

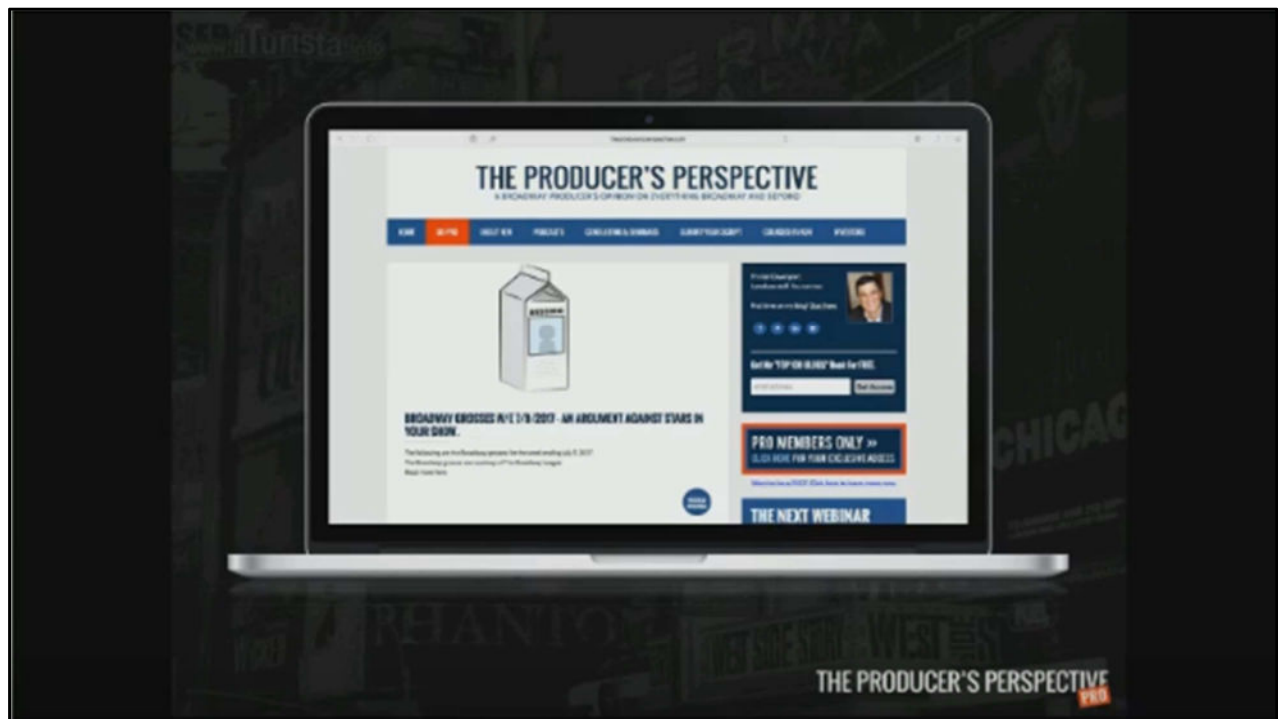
# THE PRODUCER'S PERSPECTIVE

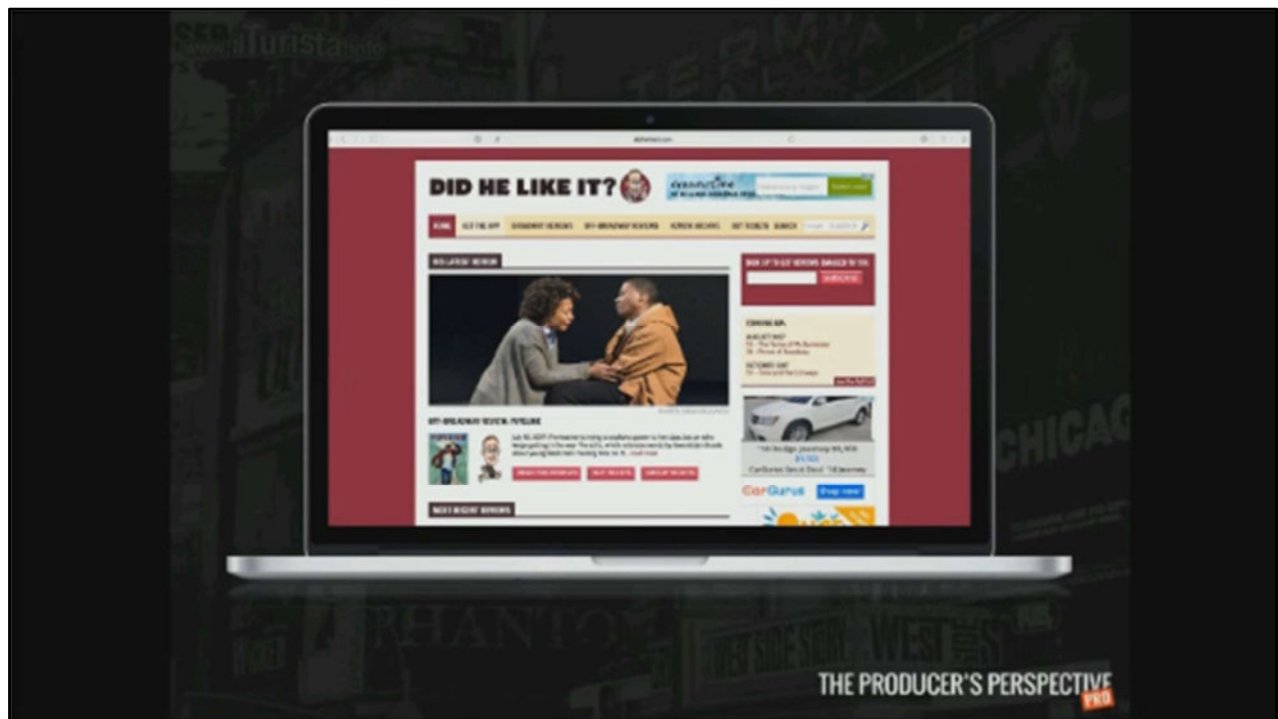
PRO

PRESENTS



WEBSITES:  
Why You Need One and  
What It Should Look Like



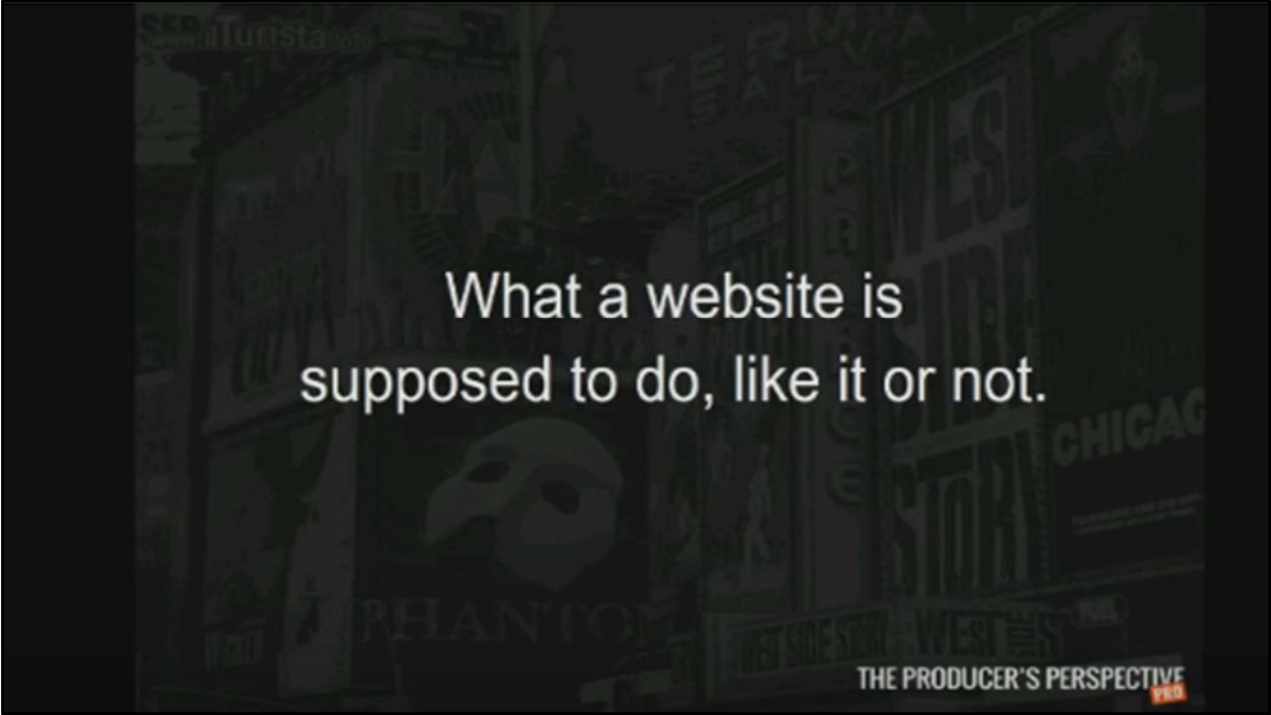


## Agenda

- What a website is supposed to do, like it or not.
