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Serene Directory

Directory of Addiction Treatment Resources and Information



## BUILD A DECENT WEBSITE

Get Your Website  
Noticed on the Web!

*ITS NOT THAT  
HARD TO DO!*

WEBPAGE

Guidebook  
for the Novice Web Architect in  
the Behavioral Health Industry  
[www.serenedirectory.com](http://www.serenedirectory.com)



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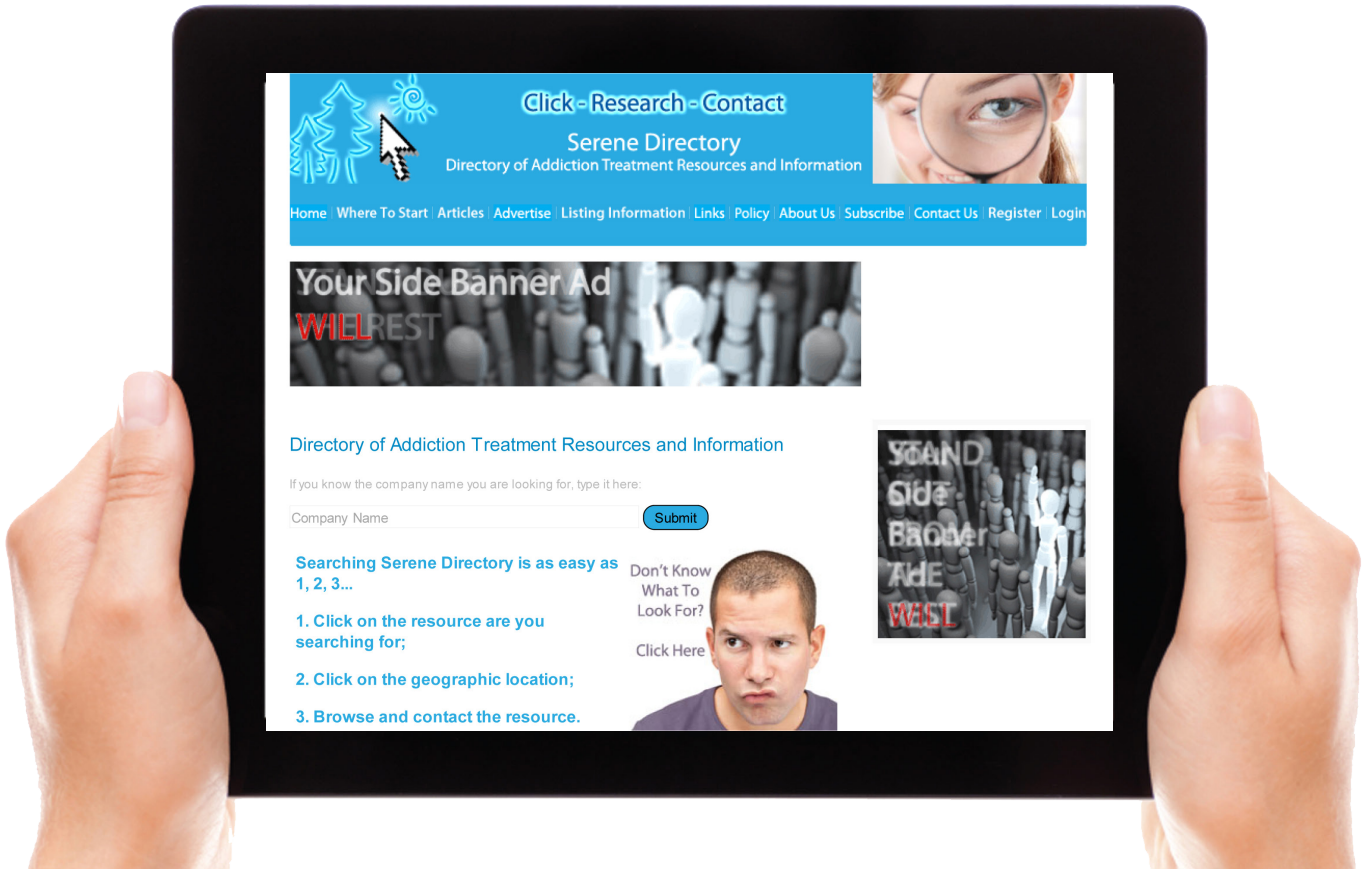
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## THE CONSTRUCTION OF A WEBSITE.

