A Successful Website

- Content
  - Community
    - Blog
    - Forum
  - User generated
    - Comments
    - Reviews
    - Testimonials
  - Industry News
    - Become an authority
    - Add news items each day
  - Sticky features
    - email-a-colleague
    - mailing list
  - Controversial
  - Audio/Video
  - Free software, reports, white papers...
  - Articles
    - 1+ article per day
  - Tools
    - Improve time on site
    - Linkbait
  - Link to useful resources
    - Use useful link text
  - Prepared
    - Add product info months before release
  - RSS Feed
  - Newsletter
- Design
  - W3C standard
    - Validates
  - Usability
    - Readable pages
    - Information architecture
  - Simple coding
    - Loading speed
    - Low code to text ratio
    - Small file sizes (-15k)
    - Keep scripting in external files
    - Avoid brochure designs
- Architecture
  - Hosting
    - Security
    - Stable
    - Server location (of target audience)
    - Dedicated server
      - Static IP address
  - Domain name
    - Brandable
    - Standard TLD
- Analytics
  - Incomming search data
    - Build new content using search data
    - External keyword research
      - Google KW tool
  - Recommended software
    - Omniture
    - Google Analytics
  - Predictive profiling
- Build Traffic
  - SEO
    - Simple directory structure
    - Easily indexed
      - Internal contextual links
      - XML sitemap
    - SEO-friendly
      - Keyword density, H1 etc
      - Pages
      - URLs
    - Inbound links
      - Natural additions
      - Related directories
      - Major directories
  - Involvement
    - Social networking
      - Audio/Video
      - Build contacts
      - Comments
    - Industry forums
      - Read
      - Contribute
    - Industry blogs
      - Comments
      - Read
      - Guest writing
    - Major news portals
      - Comments
    - Social bookmarking
      - Bookmark related sites
    - Industry figures
      - Speak with
      - Co-produce
        - Articles
        - Tools
      - Comment on
    - Geo area
      - Local forums
  - Marketing
    - Affiliates
    - PPC
    - Offline advertising
      - Print
      - TV/Radio
      - Press releases
    - Media buying
    - Create site partnerships
      - Sponsorships
    - Press releases
- Hard Work
  - Tell everyone
    - Industry
    - Freinds/Family
  - Brainstorm daily
  - Keep notes all day
    - Read notes at night