- The Basic Architecture for Every Site.
- The Three Most Important Things to Remember When It Comes To Web Design
- What is SEO and how do I get more of it?
- I can't design a site myself? What do I do?
- Q&A

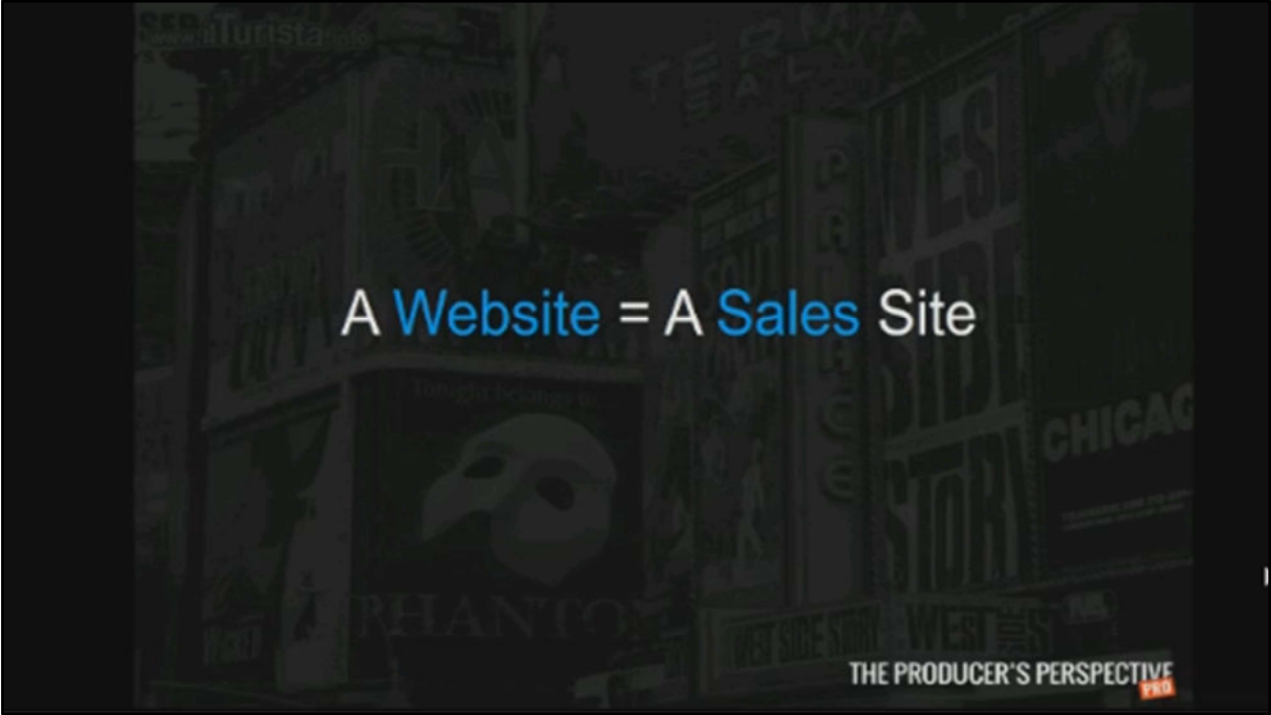
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PK9