### Picture a Commercial Building

When designing a building, the architect must take into account the foundation upon which the building will sit. The foundation holds up the building and gives the architect a secure place to attach walls and a roof in order to keep the contents safely inside.



A website is built in much the same way:

## Think of Your Website as a Commercial Building



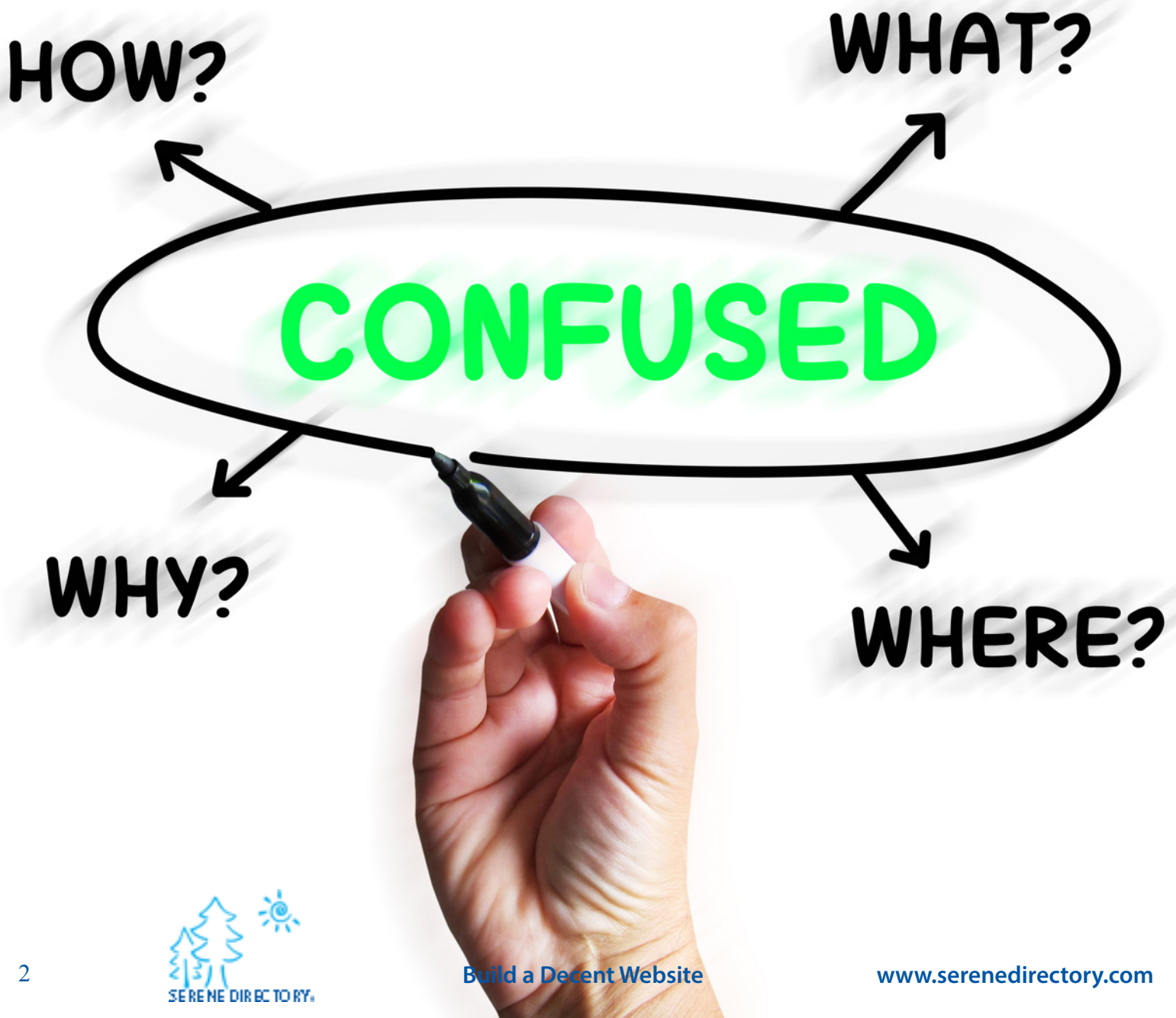
## NO NEED TO REINVENT THE WHEEL.

If you purchase a domain name and a website hosting service from one of the vast number of web hosting companies out there, you will undoubtedly be offered the infrastructure (foundation) and platform (walls) with your website hosting package. Not all website hosting companies are created equal, and we suggest using a commercial grade company, not a personal website company: the benefits offered by a commercial grade company will pay off later when we design the website content (building).

