

How to build a website

...and How the Google Brain works

Components of a Website:

- Domain registration
- Domain hosting
- Website builder, the software
- Your webmaster, who helps create the website from the technical side
- Writing for the web: Crafting of words; selection of images.
- What services do you offer?
- What is the image you want to project?
- Search Engine Optimization (SEO) – how you get found
- The wireframe drawing: today; 2 years from now; 5 years from now.
- Webmaster: Ensures that your website will work, glitch-free. Many have an IT/coding background. About 25% of websites are built in WordPress. It is getting more and more user-friendly.
- Don't have the money for a webmaster? Check out WIX, Weebly, Fat Cow, Squarespace, etc. These are DIY website builders. The price is your time.
- SEO works on any website; Google doesn't care what website builder you choose.
- Yoast is a handy plug-in, for improving the SEO of your WordPress website. You still have to do the work, however. It is only a tool.
- Website security: malware & ransomware are the popular attack vectors.

Factoids about the Google Brain:

- In Canada, Google owns 90% of all web searches.
- Google has 200 criteria that it measures to rank websites. Some of these are more important than others.
- There are no humans behind Google Search; it is all artificial intelligence (AI).
- Everyone wants to be on Page 1 of any Google search.
- 95% of people don't go to Page 2 of any Google search.
- Most people don't click on the Google ads. Click-through rate on Google ads is 30%.
- The top 3 organic ranking spots divide between 60 to 70% of the leads among them. Everyone else fights for scraps.
- Google makes the rules; there is no appeal process.
- Google dislikes "static" websites; Google likes websites where fresh content is added regularly.
- Google likes websites with 100-plus pages.
- Google likes Blogs.
- Video is the next big thing.
- Google likes social media.
- Google stopped announcing when the algorithm will change. It just changes. And then everyone has to up their SEO game.
- In 2018, you have to put in the work to build a quality website.
- Links from real media boost your SEO, by increasing your authority level.
- SEO is always a work-in-progress; it is harder to maintain good rankings over time because everyone is improving their website.