

Dawson College - Centre For Training and Development

Building A Successful Business Using The Internet Session 5 – Welcome Back!

1

conted.sitesell.com

The Goal Of This Session

- Refine your **Site Content Blueprint**.
- Define your VPP or Valuable PREselling Proposition.
- Register your domain name.

2

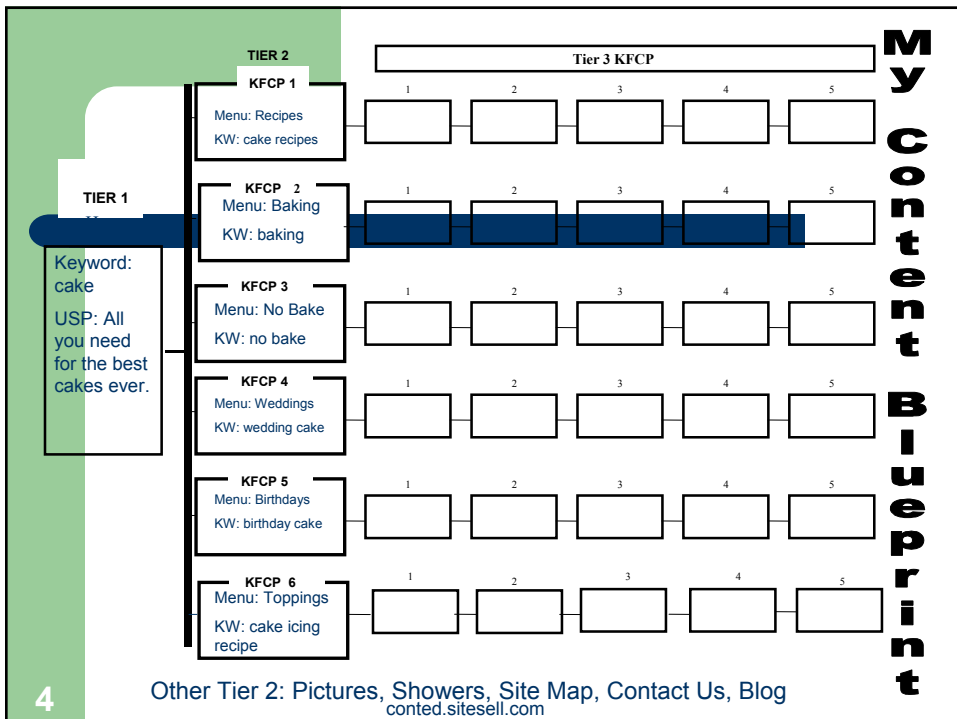
conted.sitesell.com

Refining Your Site Blueprint

- Complete one-page overview.
- Get more detailed with Excel file.
- Stay focused on theme.
- Keep VPP in mind.
- Keep monetization in mind.
- Use resources like MYCPS ebook.

3

conted.sitesell.com



Site Concept In Excel File - 1

1	A	B	C	D	E	F	G
1	Tier	NavBarName	SBIKeywords	SBIFileName	SBIPageTitle	SBIDescription	SBIHeadline
2	1	Home	cake	index.html			
3	2	Cake Recipes	cake recipes	cake-recipes.html			
4	3	n/a	sugar free cake recipe	sugar-free-cake-recipe.html			
5	3	n/a	best carrot cake recipe	best-carrot-cake-recipe.html			
6	3	n/a	dirt cake recipe	dirt-cake-recipe.html			
7	3	n/a	black forest cake recipe	black-forest-cake-recipe.html			
8	2	Baking Tips	cake baking	cake-baking.html			
9	3	n/a	baking substitution	baking-substitution.html			
10	3	n/a	baking measurement	baking-measurement.html			
11	3	n/a	baking powder substitute	baking-powder-substitute.html			
12	3	n/a	baking school	baking-school.html			
13	2	No Bake Cakes	no bake cakes	no-bake-cakes.html			
14	3	n/a	no bake cookie recipe	no-bake-cookie-recipe.html			
15	3	n/a	no bake cheese cake	no-bake-cheese-cake.html			
16	3	n/a	no bake dessert	no-bake-dessert.html			
17	3	n/a	no bake chocolate cheesecake	no-bake-chocolate-cheesecake.html			
18	2	Wedding Cakes	wedding cakes	wedding-cakes.html			
19	3	n/a	wedding cake serving set	wedding-cake-serving-set.html			
20	3	n/a	snowflake wedding cake	snowflake-wedding-cake.html			
21	3	n/a	wedding cake prices	wedding-cake-prices.html			
22	3	n/a	funny wedding cake toppers	funny-wedding-cake-toppers.html			
23	2	Birthday Cakes	birthday cakes	birthday-cakes.html			
24	3	n/a	pirate birthday cake	pirate-birthday-cake.html			
25	3	n/a	adult birthday cake	adult-birthday-cake.html			
26	3	n/a	birthday cake design	birthday-cake-design.html			
27	3	n/a	theme birthday cake	theme-birthday-cake.html			
28	2	Shower Cakes	shower cakes	shower-cakes.html			
29	3	n/a	bridal shower towel cake	bridal-shower-towel-cake.html			
30	3	n/a	baby shower cake design	baby-shower-cake-design.html			
31	3	n/a	baby shower cake recipe	baby-shower-cake-recipe.html			
32	3	n/a	baby shower cake pans	baby-shower-cake-pans.html			
33	2	Cake Toppings	cake toppings	cake-toppings.html			