If you already have your website hosted with a personal website company, we suggest moving it to a commercial grade webhosting service prior to modifying your website since many personal webhosts will not allow you to keep your website files.

Features to look for in a commercial grade webhosting service including 24/7 phone support, unlimited bandwidth, Control Panel, website building software, CMS, and online courses showing you how to use it all.

Finally, do not use a free webhosting site.



## BUILDING FOR STRENGTH.

Website building software will make the task of creating your website much easier as the software will automatically build your multiple webpages and link them all together with a menu system that is visible to search engine navigation. Some software allows you to drag and drop photos and content features as well: much like making a document on your word processor.

### The Process of IA

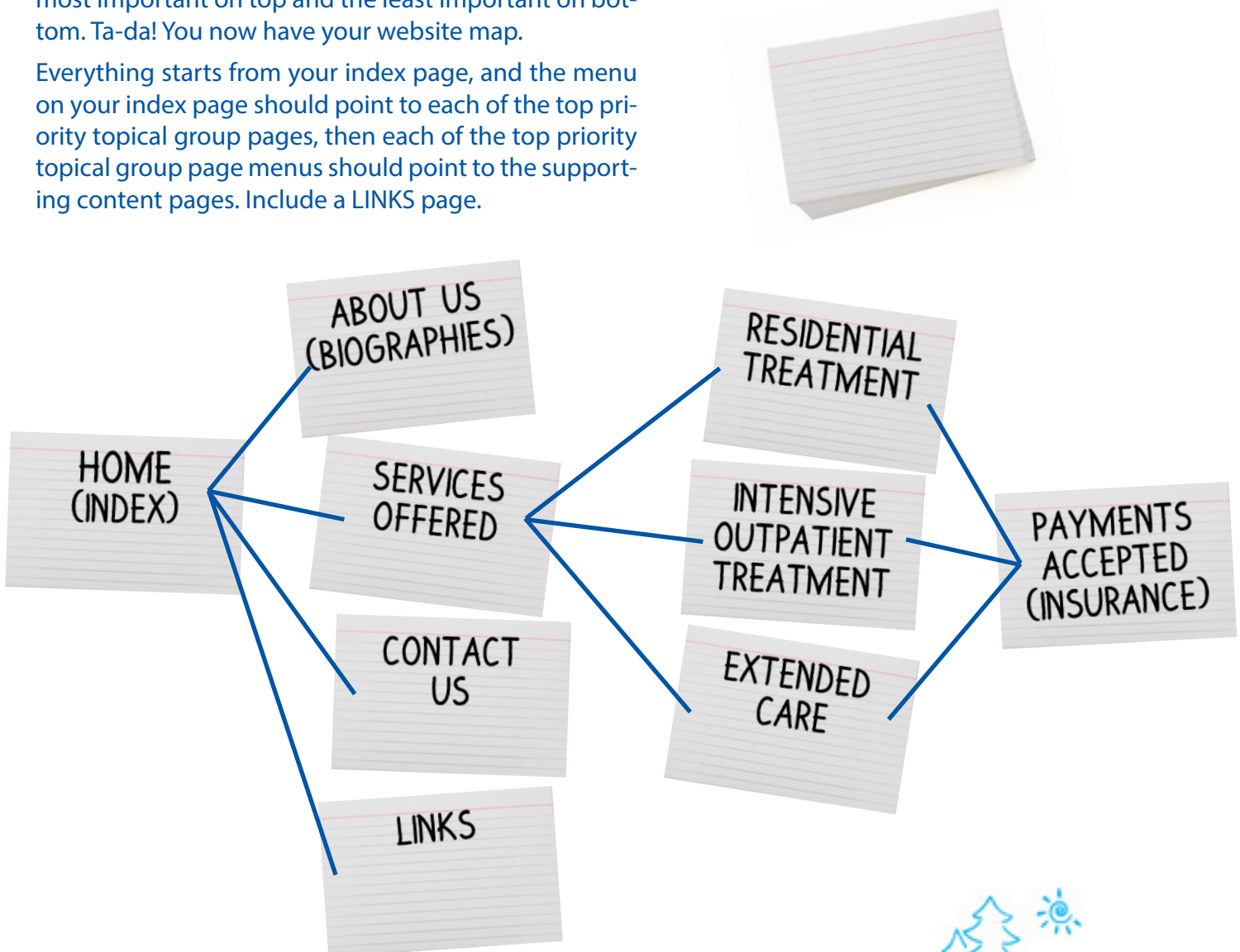
Information Architecture (Building) can be simple to design. We suggest using a stack of index cards. One card represents the content of each page on your website. On each card, right down the content of the webpage. Now organize the cards by topical group with the most important on top and the least important on bottom. Ta-da! You now have your website map.

