it is part of a much longer word (fireengines4sale) and this may have cost the webmaster the top spot; who knows?

So as you can see the domain name is a vital first step to search engine optimisation (SEO).

Your package will include a free co.uk domain name which we will purchase for you, you will own the domain for a full two years. To see if the domain name you require is available please use this link or contact us and we will check it for you. [http://www.1and1.co.uk/?k\\_id=19046532](http://www.1and1.co.uk/?k_id=19046532) .

If you already have a domain name then that's great we can change the DNS servers over for you to our hosting and start the website build – alas we do not offer any reduction in fees if you supply your own domain name our prices are to the bones already!

Once you have your domain name then you need to have what is called a hosting account and that should be set up to match your domain exactly – we do that for you.

Next we will need to change what is called the DNS servers over. The DNS servers are first set up by the company you buy your domain name from and tell the internet where your site is!

We can change over your DNS servers for you and this will point the search engines to your site on our servers, we will need the login details that were provided to you when you registered or bought your domain name, we then go in and change the DNS servers over for you and they then get updated (which can take up to 48 hours). That is it your site is then set up fully on our servers.

You can if you wish change the DNS over yourselves if you wish and indeed know how too. WE do not change anything else and you can change your password etc afterwards if you wish.

## **Building the Site**

### **Site Content**

Although we know an awful lot about websites we may not know a lot about the subject that your site will be on and that is where you come in. You will be expected to email over the sites content page by page in a word or notepad document, just the text for the page.

Any pictures or photos you would like displayed on your site should also be sent over again via email as attachments and some explanation on where and how you would like the pictures displayed should be put in the text part of the email.

We then build the pages using the content you have sent over and you can choose such things as the font type, font colour, background colours etc all of which you will be able to choose from viewing pages that we supply with samples on.

To see the font and back-ground colours available please use the following link  
<http://www.websites-4-pubs.co.uk/coloursavai.htm>

and to see the font styles available please use the following link

<http://www.websites-4-pubs.co.uk/fontsavaila.htm>

And to see some of the great visual effects we can use to enhance your site please use the following link

<http://www.websites-4-pubs.co.uk/pageeffects.htm>

We only build bespoke websites which are individual to our customers needs.

We build the pages and the displayed area and supply you with a link to the site from which you monitor our progress. We build a rough page which will roughly match your requirements and when we have finished this rough build we will then perform what we call a snagging process; in which you tell us your required adjustments page by page. We perform snagging just before we prepare the site for indexing and not as we go along, this way we avoid having to perform constant adjustments but ultimately obtain the site you require. So please just send the page contents in the first instance and try to ignore the site whilst it is being built, we will adjust it to your requirements once all the pages have their content on them.

### **Text content**

For normal text MS Word is the easiest method of writing your text and sending it to us as an email attachment, we will then turn the text in to your webpage content and build the page. Please remember to perform a spell check on the document using UK English spell checker and not the standard USA spell checker.

When sending the page content you are asked to send the documents one per email and with the page that the contents relate to clearly marked in the email subject line – this helps us sort and access your material much faster and thus your sites build time will be vastly reduced. We are sent hundreds of emails every week so the easier you make it for us to find and process your required content the quicker we can build your site.

Some times you may need to send us some HTML or similar code for us to use – say a payment button or affiliate link if you need to do this then we recommend that this type of text is sent in a **notepad** document. The reason for this is that Word text and HTML text are not exactly the same and this can throw out any intended HTML code you wish to send. The nearest thing that most computer owners have to html is the text used by notepad. The words used for text in a MS word document will have little effect on the page as they contain no instructions for the browser and therefore normal page text is acceptable in word format.

When writing your page please be mindful that we will build what are called Meta tags on such things as keywords and content all of which are used by the search engines to rank your pages in the search results. If your main page content is very weak then you will be very lowly ranked by the search engines.

Arguably the most important page of any site is its “home” or what is known as its index page, every site must have an index page. This page should be well written and with links to other pages of information on the site both in the navigation menu and within the body text of the page. Search engine robots (often referred to as “spiders” because they crawl the WWW looking for sites to index etc.) love links the more they find the happier they tend to be – but a word of caution, they only like what they perceive as relevant links of use to the user or searcher. Load your site with links to sites whose content are not related to your sites content then they will mark you down.

We will read all your sites text content and analyse it for keyword richness and its usefulness regarding search ranking. We could if we wanted choose the easy life and just blindly add it to your site, take your money and run. However we have a policy of advising you that your sites content may be too weak and that your ranking will be harmed and may well ask you to consider re-writing a pages content – we do this to attempt to help you so please be open minded should we request that you re-think a page’s content. You can still choose not to change the page contents we only advise you; we do not force you.

