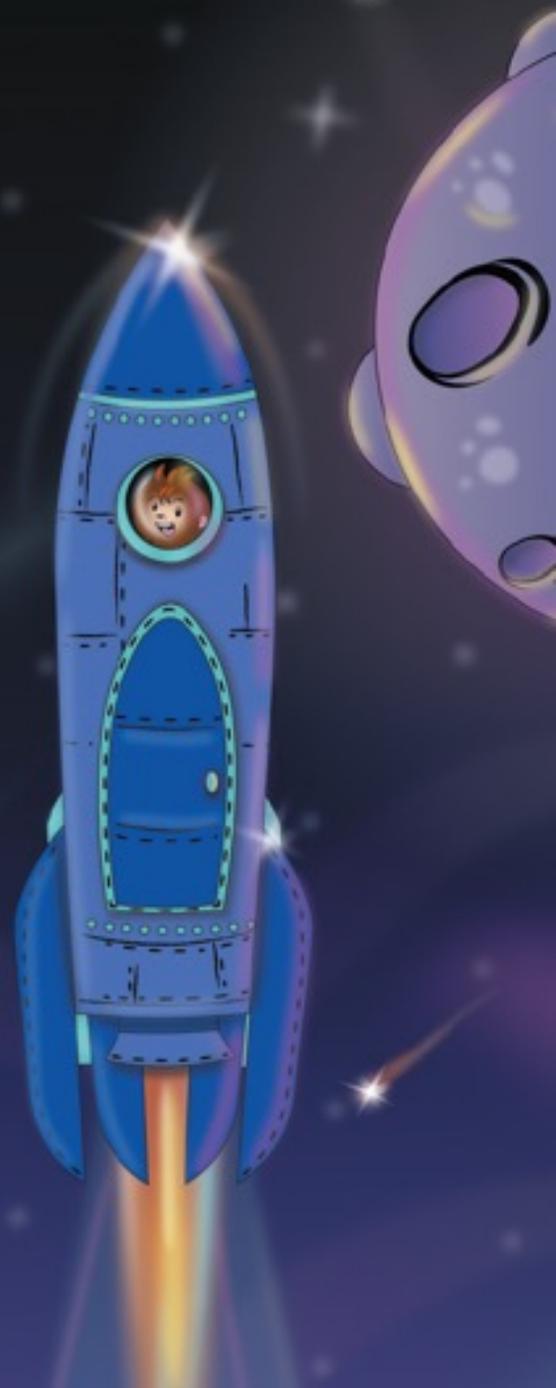


WEBSITE SURVIVAL GUIDE

*Steve's
Magical
Adventure*

PATRICK VILLEMAIRE



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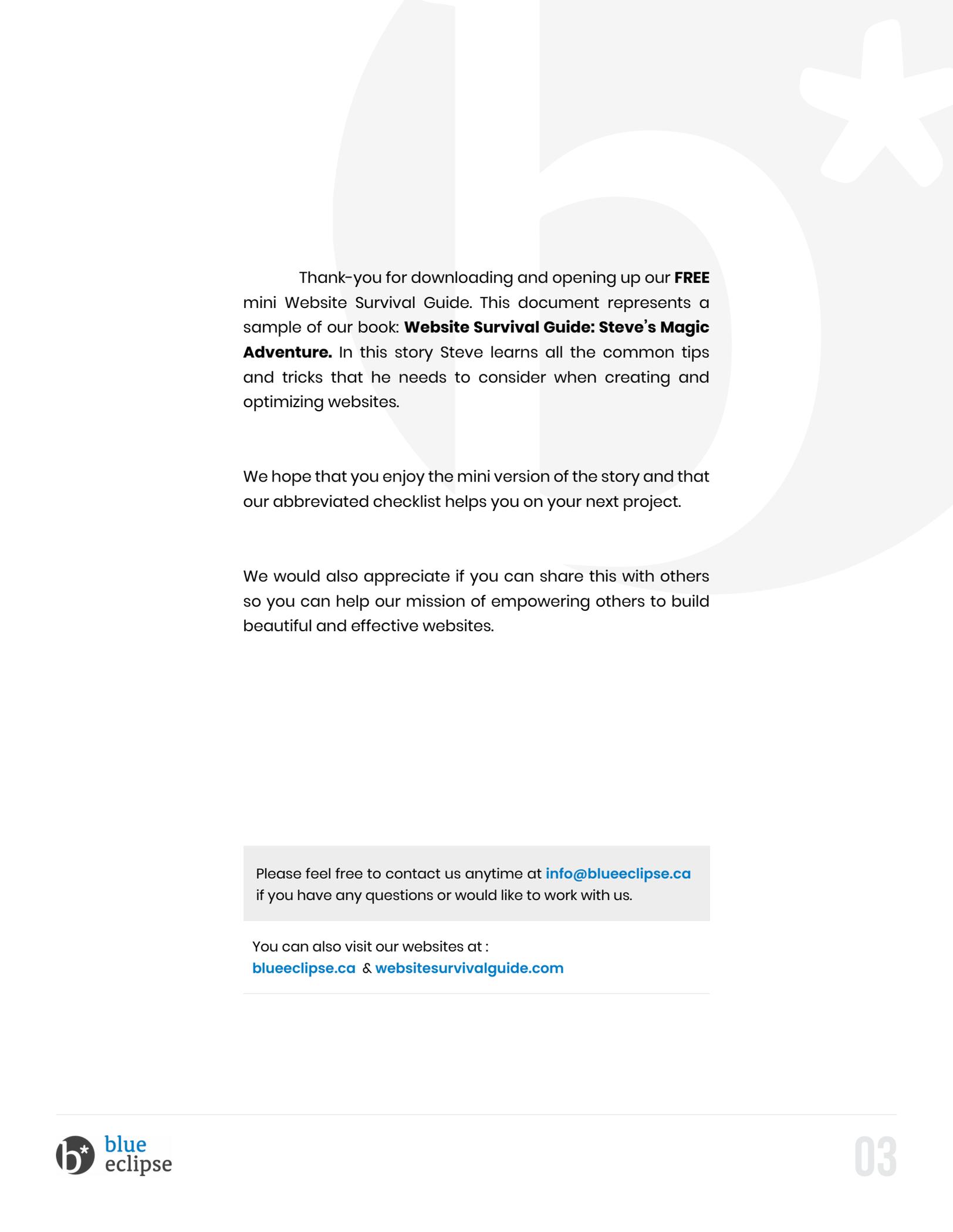


