

Your Website Is F*cked

The guide to fix websites using WordPress and other tools

by Aaron Bacon

Chapter One

So why THIS book?

Great question, thank you for asking. The quick and dirty is that people need a solid reference to go to when creating or editing a website and marketing their business online. This book is for individuals, small businesses, startups and non-profits looking for a no nonsense and uncensored look at website content, marketing and the tools to be successful. This book contains tools that website and marketing companies use on a daily basis. It provides an understanding of website content (text, navigation, images and more). You will learn a general history of the web. There is a deep look at WordPress and how to use it to start a website. Finally, I will share what search engines and visitors are looking for along with online marketing resources.

Through my experiences as a developer, designer, manager of a website team for a large corporation and before I founded MoDuet I noticed companies and individuals were lost in web automation.

This book contains the same tools that we use daily to train our clients to manage their content on their own so that they are empowered and can engage with their audience.

Companies, including some that I worked for, provided web design and development but often did not provide a positive support experience during or after the project was completed. Once the web project went live the client was responsible to grow their network and support their website on their own. Often these people and organizations lacked the

tools they could have used to grow. I saw a need to walk with the clients after the website was live.

I wrote this book because our company talks with people daily that ask for help with a website, social media and marketing simply because no one ever took the time to show them how. Stories of frustration because a website was not utilized to help grow conversion rates and users. In addition to managing their website, often people have no clue about their website performance or analytics that will help them gauge their current and future visitors. This books contains the same tools that we use daily to train our clients to manage their content on their own so that they are empowered and can engage with their audience.

I know that while reading this book you will come to the realization, if your are not there already, that content is key and no website or other online project should start without first understanding content and how to manage it. Wait... what's content? Content is everything that makes up your website and online marketing; from the text to images to video to navigation. Combined, every element is content. We'll walk through this in detail in a later chapter.

Our company will onboard new clients who have had poor experiences with website developers and design agencies who did not take the time to walk with them and explain the importance of content and

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how to update it on a regular basis. Or how content flows not just through a website but into outlets that are connected and interact with a website such as marketing campaigns and social network campaigns. Clients tell us that they leave another firm because the process was too long, not what they intended, not the end result they needed or simply they just did not know how to use their website after it went live. The biggest frustration for anyone trying to run a successful business is they cannot accurately communicate their mission and they have no clue what tools are needed or where to begin.

Poorly managed marketing companies and design firms think if they can make things look difficult and hard to understand the client is more likely to suffer through the relationship. However, with this book, you will have access to the same resources as those companies and will learn how to manage your own marketing and discover that it's not overwhelming.

So if you haven't come to figure this out yet, this book will teach you how to get started and go at it on your own. Why would the owner of a successful marketing company provide the tools and knowledge that his team uses on a daily basis and risk losing your business? The answer goes right back to the core of who I am and why I started MoDuet. We are all people seeking to create successful relationships with others through a positive web experience. That doesn't mean we have to do everything or treat a person or organization as if they do not have the ability to do it on their own. You should have a positive outlook on how you market

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to your audience whether or not you do this on your own or pay someone to do it for you.

I also know that having an overall understanding on how the internet works and how your website communicates with the internet and its users will greatly strengthen your

online presence. Whether you have an established company or are starting a new venture, your website is a window to your community. Understanding how people search, arrive and interact with your website will change how you manage your website, publish information and market your brand.

I wrote this book so that people will have a way to create, update and manage their websites and online marketing just like our company provides as a service. An individual or organization should feel empowered to manage their website and marketing. There are so many companies that provide the services and tools that are in this book. Hell, MoDuet is one of those companies. Speaking for myself and my company, just because we provide this service does not mean we want to deny the ability to learn it on your own. Our clients work with us because we have created a relationship with them surrounded around how their organization utilizes us and their online application needs. The beauty of that is its a relationship. Which means sometimes we carry most of the heavy lifting and provide resources and tools for the individuals who want to learn. I know that this book is one of those resources that you can use as you are building out your brand. Or something that is a reference for you when you are updating your website's existing content and other marketing tools.

Large companies often have an entire team devoted to website management and marketing. Smaller organizations and individuals seek this support out on their own or get locked into stupid contracts with firms that may not have their best interest when marketing and supporting. If a company, large or small, is not utilizing the tools

explained in this book they will have a hard and often expensive path to becoming successful or they will fail.

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