

101 tips for improving your web presence!



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Introduction

Once upon a time, a business would put up a website with its contact information. ...that was the beginning and end of its web presence.

Those days are long gone.

Your Web site should serve as your main hub. This is the center of your online universe, your calling card and reference point. Whether you're running an online business, enjoying a freelancing career or simply striving to be extremely popular in the online community, make your Web site your own personal mainstay.

My name is Marc Sylvester.

I own and operate a small business called Laughingbird Software (<http://www.laughingbirdsoftware.com>). I create and market design software for both Mac and Windows users.

For me, a web presence is very important. It should be important to you as well. Its all fine and dandy to have a product or service, but if your internet footprint or your Social Network behaviors lack ...tact, your visitors will easily catch that vibe.

This eBook is a compilation of things I've learned over the years. The sections are all collected in chunks of 10 easy to implement tips or websites you should visit. I've utilized them all. You should too.

Have fun reading and following the tips suggested in this eBook. Here's to your good looking success!

- Marc

10 software products that'll make you look awesome!

The right tools can make all the difference...



The Logo Creator

<http://www.thelogocreator.com>

The Logo Creator is a tool for both Mac and Windows users that will help you create logos and other graphics that look like a Photoshop guru spent hours laboring over!

The Logo Creator makes it really easy. Design images for your newsletters, blogs, social network group ... even school reports!

The Web Graphics Creator club

<http://www.webgraphicscreator.com>

The Web Graphics Creator club is a membership site that brings you monthly software products (all relating to design) along with weekly images (like icons, photoObjects and other graphics) along with awesome tips and suggestions on making your small business look its best.

Wordpress

<http://wordpress.org/>

WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

The Avatar Creator

<http://www.laughingbirdsoftware.com>

Create custom characters ...avatars and other graphics for your forum, blog or social network group! Export in various formats; PNG, Jpg and PDF!

Joomla

<http://www.joomla.org/>

Joomla is an award-winning content management system (CMS), which enables you to build Web sites and powerful online applications. Many aspects, including its ease-of-use and extensibility, have made Joomla the most popular Web site software available. Best of all, Joomla is an open source solution that is freely available to everyone.

Drupal

<http://drupal.org/>

Use Drupal to build everything from personal blogs to enterprise applications.

Thousands of add-on modules and designs let you build any site you can imagine. Drupal is free, flexible, robust and constantly being improved by hundreds of thousands of passionate people from all over the world. Join us!

iLife for Mac OS

<http://www.apple.com/ilife/>

iLife is a suite of software applications developed by Apple for organizing, editing, and publishing photos, movies, and music.

Animoto

<http://animoto.com/>

Turn your photos & videos into pure amazing.

Animoto automatically produces beautifully orchestrated, completely unique video pieces from your photos, video clips and music. **Fast, free and shockingly easy.**

Photoshop (Photo elements)

<http://www.adobe.com/products/photoshopel/>

The #1 selling consumer photo-editing software

Simply unlimited! Adobe® Photoshop® Elements 9 photo-editing software delivers powerful options that make it easy to create extraordinary photos, quickly share your memories in Online Albums and unique print creations, and automatically organize and help protect all your photos and video clips.

Loopfuse

<http://www.loopfuse.com/>

Over 800 companies have used and experienced the LoopFuse Marketing Automation system to generate demand, increase sales, and improve marketing efficiency.

10 tips on enhancing your image

We should all strive to look our best. Here are some excellent tips and suggestions for improving the look and feel of your web site.



Background color should be easy on the eyes

Some colors hurt the eyes and visitors to your site will leave quickly.

Colored text should contrast with the background so that it is readable

Don't lose sight of the fact that text on a page should be able to be read.

Make Your Site Valuable to Your Readers

There aren't any magic pills to create a great Web page that everyone will visit again and again, but if you follow these ten tips your site will be more popular and easier for people to read.

Know your audience, and keep them in mind when you write.

If your Web pages are frequented by people with slower modems then designing a page that looks best over a T1 is not a successful strategy.

Avoid lots of text.

People don't read the Web, they skim it.

Check your spelling.

Use a spell checker, either in your editor or on-line.

Keep links current.

Check your links often to make sure they are still valid. Using a link checker speeds up pages with many links.

Keep it simple.

Visually, simple is better than complex, especially when images will only be seen a short time. Avoid the complex since it obscures your message rather than clarifies it. Use pictures, illustrations, graphs, etc. to punch up an important point, and to make complex ideas simple.

However, avoid literally mimicking what's said in the text. The graphics must enhance and play on variations of the text to make it more interesting - but never stray from the spirit of the message. At their best, graphics add humor, emotion, reality, believability, and playfulness to help bring about understanding and agreement in viewers.

Keep text simple and readable, without overdoing emphasis. Use changes of size, style, color, and position, including bullets, symbols and other devices to highlight and organize your text in moderation. To avoid distracting the reader, limit the number of

fonts to two or three in no more than three or four readable sizes. Keep the background simple, and use contrast to ensure legibility. Contrast is the noticeable difference between things, and can be as simple as bolding or underlining text in some cases. But don't fill every bit of "empty" space, as well-chosen space can serve to "frame" graphic elements you may want to emphasize.

Take one last look.

No matter how careful you are there's always last minute mistakes to catch: misspelled words, misaligned margins, or graphics that still need to be rearranged to lessen distracting "white" or trapped space. Use spell and grammar checkers, then print out sample copies to test overall visual effect until you're satisfied with the results.

Check out your site on different browsers

Things will look different on a Mac than a PC. They'll look different across browsers! I highly recommend <http://www.browsershots.org>

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