Follow Steve's Magical Adventure as he creates his Website Survival Guide to lend a helping hand to all the websites in the world. Filled with best practices, tips and tricks, Steve can get the job done and increase your website's clicks.

Available for purchase on:



Stores carrying the book and formats available may vary from time to time.



Thank-you for downloading and opening up our **FREE** mini Website Survival Guide. This document represents a sample of our book: **Website Survival Guide: Steve's Magic Adventure**. In this story Steve learns all the common tips and tricks that he needs to consider when creating and optimizing websites.

We hope that you enjoy the mini version of the story and that our abbreviated checklist helps you on your next project.

We would also appreciate if you can share this with others so you can help our mission of empowering others to build beautiful and effective websites.

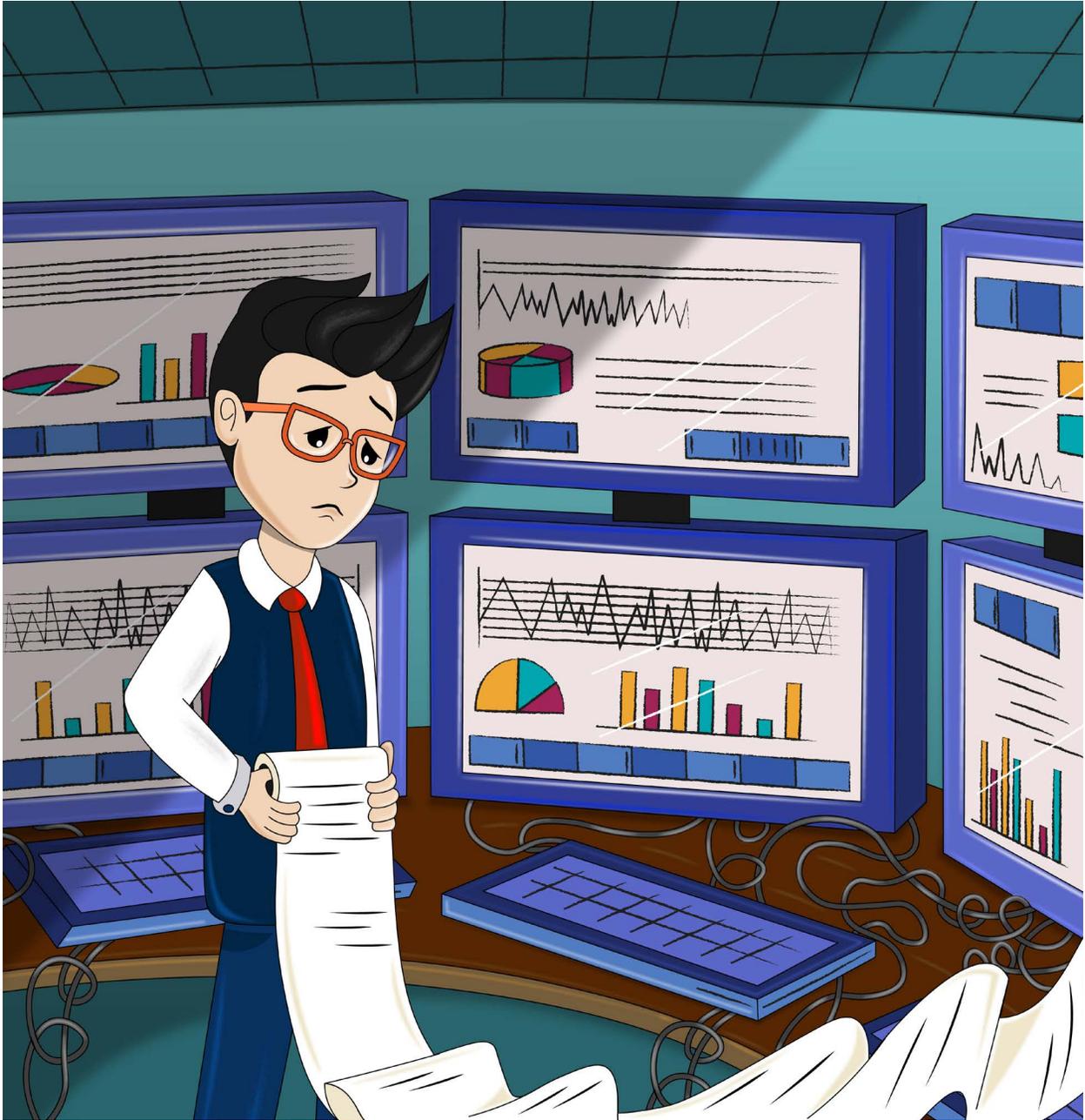
Please feel free to contact us anytime at info@blueeclipse.ca if you have any questions or would like to work with us.