So many sites lie at the bottom of the searches with very little or no hope of ever climbing to the top of the searches, these sites were doomed from the moment they were written, this is good for you as one of our customers as they are easy to outrank. Sites with great content but with flashy intros or slow downloading sites will rank lower – don’t believe us then try a few searches on any subject and see just how many sites you find in the top ten of the searches have long flashy intro pages of take ages to open. If you find any then they may be great to look at sites but searchers are often just looking for information or something to buy and will not wait for loads of slow opening sites to open and just move on. These sites have in short been built and designed to meet their owner’s ego and not with the customer or internet user in mind.

#### **For example;**

If you are a Plumber looking to increase trade with a website then you will be tempted to place lots of useless information on your home page with very little keyword relevance.

You, like so many might be tempted to place on your home page the following and little more!

“Hi, I’m Pete and am a plumber in the Bristol area. I offer a 24 hour call out services and have been trading for the last 20 years with very reasonable rates.”

Take a look at that statement, keywords “plumber” and “Bristol area” are the main ones and they are supported by very little else on plumbing, the spiders will correctly assume that the site is of very little help to the searcher and rank it very low.

Now if you were to enter the following text on your main page your ranking will be higher.

“Looking for Plumbers in the Bristol area. Pete your local plumber covering Bristol and the surrounding areas with over 20 years experience in the plumbing trade. We cover all aspect of plumbing from

central heating, Gas installations with our corgi registered plumbers, bathrooms, shower rooms, wet rooms, en-suite are our speciality. We also carry out lead work, drainage and all kinds of plumbing work all undertaken by our fully qualified plumbers.

Please see our help guides (then list a few links to guides that you can write on plumbing)

(Use a slogan)

Pete the local plumber for all your local plumbing needs in the Bristol area”

The more keywords the better the richness of the site and the higher the search ranking and if you include links in the text to say a whole page on central heating etc then the spiders will rank you higher.

In just that short piece of text you will see that the word “plumbers” is mentioned 3 times, “plumbing” 4 times and “Plumber” twice and Bristol 3 times and Bristol area 2.

Both sites are on the same subject it is just that one will be seen as of more use to the searcher and therefore placed higher in the rankings.

Avoid what is called “keyword Spamming” which is using other well know sites names or brands in an attempt to enhance your sites position in the rankings. For example “eBay” is the 8<sup>th</sup> highest ranked site in the world and a lot of webmasters try to cash in on its popularity in the rankings buy including referrals to it in their own sites content. This will harm them in the long run and may lead to their site being removed from the index. Most major search engines encourage other webmasters to report any “keyword spamming” to them and then they act.

### **Sending us images**

We welcome images to be used on your site and will display them for you, but there are a few simple rules that you should adhere to.

- You must own the photos or images you wish to display on your site, you can purchase stock photo's or even obtain free copies with license restrictions which may amongst other things require you to place a credit or link to the site that you have obtained the image from on your site – you must advise if that is the case and we can then take the action needed to comply with the licence conditions regarding that images use.
- If you took the photo you are deemed to own it.
- Images and photos should be in .jpg or .gif format and be of the highest quality available.
- The images should be named as a single word and all in low case.
- The images should be sent as an email attachment and the email should contain such information as on which page the image should be displayed and with which text if any.

Images can be used for many things such as backgrounds or banners they can be turned into links or thumbnail galleries, slide shows etc. all of which are happy to do for you.

## **The sites Banner**

Most websites have banner or headers on each page which normally consist of a picture or photo with some text written on it. You are quite welcome to design this banner yourself and send it over to us. If you choose to do this please email us first to obtain the dimensions required.

When designing a banner you are advised that text embedded on to a photo is not read by the spiders and therefore do not count towards the sites content or ranking. To include too much text in a banner may harm your ranking as this would need to be repeated again on the page itself to be attributed to the sites content and it could look strange to the searcher if they suddenly see repeated information on the page. In short keep the banner contents simple and to the point; say just the business name or sites name and very little else.

We are quite happy to design a banner for you but you will be expected to supply the photo or image you wish to form the background of the banner.

## **The design and build**

As mentioned before our first job will be to build a rough site using the content and design requests you send us page by page.

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Once this rough website template is built and the site is almost ready for indexing then we will go through the site with you page by page making any adjustments you require and once this is done we then prepare the site for indexing. You will be sent a link to the site which will allow you to watch your site being built.

Your finished site may well be very different from the site we start with!

## **Contact forms and other items**

The easiest form of contact form is the mailto link which just involves us placing a email link on your contact page which would then allow your potential customer to easily contact you by just clicking on the link then their own email system will open for them with your email address preloaded for them. They can then just type away and send you an email.

This simple system has its good points and some bad points.

### **Good points include;**

- Simple to set up.
- Easy to use.
- Easily changed or updated with new addresses etc.
- No complicated forms to fill in.
- No restriction on the size of the email sent.
- Attachments can be sent.