Everything starts from your index page, and the menu on your index page should point to each of the top priority topical group pages, then each of the top priority topical group page menus should point to the supporting content pages. Include a LINKS page.

Now you can use the website building software to type in the webpages and sort them in their proper hierarchy. The software will build the navigation menus and sub-menus for you, and create blank pages that are ready for content. Search engines like websites that function properly, so be careful and keep it simple.

If you forget something, you can always insert a page later.

Don't worry about graphic design just yet; the content is the most important thing for building a decent website. The look of the website will come after the content is built out. You can have the most beautiful website in the world, but if the content is not there, nobody will know it exists.



## WHAT'S THE MOST IMPORTANT THING ABOUT YOUR WEBSITE? CONTENT.

Your content must be relevant to your product/service offering at all times. Keywords are critical for search engines to know where to place your website in search results, so use appropriate keywords for your product/service.

Building a decent website DOES NOT mean grab all the traffic you can. It DOES mean grab all the RELEVANT traffic you can. So use online keyword tools to sort through the various keywords that are most appropriate for your product/service and stick to them. You want to repeat those keywords throughout your website, but not too much. Too many of the same keywords is called "keyword stuffing" and you will be penalized by search engines for doing it.

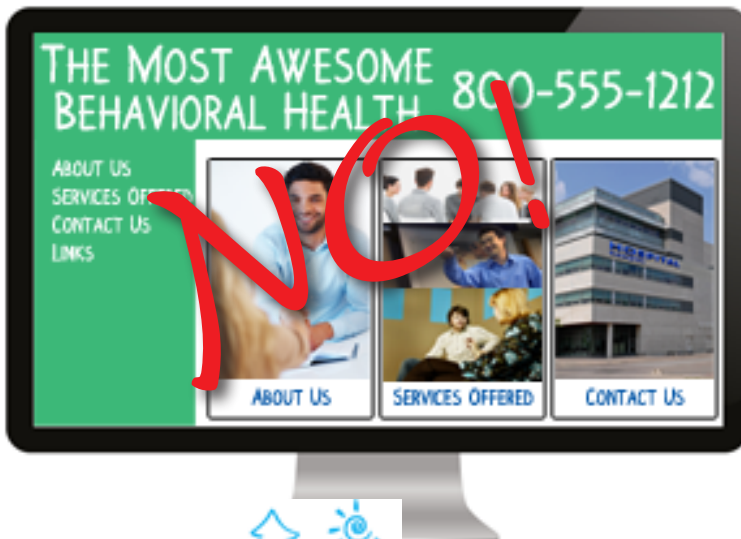
Your page header and title tag are the two most important places to insert keywords.

The page header is formatted by the website building software - just select the paragraph type and choose "header". You will likely need to create a separate header paragraph to accomplish this.

The title tag is a little bit more complicated because it involves inserting some HTML code into your webpage. Don't worry - you can do it!

Open the code view of the website building software and look for the <head> tag, then insert your title information using a <title> tag. Like this:

```
<head>  
<title>The Most Awesome Behavioral Health</title>  
</head>
```



Keyword meta tags are also useful for search engine site verification and should be included as well. Similar to the title tag, the keyword tag is inserted between the <head> and </head> tags like this:

```
<head>  
<title>The Most Awesome Behavioral Health</title>  
<meta name="Keywords" content="awesome,behavioral health,residential treatment,outpatient treatment,extended care" />
```

For more on how to build meta tags, just search the internet for meta tag building resources.

## THE SIGNAGE ON THE BUILDING LETS PEOPLE KNOW WHO YOU ARE. BUILD A GREAT SIGN!

Search engines look at many different things when they reach out and comb through the billions of websites on the internet. As they all update their algorithms on a continual basis, it is impossible to know exactly what SEO approach to use at any given time. However, there are a series of website features that we know all search engines look for, and give heavy weighting to, when they are indexing your website for a query.