5

conted.sitesell.com

Site Concept In Excel File - 2

1	A	B	C	D
1	Tier	NavBarName	SBIKeywords	SBIFileName
2	1	Home	cake	index.html
3	2	Cake Recipes	cake recipes	cake-recipes.html
4	3	n/a	sugar free cake recipe	sugar-free-cake-recipe.html
5	3	n/a	best carrot cake recipe	best-carrot-cake-recipe.html
6	3	n/a	dirt cake recipe	dirt-cake-recipe.html
7	3	n/a	black forest cake recipe	black-forest-cake-recipe.html
8	2	Baking Tips	cake baking	cake-baking.html
9	3	n/a	baking substitution	baking-substitution.html
10	3	n/a	baking measurement	baking-measurement.html
11	3	n/a	baking powder substitute	baking-powder-substitute.html
12	3	n/a	baking school	baking-school.html
13	2	No Bake Cakes	no bake cakes	no-bake-cakes.html
14	3	n/a	no bake cookie recipe	no-bake-cookie-recipe.html
15	3	n/a	no bake cheese cake	no-bake-cheese-cake.html
16	3	n/a	no bake dessert	no-bake-dessert.html
17	3	n/a	no bake chocolate cheesecake	no-bake-chocolate-cheesecake.html
18	2	Wedding Cakes	wedding cakes	wedding-cakes.html
19	3	n/a	wedding cake serving set	wedding-cake-serving-set.html
20	3	n/a	snowflake wedding cake	snowflake-wedding-cake.html
21	3	n/a	wedding cake prices	wedding-cake-prices.html
22	3	n/a	funny wedding cake toppers	funny-wedding-cake-toppers.html
23	2	Birthday Cakes	birthday cakes	birthday-cakes.html
24	3	n/a	pirate birthday cake	pirate-birthday-cake.html

6

conted.sitesell.com

Site Concept In Excel File - 3

23	2	Birthdays Cakes	birthday cakes	birthday-cakes.html
24	3	n/a	pirate birthday cake	pirate-birthday-cake.html
25	3	n/a	adult birthday cake	adult-birthday-cake.html
26	3	n/a	birthday cake design	birthday-cake-design.html
27	3	n/a	theme birthday cake	theme-birthday-cake.html
28	2	Shower Cakes	shower cakes	shower-cakes.html
29	3	n/a	bridal shower towel cake	bridal-shower-towel-cake.html
30	3	n/a	baby shower cake design	baby-shower-cake-design.html
31	3	n/a	baby shower cake recipe	baby-shower-cake-recipe.html
32	3	n/a	baby shower cake pans	baby-shower-cake-pans.html
33	2	Cake Toppings	cake toppings	cake-toppings.html
34	3	n/a	cake icing recipe	cake-icing-recipe.html
35	3	n/a	buttercream icing recipe	buttercream-icing-recipe.html
36	3	n/a	chocolate frosting recipe	chocolate-frosting-recipe.html
37	3	n/a	cream cheese frosting recipe	cream-cheese-frosting-recipe.html
38	2	Cake Pictures	cake pictures	cake-pictures.html
39	3	n/a	free cake clip art	free-cake-clip-art.html
40	3	n/a	wedding cake clipart	wedding-cake-clipart.html
41	3	n/a	birthday cake clipart	birthday-cake-clipart.html
42	3	n/a	birthday cake pic	birthday-cake-pic.html
43	2	Newsletter	cake baking tips	cake-baking-tips.html
44	2	Site Map	cake site map	cake-site-map.html
45	2	Contact Us	cakes	cakes.html
46	2	Cake Blog	cake blog	cake-blog.html
47	2	Cake FAQ	cake information	cake-information.html