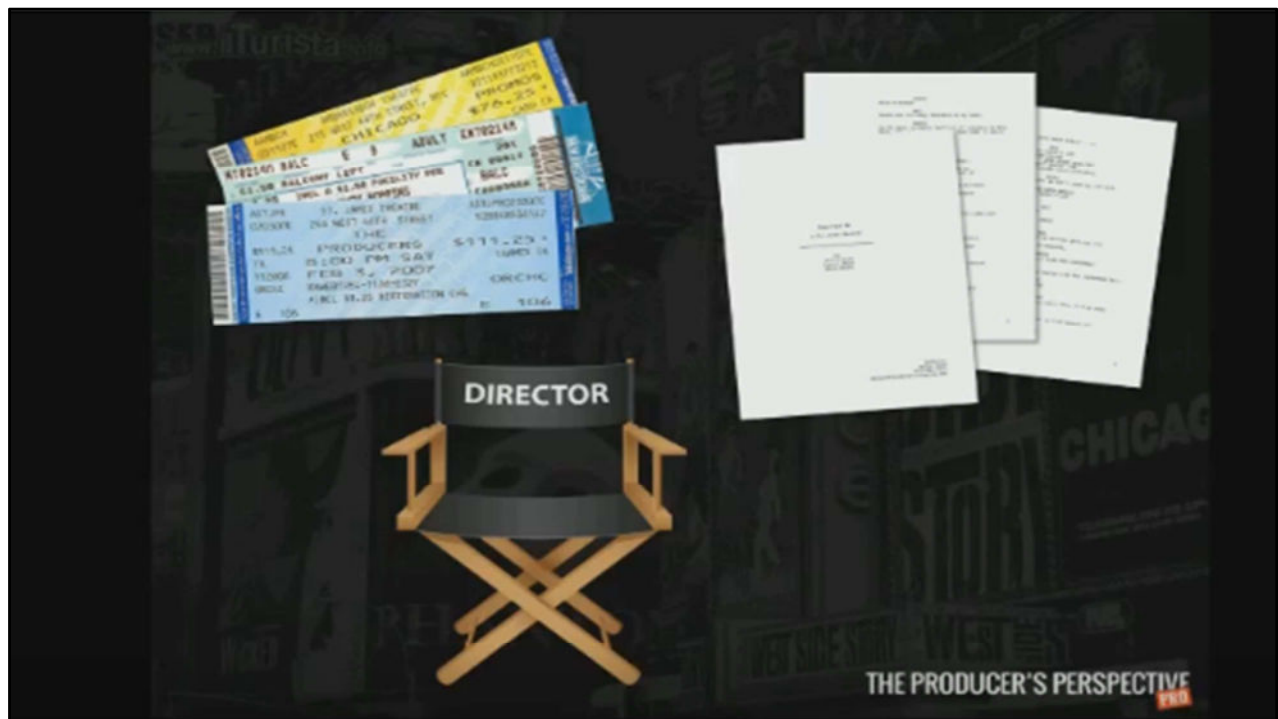
What a website is  
supposed to do, like it or not.