We have already covered keywords, so now let's look at content tagging. Wherever you have an element that can be tagged, such as an image file or an internal link, you want to be sure that the element is tagged appropriately. For an image file, the image should be given a description so a search engine can read it. Most website building software programs will offer this feature in graphic mode, but if it does not, you will want to add the image description using the <alt> tag. In the code view of the website building software, find the image and add an alternate description like this:

```
 changes to;  

```

When a search engine crawls over your website, it will now see the words "Residential Treatment" whereas before the search engine saw nothing.



Flash can look really nice on your website, but search engines do not like Flash or AJAX elements because they are not able to decipher a link to a single page. The same holds true for Frames if they are not designed properly, so use all of these things carefully and sparingly in your website design.

Every completed website must have a sitemap. A sitemap is a simple file that lists all the major pages in your website so that search engine programs can find all of the pages and crawl over them for content. There are many free sitemap generators on the internet. You will need to know how to copy the sitemap files into your public\_html directory which is located on your webhosting company's server. If you are using a commercial webhosting service with a control panel, it will offer a file manager and you can use it to save your sitemap.xml file to the public\_html directory.

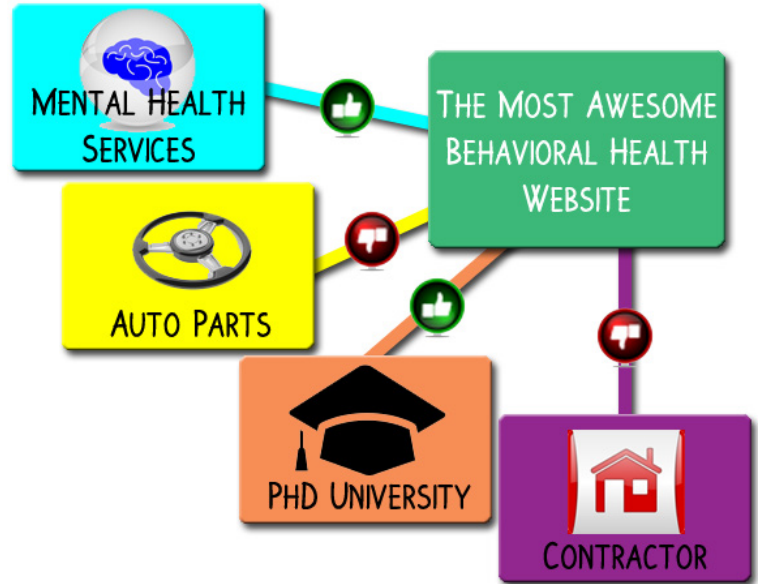


## COMMAND AUTHORITY FROM THE WEB.

### BACK-LINKS BUILD VALUE!

When your website has links from other authoritative websites that are related to your business, the search engines heavily weight your website's authority. The higher the authority, the better the search engine results. Use caution with back-links because if you buy a back-link service (link farm) that installs back-links on all sorts of websites that have nothing to do with your behavioral health content, you may be penalized by the search engines.

It is best to organically grow your website's back-links or invest in qualified back-links from authoritative websites that are specifically related to your business.



## SOCIAL MEDIA AND THE MASSES.

### CAREFUL OF YOUR STRATEGY!

Distributing links to fresh content on your website can be an excellent way to build more links to your website across appropriate social networking platforms.

An easy way to create fresh website content is to include a blog where you can easily post your thoughts or other content using an integrated program called a Content Management System (CMS). Most commercial webhosting services will offer a CMS as a free plugin for your website. This is a bit more advanced than our other suggestions so far, so be ready for a bit of studying and practicing.

Even without a blog, you can still benefit from social media. Be prepared to monitor every social media account you develop. This can be very time consuming, so use caution.

A social media strategy must include a well developed message targeting a well thought out target audience. Then choose the proper channels for communicating to those individuals. Finally, build a content plan which is relevant to your website content and includes links to information that is located on your website. This will exponentially increase the number of back-links to your website.



## MAKE A PLAN, DEVELOP A SCHEDULE, COMMIT! GET IT DONE.

We know that you are too busy to take care of all the minutia that comes along throughout the day. We also know that your website presence on the internet is no longer an optional component to your business marketing. Websites have become necessary, and a decent website will get you noticed. Start.



Serene Directory offers listing services for professionals and agencies related to the field of addiction treatment. Advanced technology and a dedicated network of 75 hosted websites in the behavioral health field enable us to create strongly qualified and authoritative back-links to your website.

Getting listed is simple:

[www.SereneDirectory.com](http://www.SereneDirectory.com)

We can also help you with your website development needs. Contact us at [help@serenedirectory.com](mailto:help@serenedirectory.com)

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