**The bad points are as follows;**

- Much higher risk of being spammed.
- No control of the information being sent to you.
- Takes the customer away from your site.
- Looks less professional.

We recommend that you use a contact or survey form on your contact us page and that you keep the required fields down to a minimum thus encouraging the customer to actually use the form. Asking for loads of personal information will put a lot of customers off using the form.

You really only need their names and email addresses and the nature of their inquiry which in certain circumstance can be obtained using radio buttons or check box's and or a text box for them to fill in.

A contact or survey form needs what is called a processor which handles the contents of the form in the first instance and then sends the contents of the completed form on to your email address. Basically the customer fills in the form and clicks send, then information is then sent to the processor which carries out a quick process checking the form details for its instructions and then sends the contents to you in the form of an email.

Auto responders can be set up on the form to send an automatic response to the customer which more often than not contain a brief acknowledgement of the inquiry and your expect response time.

Your package will include the set up of one contact form and the initial payment to the form processing company which at the moment means a one off payment covers all form handling charges, however the company we use reserves the right to charge additional fees in the future and if this happens and we cannot find a cheaper company then those fees will have to be passed on to you but as we say we will cover the fees for the time being, hopefully forever! But you never know. You will be advised of any changes.

**Free 0844 numbers**

We can source free 0844 telephone numbers for you these numbers charge the dialler approximately 5p per minute for a call made to you from a BT landline from anywhere n the UK, you do not receive any payment from the number provider and nor do you make a payment to them.

The 0844 number is tag on to your normal landline number and allows you to filter in coming calls say between business and personal calls , plays music to your caller when on hold, announces queue position and department being called to dialler.

This type of number makes your whole operation seem far more professional. You can for a fee have your calls redirect to a mobile number so you never miss a call.

The system will automatically alert you to any missed calls via email and will also offers a free answer phone service and the message is sent to you via email which you can play back. The system also has a good feature that allows you to capture all incoming phone numbers, missed calls included and it even displays the numbers of people who have with held their numbers – which is food for thought when you yourself dial one of these numbers!!!

You can suspend or switch off the number at any time or set the times you wish to have the line open callers outside of these hours will be informed that you are closed for the day and asked to either call back or leave a message (your own private number the number is attached to will still work) . The system has preset voice messages and offers you a chance to record your own inline announcements, though you have to call a premium rate number to set these up and this will not be included in our set up service.

This is an ideal service if you run a guest house or Hotel or have letting rooms in your pub as the services announces that it has a caller waiting and therefore you know in advance that it is someone calling about your letting side of the business.

The service is free (subject to a minimum amount of calls being received) and our fee for setting it up for you is just £10 this does not include setting up your own personal announcements or outgoing messages this would have to be done by you at your own cost following initial set up by us. The fees for this are not covered by your package.

### **PDF set up**

If you need a pdf document set up for you to use just like we have this one then we can offer this service for you up to three pdf set ups are included in your package.

### **Other site software**

We can set up virtually any extra software you may require on your site, say a forum, pass-word protected pages, customer up-loads etc though **you will have to purchase the software** and provide us with the installation details.

We can add a free Forum for you for just £30, we say free because the distribution license is free it does install other pages on your site which you cant see but searches can, that how they make their money and our £30 fee is purely to cover the cost involved (our Time) installing the software.

### **Payment buttons and Checkout carts**

We prefer to install the PayPal payment systems and will install basic PayPal buttons for you at little or no extra cost, subject to reasonable use conditions.

A PayPal check-out system can be set up for you, please contact us for a quote on cost. You must have at least a premier PayPal account preferably a business account. We will need full access to you PayPal account and that would mean that you would be advised to empty the account and set up a temporary password for us to use which should be changed the minute we finish building the PayPal cart or buttons.

This service includes setting up the products and their descriptions etc. but does not include free maintenance once one the site is handed over to you.

This service may of some interest to you if you sell merchandise relating to your establishment such a Polo shirts, T-shirts that sort of thing.

### **Links**

To rise in the rankings every site must have reciprocal links added to it, these should be added slowly and they should be relevant to the sites content, these links are in the main added after the site is built please see our after care section for more details.

All of our customers are required to carry a discrete link to our site with a credit for us the site builders displayed at the footer on every page. We in return place a back link on our site and in some cases one or more of our other site, should the content be relevant.

### **After care services**

**Once your site has been built and you have given to go ahead to submit the site for indexing then the site is handed over to you and you are responsible for its maintenance.**

However we do offer as an addition to your package a maintaining service for an extra £2 a month we will update your website for you with the latest information you require on it and will time to time add links to your links page for you which will help with your sites ranking.

You will be expected to email us once a fortnight with your required updates and we will then update your site, any other updates or additional pages will be billed for separately but can still be done

All our services include submission to Google and Yahoo to request indexing – you can only request indexing and cannot force the search engines to index your site.