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180



A Website = A Sales Site

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PRG

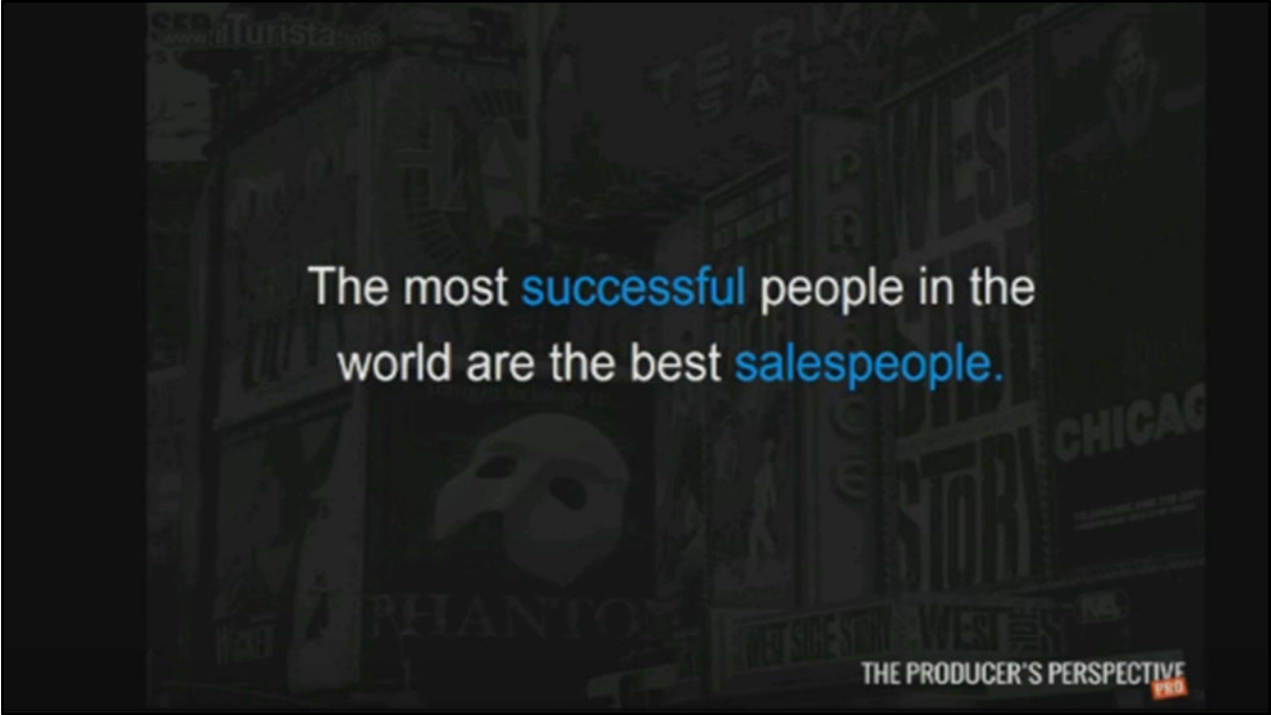








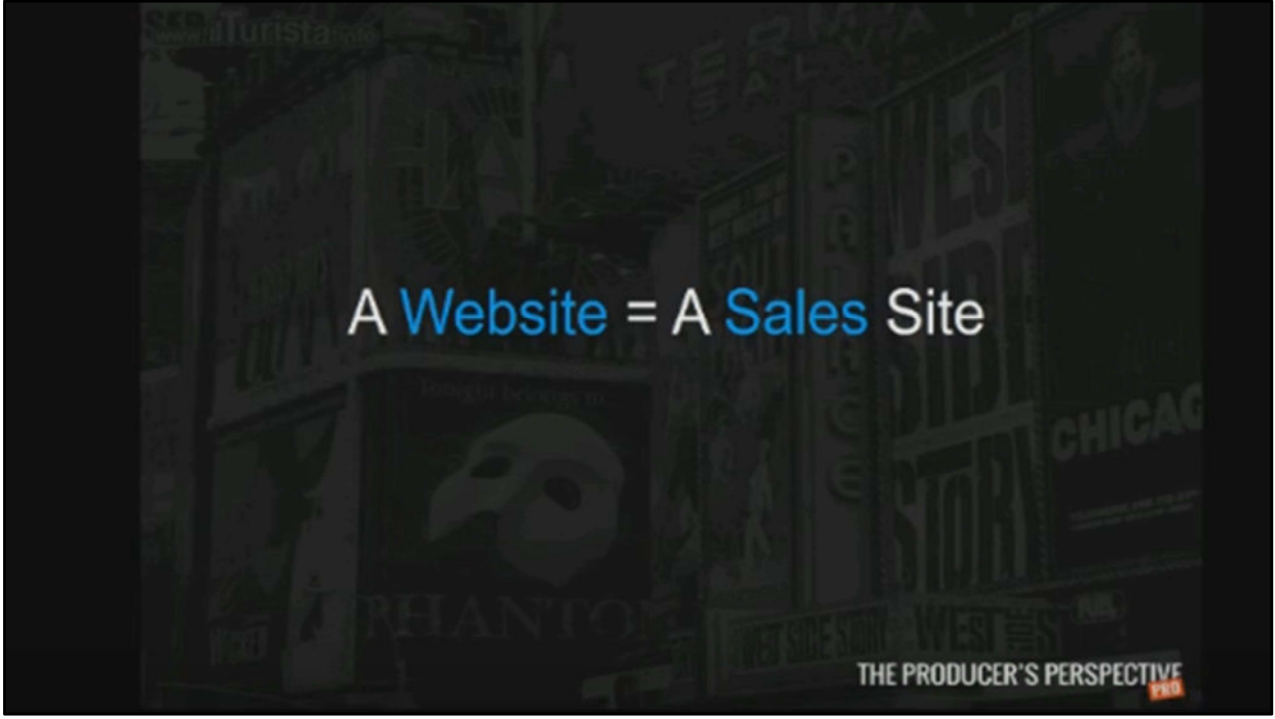
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The most **successful** people in the  
world are the best **salespeople**.

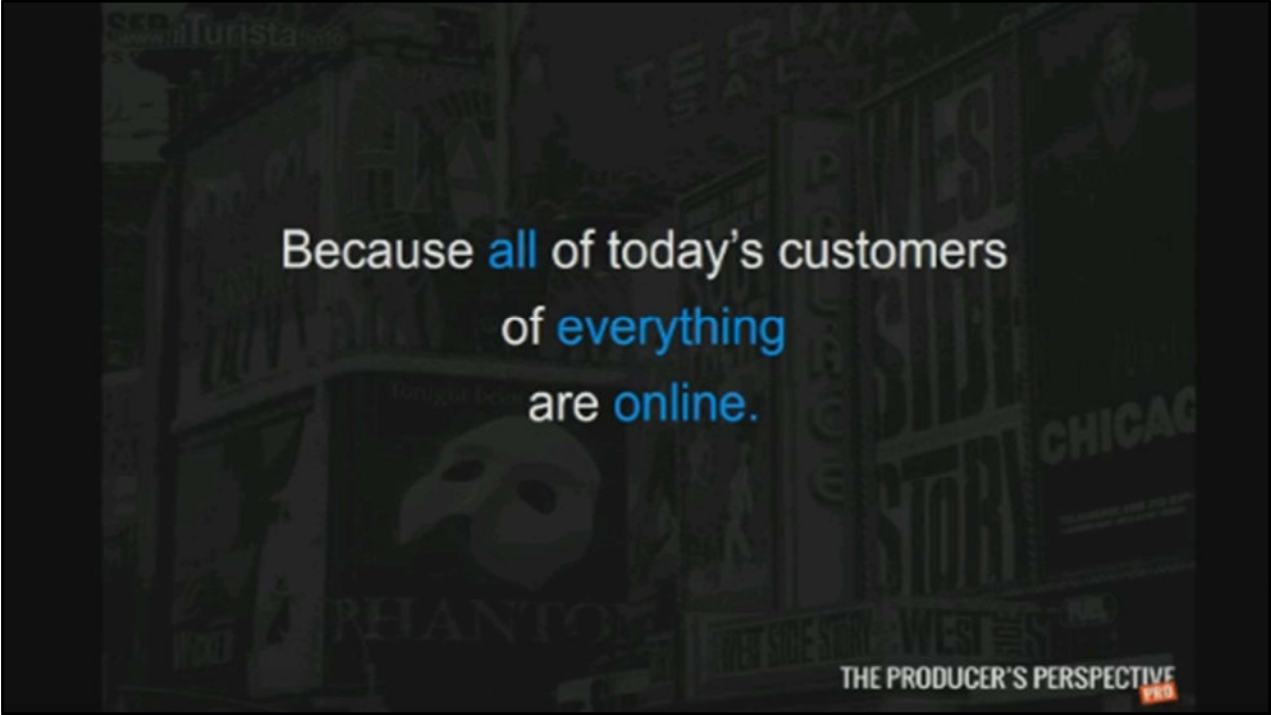
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A Website = A Sales Site

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P.O.