7

conted.sitesell.com

Tobi's Added Words

Brainstorm Seed Word Menu									
Added Words List									
23 words of 710 total (1000 max)									
Search	Check All	Uncheck All	Delete Checked	Demand	Supply	Profitability	Ideas	Search It!	
Keyword	Yahoo!	WordsTr.	Google	Site Info	Yahoo!	WordsTr.	Content	Monetize	
<input type="checkbox"/> birthday cakes	79804	42300	76500	1043	553				
<input type="checkbox"/> cake baking	1926	1470	21500	90	68				
<input type="checkbox"/> cake baking tips	252	990	270	933	3667				
<input type="checkbox"/> cake blog	50	0	1570	32	0				
<input type="checkbox"/> cake information	44	0	1480	30	0				
<input type="checkbox"/> cake pictures	4011	1890	4150	967	455				
<input type="checkbox"/> cake recipes	26557	16230	68100	390	238				
<input type="checkbox"/> cake site map	1	0	16	63	0				
<input type="checkbox"/> cake toppings	132	0	556	237	0				
<input type="checkbox"/> cakes	151921	43410	27900000	54	16				
<input type="checkbox"/> contact us	28665	3960	219000000	0.1	0				
<input type="checkbox"/> no bake cakes	81	0	1070	76	0				
<input type="checkbox"/> shower cakes	692	570	12600	55	45				
<input type="checkbox"/> wedding cakes	175443	146040	137000	1281	1066				

conted.sitesell.com

Are We There Yet?

- Is it time to register my domain?
- It's almost time, but first...
- What's your VPP?
 - What's the specific high-value information you offer?
 - What is your unique positioning?
 - Similar to, but different from USP.

Narrower VPP Is Better

- Easier positioning at search engines.
- Less competition in small pond.
- Less content that's easier to do.
- More knowledge of narrower field.
- Easier preselling of visitors.

Tobi's VPP Ideas

- The Cake Info You Want
- The Cake Info You're Looking For
- The Cake Info You Seek
- All Cakes All Info

Other Naming Considerations

- Don't mix themes and dilute your message.
- Review your content and monetization notepads.
- Make your site flow toward the money.
- Keep both humans and spiders in mind, for example, anguilla-beaches.com.

Class Exercise

- Refine your site blueprint.
- Write a short VPP.
- List possible domain names.

13

conted.sitesell.com


15 Minute Break...

Hurry back for Tobi's domain name!

14

conted.sitesell.com

Tobi's Domain – Search It!

 [by SiteSell.com](#) [? Help](#)

STEP 1: Select Search Category
Domain Names

STEP 2: Select Search Type
DomainsBot Domain Namer

[Click Here for Information About Search Type AFTER Completing Step 1 & Step 2.](#)

STEP 3: Enter 1st Search Term
cakes

STEP 4: Enter 2nd Search Term
NO TERM FOR THIS SEARCH

[Click button...](#) ...not "Enter" key.

[A Site Build It! Resource](#)

15

conted.sitesell.com

Tobi Name Suggestions – 1

- all-cakes.com
- the-cakes.com
- free-cakes.com
- world-cakes.com
- big-cakes.com
- in-cakes.com
- go-cakes.com
- online-cakes.com
- web-cakes.com
- net-cakes.com
- new-cakes.com
- your-cakes.com
- home-cakes.com
- buy-cakes.com
- find-cakes.com
- internet-cakes.com
- cyber-cakes.com
- easy-cakes.com

16

conted.sitesell.com

Tobi Name Suggestions – 2

- business-cakes.com
- health-cakes.com
- do-cakes.com
- life-cakes.com
- love-cakes.com
- club-cakes.com
- info-cakes.com
- pro-cakes.com
- top-cakes.com
- shop-cakes.com
- global-cakes.com
- team-cakes.com
- american-cakes.com
- get-cakes.com
- one-cakes.com
- real-cakes.com
- euro-cakes.com
- first-cakes.com

17

conted.sitesell.com

Tobi's Domain Name Ideas

tobi-cakes.com

- Has cakes in it.
- Future branding.
- Short and snappy.
- Supports VPP.

cakes-rising.com

- Has cakes in it.
- Several meanings.
- Short and snappy.
- Supports VPP.

18

conted.sitesell.com

Signs Of Good Domain

- Short and sharp
- Meaningful – conveys clear message
- Easy to spell
- Easy to remember
- Unique, descriptive and “YOU”
- Solid, classic, not hokey
- Has VPP for humans
- Has Site Concept keyword for SEs
- Attractive to humans
- Is .com, .org or .net

19

conted.sitesell.com

Registering Tobi's Domain

- Check legalities with Search It!
- buildit.sitesell.com/register-domain.html

 Site Build It!

Register or Transfer Your Domain

Please enter your Order number and click either the **Register New Domain** or **Transfer Existing Domain** buttons.

Order Number <input type="text"/>
<input type="button" value="Transfer Existing Domain"/> <input type="button" value="Register New Domain"/>

© and ™ SiteSell.com. All Rights Reserved.

20

conted.sitesell.com

Class Exercise

- Continue refining your site blueprint.
- Zero in on a short VPP.
- Shortlist possible domain names.

21

conted.sitesell.com

Homework – See You Next Class!

- Finalize **Site Content Blueprint**.
- Choose your domain name.
- Check legalities with SearchIt!
- Register your domain name.
- Review Day 6 of the Action Guide.

Questions? Contact Us!
Don Coggan: 450-534-4253
info@the-online-business-institute.org

22

conted.sitesell.com