### **You may wonder what indexing means for you and your site.**

When you site is on our servers and all updates have been performed (DNS etc) then anyone can find your site provided that they have the full URL, (the bit that starts <http://> plus the domain name) this can then be printed on stationery and advertised on sites such as Gum tree etc. You do not need to be indexed to use this method.

However the above method limits your exposure on the web some what and therefore you need to have your site indexed which if successful then your site will show up in searches performed by the Internet users. They will be able to find pages on your site by entering in just its domain name or by entering keywords that are relevant to your sites content, the higher you appear in the search results depends greatly on the quality of your sites content and structure.

Indexing can take weeks with Google averaging a couple of weeks and Yahoo taking up to 6 weeks to index, once indexed with them then other search engines such as Ask, MSN etc may find your site and intern index pages from it. A search always returns pages and not sites so one site may have more than

one page returned in a search. This means that if the search says page one of a total 150,000 then that means they are showing the first 10 pages of a possible 150,000 pages the search has found this could mean that you have found 30,000 sites if each site has 5 pages indexed in that search.

Successful sellers on the internet concentrate on providing the searcher with pages of information on their products or services and rely on the searcher then clicking on the lower ranked pages in their site that sell their products or services. Those that linger at the bottom of the search are those that have just listed their products and prices and very little else. Very often they have bought turn key sites which are ready made and have little content of use to the searcher and the owner or webmaster has no control over their Meta tags or content. Other sites that linger in the depths are poorly built sites that look flash and good to the eye but are not very content rich.

Try tapping in a question on the law into your search bar and the top site returned will be sites that offer either full or partial advice on the search subject, but they still offer their legal services to you on other pages of the site. They have learnt that the main thing is to get you to at least find and view their site and this is used to great effect on many of the top sites on the Internet – they give away the information on the hope you use their services. The same can method can be employed when selling products, offer reviews containing more information on your products, greater information on your products and

Guides on your products on different pages to the selling pages and you will stand a far better chance of rising in the rankings and thus making that vital sale.

Search engines do not know if the searcher wants to buy a product or service they just know that the searcher is looking for information on their search topic and they then try and return the pages it believes are of best use or help to the searcher.

Having a flashy eye catching shop window is great for sales in the high street as it will catch the passersby's eye and entice them in, unfortunately the Internet does not work like the high street you have no passing trade to entice in you only have trade that is looking for you or your service, the impulse buy is almost totally eradicated by the very nature of how the internet works. Internet searchers make their choices from the search results pages, the page title and site description and that's about it. They expect a site to open quickly and once open be of some use to them and for the information or product etc they are looking for to be easily findable. They do not like 10-15 seconds of flash intro or overpowering graphics on pages crammed full of slow opening photo's they just click the back bar and move on. Case in point enter "eBay" in to your search bar and click on any of the official "eBay" sites an you will not be greeted with any flash intros our flash graphic yet it is the 8<sup>th</sup> highest ranked site in the world and it started humbly building up its ranking not on flashy pages but on good page content quality and ease of use for the user.

Sorry we seem to have got of subject there, but we hope you can tell that we will build the site you require for you but will also advise you if we think you are doing yourself more harm than good, we are dedicated to our customers no matter how little they spend with us. We like to be proud of all the sites that carry the built by wonderful-websites link.

If you are wondering why we are so cheap then the answer is simple; we are a growing business in a very competitive market and we need to build sites to grow and climb the rankings and the more sites we build the more links we have to our site and thus the higher we grow. We keep our costs to a minimum and never phone our clients, though they welcome to phone us. Rest assured, once we

achieve our goal of reaching the top of the rankings our prices will rise sharply and we will reap our rewards, until then we know we must be competitive with our prices. You, make no mistake, are helping us almost as much as we are helping you.

Thank you for taking the trouble to read this guide, and for those of you that have not then we will soon know that you have not and that could effect your build time.

We do have other guides available but those are reserved strictly for our paying customers and if you do not use our services then you must be viewed as a potential rival to our customers then sorry you will never see our guides.

We only promote our sites and our customers sites – all other sites are our targets and ultimately our victims! Whom we will aim to drown at the bottom of the search rankings.

Quick list of charges as of Dec 2008

5 Page website designed and built with contact form and free .co.uk £5 a month (minimum term for the subscription 24 months).

Additional pages £1 per month

Maintaining of the website £2 per month for fortnightly updates, other updates or additional pages built at additional cost.

Ending the subscription early £50 build fee will be applied and need to be paid before the release of the domain name and site will be allowed.

Up to 3 pdf files created from the copy you send over – extra pdfs created at £2 each.

Late payment of subscription fee £3

All other work not covered above – price by arrangement

To return to our website and start your site off please use the link below.

<http://www.websites-4-pubs.co.uk/index.htm>

The Websites-4-Pubs Team