Because **all** of today's customers  
of **everything**  
are **online**.

THE PRODUCER'S PERSPECTIVE **PKO**



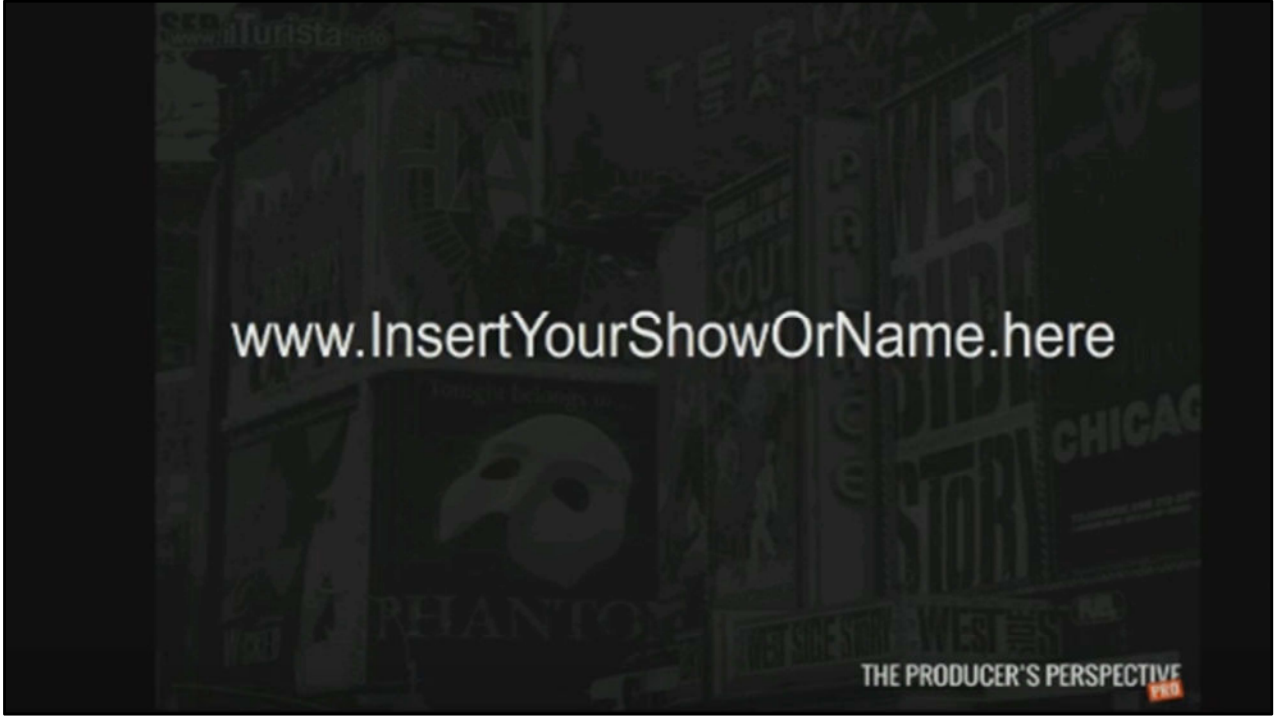













[www.InsertYourShowOrName.here](http://www.InsertYourShowOrName.here)

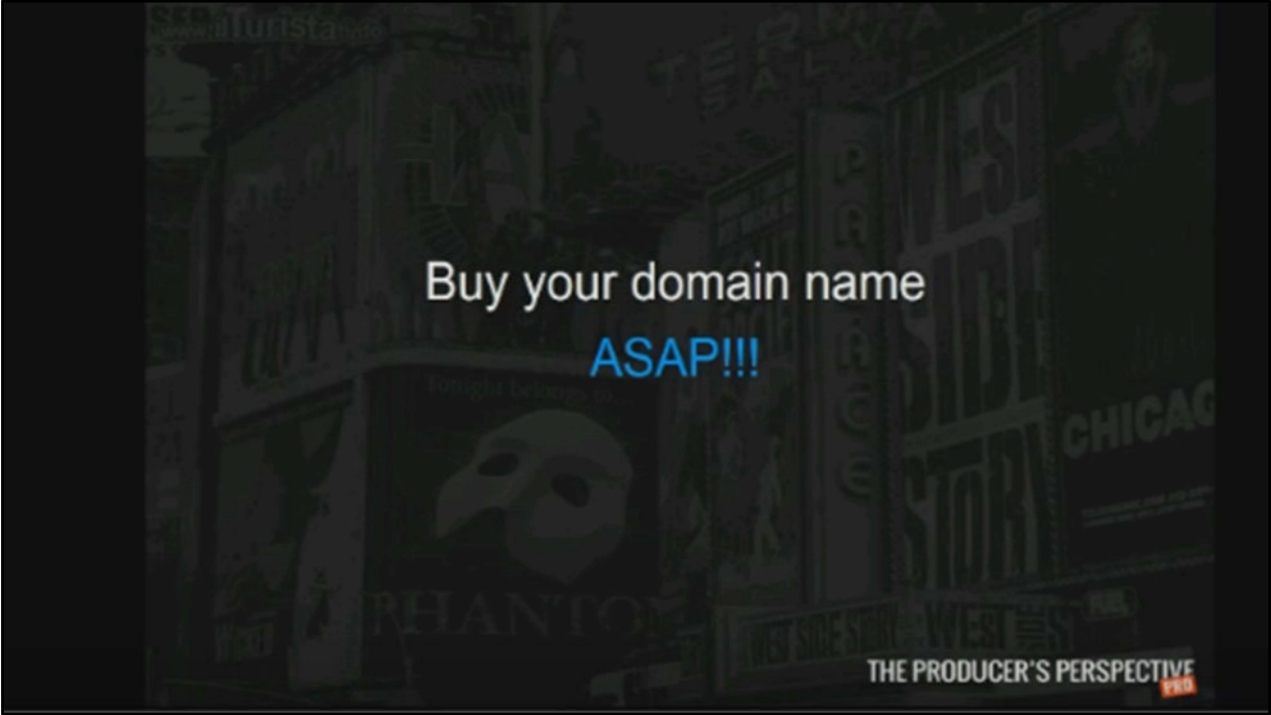
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PRO



