Taking a Website Live

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Outline

- About Me and Cellarspot
- Technical Details
- Revenue Models
- E-Marketing
- Legal Info
- Overflow (time permitting)
About Me

- CSE 143/190L TA
- Founder of www.cellarspot.com
  - Social network for wine connoisseurs
General Cellarspot Info
Cellarspot in Academics

- Pursued in 4 different classes (15 credits)
  - CSE 403 - Software Engineering (4 credits)
    - CSE majors only
    - Opportunity to work on a large project
    - Absolutely recommended (esp. with Marty)
  - ENTRE 475/476 - Planning a Business
    - 4 credits each
    - Contact John Castle (castlej@u) if interested
    - Absolutely recommended
  - CSE 490H - Distributed Systems (3 credits)
    - CSE majors only
Cellarspot Focuses

- Original focus was on functionality
  - “Let’s make a website with awesome functionality; the look is less important.”
- Original focus was bad
  - We should have focused on a core feature set with an attractive and grabing look
  - Wine connoisseurs need websites
Technical Details

Goal: launch www.mydomain.com
Hosting

- ~$10 per year for a domain name
- ~$5-10 per month for web space
  - Includes MySQL, PHP, email, etc
- Good idea to use the same company for domain and web
  - Godaddy.com
  - Dreamhost.com
  - Westhost.com
Regarding Hosting

- Only sign up with a host if the below are installed and ready to use
  - A web server (IIS or Apache)
  - MySQL
  - PHP

- Be prepared to host on your own server(s) if your website becomes VERY popular
Useful Services

- Google Analytics
  - [http://www.google.com/analytics](http://www.google.com/analytics)
  - Incredible statistics about your site
  - Setup is easy with just one Javascript
Useful Services (cont.)

- Google Webmaster Tools
  - [http://www.google.com/webmasters](http://www.google.com/webmasters)
  - Useful information about your site in Google’s search engine
Revenue Models

Goal: make some money
Advertisements on Your Site

- **Google AdSense**
  - Automatically displays relevant ads
  - Paid per click (usually ~$0.10-3.00)
  - Customizable look and feel
  - [www.google.com/adsense](http://www.google.com/adsense)
I've given in

Alex Lodd

Apr 11 07 9:37 AM

I've decided to give wine more of a shot, so I'm going to buy a bottle once every two weeks.

I might quit 2 weeks in, but for now I'm going to go for it.

remove | edit

2 comments:

Carolee

Apr 11 07 8:08 PM

Hi Alex,
I'll be interested to hear how your journey into wine tasting evolves.

remove

loogel

Apr 12 07 11:10 PM

I know! Blog about it!

remove
Advertisements (cont.)

- Banners
  - Requires lots of coordination between you and company advertising
  - Paid per thousand impressions ($1-50)
Referrals

- Website owner gets commission from referred sale
  - Many e-commerce sites offer this
  - Amazon.com, Bestbuy.com, etc
  - Commission ranges between 5-10%
  - Look for “Join Associates” on Amazon.com
Cellarspot Referral Example

2004 Kistler Chardonnay

Bottle info

Producer: Kistler
Vintage: 2004
Grape: Chardonnay
Type: White
Region: Durell Vineyard, Napa Valley

Wine Review Online
Ratings, Reviews, Expert Buying Advice from America's Top Critics

Write a Taste Note for this Bottle
Add this Bottle to your Collection

Buy this bottle
E-Marketing

Goal: market your site and get users onboard
Marketing Your Site

- Google AdWords
  - You can produce ads that show up as Google AdSense ads on relevant websites
  - Keywords can be purchased that make you the “sponsored link” on the Google search page
  - Cost per Click (CPC ~$0.10-3.00)
  - [http://adwords.google.com](http://adwords.google.com)
Marketing your Site (cont.)

- Banners
  - Requires much more work
  - Cost per Thousand Impressions (CPM ~$1-50)
Search Engine Optimization

- Include the appropriate `<meta>` tags
  - Description, keywords, etc
- Use a descriptive `<title>` such as
  - “Marty Stepp.com - The Best Site EVER”
- See each search engine’s recommendations
  - Yes, they specify them
  - [http://www.google.com/support/webmasters/](http://www.google.com/support/webmasters/)
SEO (cont.)

- Content structure
  - Make the core of your website easily accessible
Goal: Don’t get shutdown or sued
Intellectual Property

- Copyright ©
  - Establishes ownership of content
  - Images, reviews, etc

- Trademark ™
  - Establishes exclusive usage of a logo, name, or phrase

- Patent
  - Establishes ownership and exclusive usage of a product, algorithm, etc
  - Very complicated
Copyright

- Don’t violate it
- Don’t use someone else’s
  - Images
  - Code snippets
    - Unless the license agreement says you can
  - Any other data on any website
- Copyrights don’t need to be specified
  - They are implicit
Protect Yourself

- As an individual running a website, your private assets are not protected
- Protect your private assets by either
  - Registering a Limited Liability Company
  - Becoming incorporated
- Dependent on the state you operate in
- This probably isn’t necessary unless you’re doing something that might be borderline illegal
Overflow
Understand Your User

- Do research
  - Talk with potential customers and decide what is most important
  - Learn about your competitors and how your website compares
  - With regard to a feature, it doesn’t matter what you think; it matters what your customer thinks
- Take ENTRE 475/476
Software Development

- Make good code decisions
  - Will make improving / fixing the code MUCH easier
  - Try to build a team of developers, because multiple heads are better than one
- Take CSE 403
Privacy

- Be upfront with your user
  - Specify your privacy policy in a “Terms and Conditions” page
  - Facebook’s “Terms and Conditions” page is ~8 pages
- Users may or may not want their wine collections to be public information