You can also visit our websites at :
blueeclipse.ca & websitesurvivalguide.com



Meet intern Steve. Steve works at the biggest conglomerate you've ever seen! He is in charge of the marketing team.

"Build better websites for the thousands of businesses that we manage", they said. The words didn't motivate Steve, they filled him with dread!



Before the job started they gave him a list. “We want all of these things done and not a single one missed”.

Steve was concerned the list would get to his head. “What about form and function”, he said? And content and structure, there was none to be seen.

“Don’t worry about content”, they said with glee, “we recycle all of that from a dusty old machine”.



So Steve went into the forest, only meaning to take a quick break. He sat there for only a moment; he was sure he was still awake.

He just wanted to clear his head to figure out his plan. He knew if he could get the job done that he would be the man!



**That's when things all started to change.
He came out of the bush a man rearranged.**



Oh, and details do matter, compatibility is key! We'll have a great web experience, on mobile, tablet and PC.

Confirmation messages and emails on forms; clear buttons and direct links are what our clients need to perform. Our attention span is short, clients need information in a wink. Customers are like baby birds, please don't make them think.

Put things where they are expected to be. Make sure spacing and sizing are all set proportionally. On smaller devices layouts can change, with our stubby little fingers sometimes you must rearrange.



And when Steve was done, he heard the applause. He had found his purpose, he knew his cause!

Helping businesses go from survive to thrive with his brand-new website survival guide!

Before You Begin

Your web designer/agency can help you get everything ready before your site build, but to save time and money here is a list of things you can do:

- Create a mood board
 - Document branding/colour requirements
 - Draft SEO keywords
 - Final content is ready (or very close to ready)
 - OR use existing content
 - Have a draft value proposition
 - Have goals for your website and the desired actions to be taken by visitors
 - Identify languages the website will be built in (i.e.: EN, FR, ES, etc)
 - Identify target audience/market
 - Images/icons are ready/purchased
 - Provide logos
 - Provide inspirational websites
 - Provide a draft sitemap/list of pages required
 - Identify if stock photos are required
-

Business Planning

- Create mission statement
 - Create vision/targets
 - Identify corporate values
 - Marketing strategy/client acquisition
 - Our process
 - Services we offer
 - Services we do not offer
 - Target market/audience
 - Use of bolding for keywords
-

SEO / Content Checklist

- Clear value proposition
- Clear call-to-actions
- Content uses plain language
- Content is skimmable (proper use of headings, bolding, bullets, etc)
- List of keywords
- Mission statement
- Proper HTML structure (Heading 1 > Heading 2 > Heading 3, etc)
- Site name in the browser bar
- Site tagline
- Target ideal customers/industries
- Use of bolding for keywords



About the Author

Patrick Villemaire is the creator of the Website Survival Guide and the founder of Blue Eclipse Inc, a web agency based in Ottawa, Canada. His passion is making the web a better place and he has been building websites for over 20 years.

Patrick is a graduate of McMaster University with a double major in Multimedia and Communications, and a minor in English. When not building websites he is busy enjoying life with his wife, son and barking dog.

How we can help you



A traditional web design agency based in Canada. We strive to make websites that are easy-to-use, and converts visitors to highly qualified leads.

blueeclipse.ca



Don't settle on building your website. We provide template parts for you to choose from so you can mix and match to build your website!

websitefuel.ca



We don't build websites, we transform businesses! Training and consulting services to take your online presence from survive to thrive.

websitesurvivalguide.com



Hooray!

You made it to the end of our mini Website Survival Guide. We hope you enjoyed the story and we would appreciate your support in helping us create additional content and stories. Our mission is to help as many people and businesses as possible to create smart and effective websites that focus on converting leads.

You can support us by:

- 1 Share this with your friends, family and colleagues
- 2 Purchase the full version of the story at **Amazon**, **Chapters** and **Barnes & Noble**
- 3 Work with our team of experts on your next project by contacting us at info@blueeclipse.ca or visit our websites at: www.blueeclipse.ca & www.websitesurvivalguide.com

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