## Five Tips for Buying Domains

1. Keep it short
2. Stick with dot.com
3. Think about what people are going to search
4. Buy misspellings
5. Don't add "Broadway" etc. suffix unless you're sure  
(e.g. NameOfPlayOnBroadway.com)

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Buy your domain name  
**ASAP!!!**

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PRO

## The Six Essential Pages for Every Site

1. Home Page
2. Products Page
3. About Page
4. Photo/Video Page
5. Press Page
6. Contact Page

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## Other Pages for Your Site

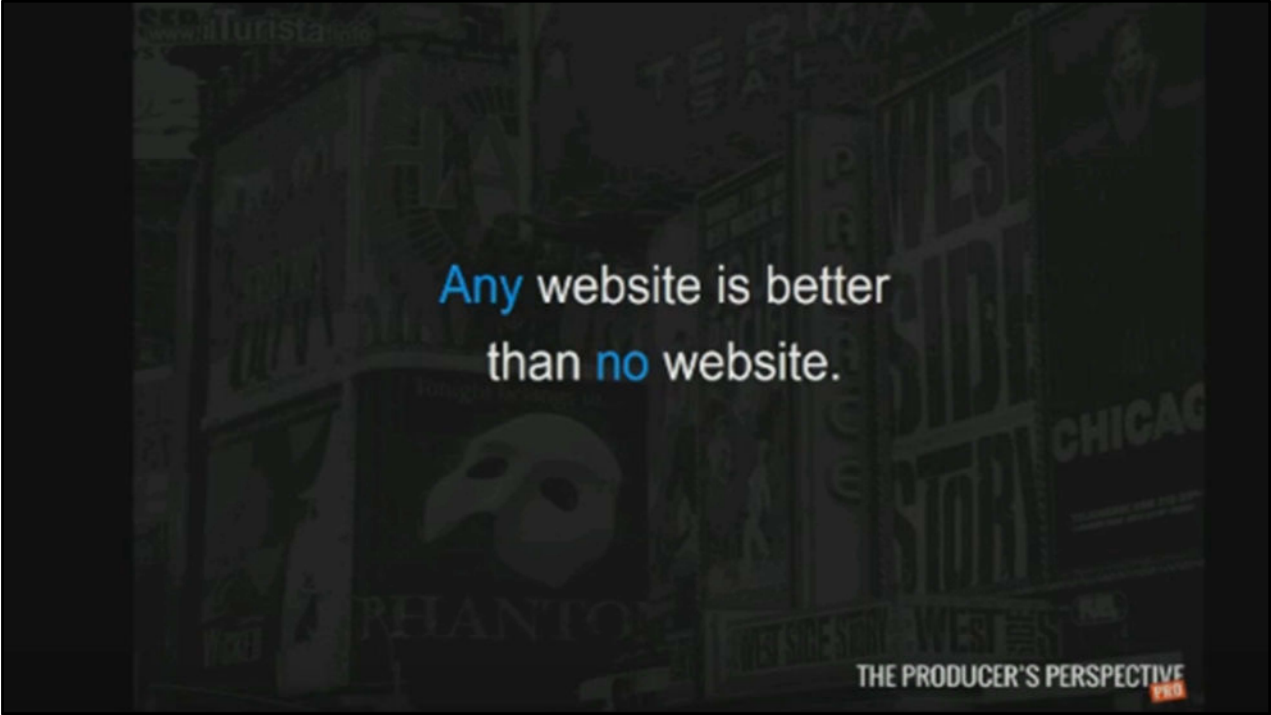
1. Cast and Creatives
2. Blog
3. Merch

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## The Six Essential Pages for Every Site

1. Home Page
2. Products Page
3. About Page
4. Photo/Video Page
5. Press Page
6. Contact Page

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PRO



Any website is better  
than no website.

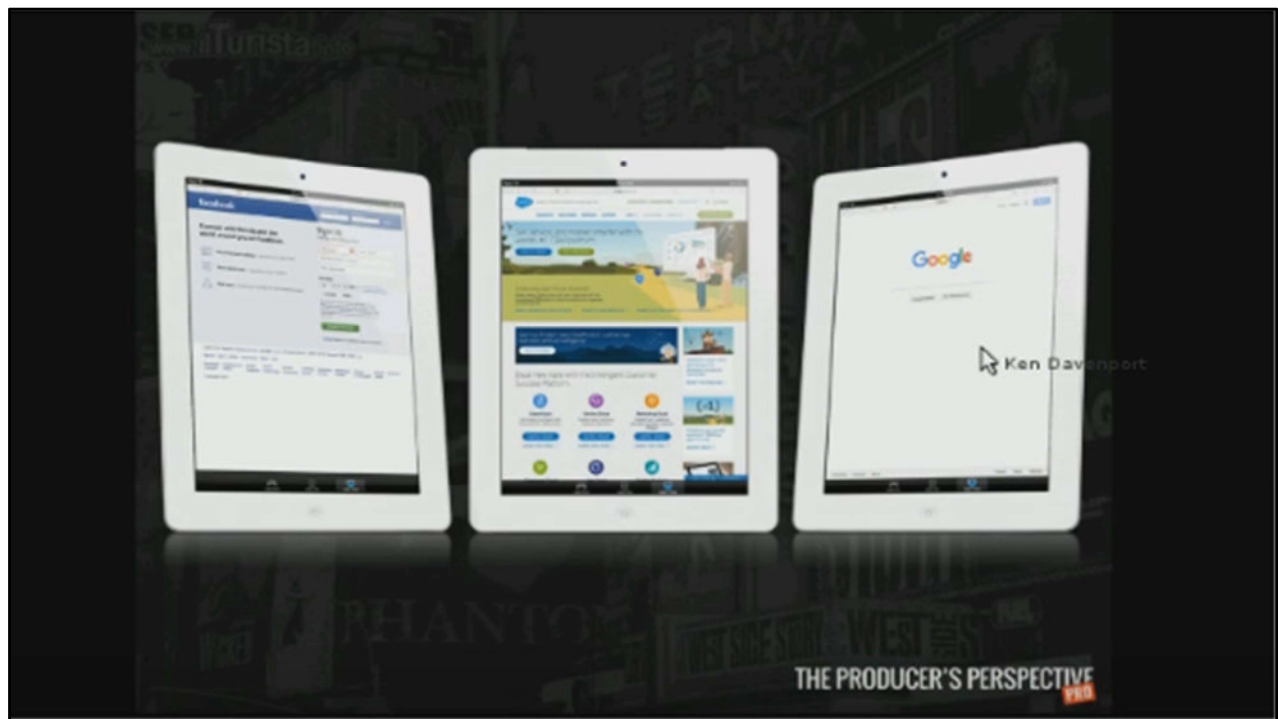
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## The Three Most Important Things to Remember re: Web Design

1. Ask yourself: What do I want my visitor to do?
  - Sign up for my mailing list?
  - Buy tickets?
  - Read a script?

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PRO

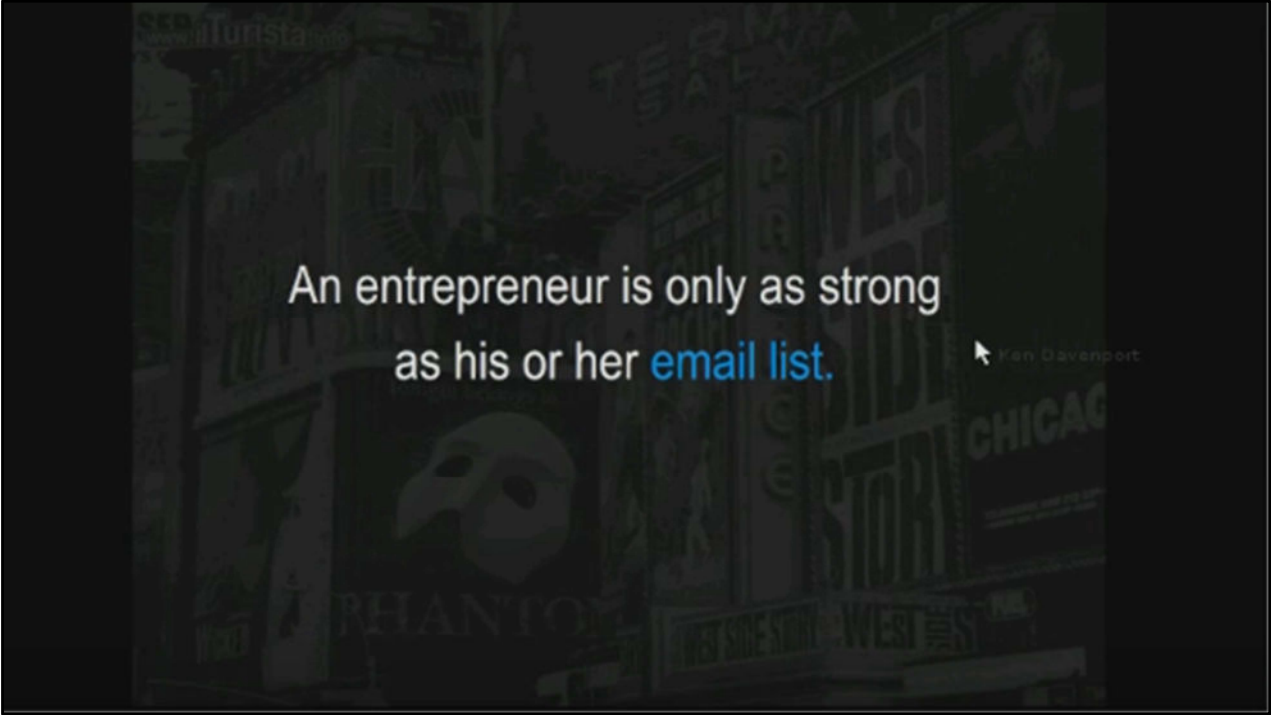


## The Three Most Important Things to Remember re: Web Design

1. Ask yourself: What do I want my visitor to do?
  - Sign up for my mailing list?
  - Buy tickets?
  - Read a script?
2. Collect Contact Information.

Ken Davenport

THE PRODUCER'S PERSPECTIVE PRO



An entrepreneur is only as strong  
as his or her **email list**.

Ken Davenport

## The Three Most Important Things to Remember re: Web Design

1. Ask yourself: What do I want my visitor to do?
  - Sign up for my mailing list?
  - Buy tickets?
  - Read a script?
2. Collect Contact Information.
3. Don't let it go stale.

Ken Davenport


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TBO





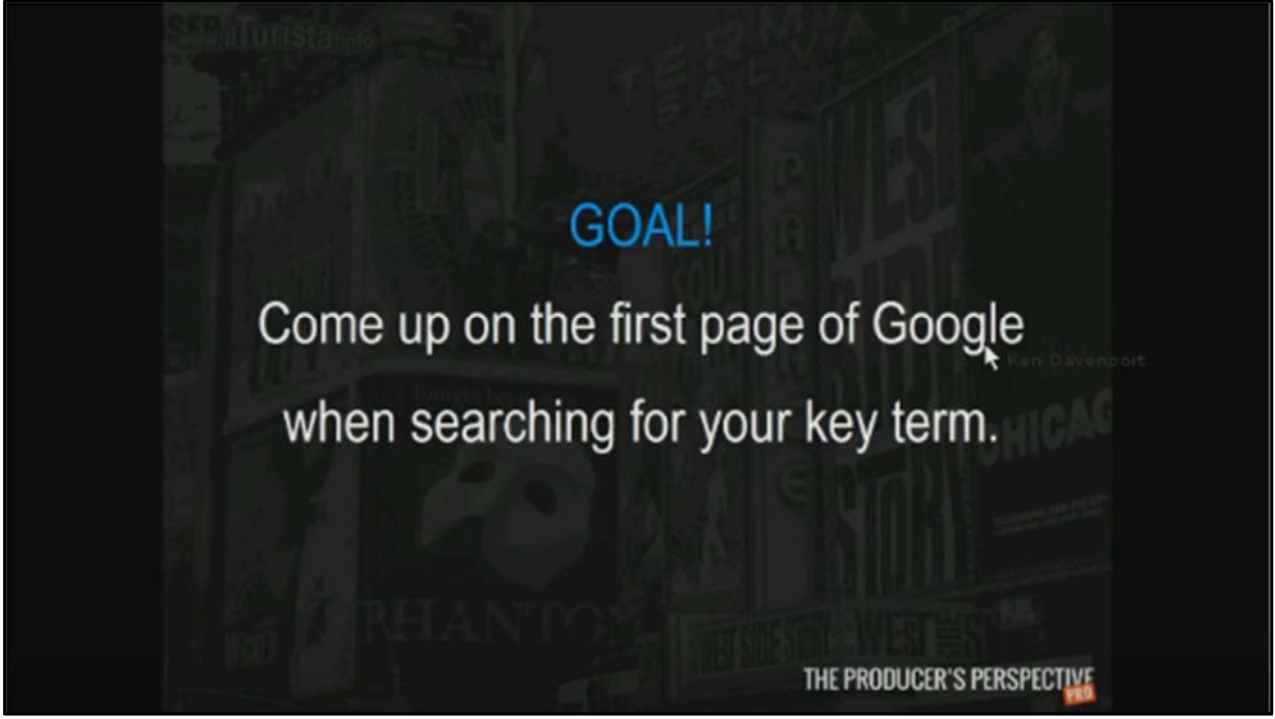
Perform a regular monthly audit of your site to make sure it's up to date. Ken Davenport

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SEO = Search Engine Optimization





GOAL!

Come up on the first page of Google  
when searching for your key term.

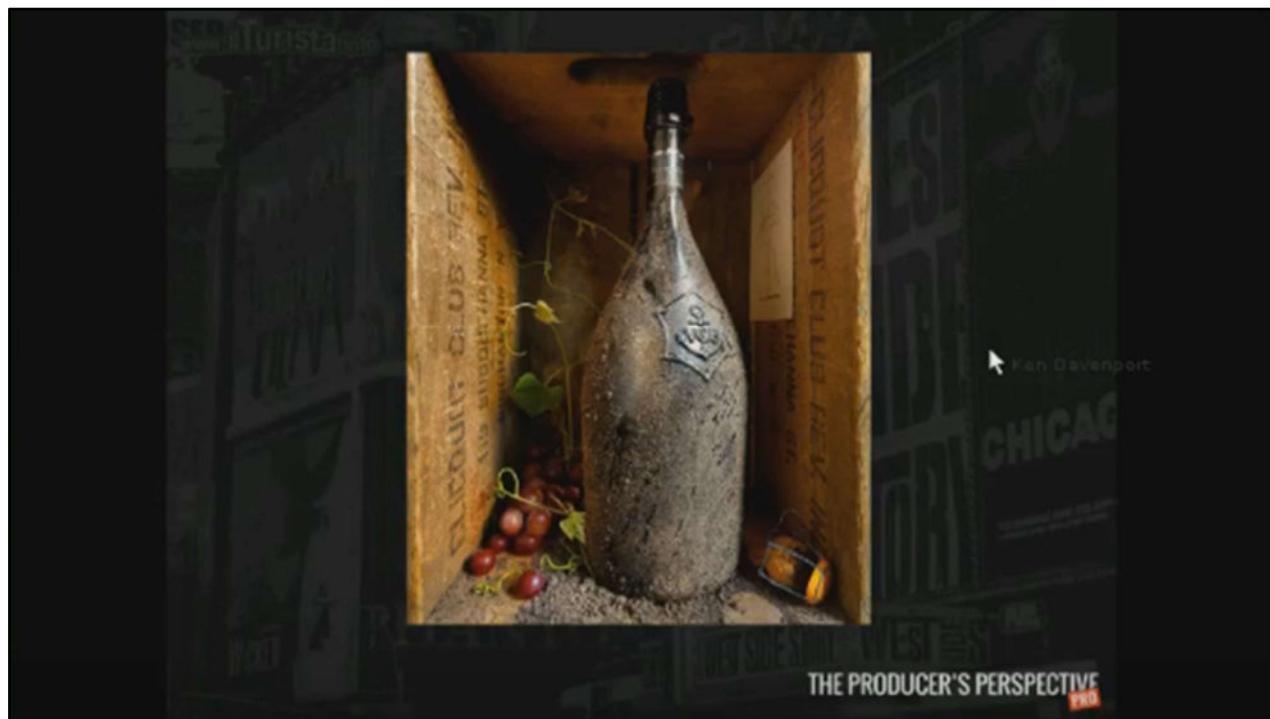
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P&P

## Five Tips to Improving Your SEO

1. Build your site as quickly as possible.

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PRG



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PRO

## Five Tips to Improving Your SEO

1. Build your site as quickly as possible.
2. Add lots of relevant content.

Ken Davenport

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P&P



Ken Davenport

Don't keyword stuff.

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P10

## Five Tips to Improving Your SEO

1. Build your site as quickly as possible.
2. Add lots of relevant content.
3. Get people to link to you.

Ken Davenport

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Ken Davenport

No link farms.

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## Five Tips to Improving Your SEO

1. Build your site as quickly as possible.
2. Add lots of relevant content.
3. Get people to link to you.
4. Change up your content often.

Ken Davenport

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PRO

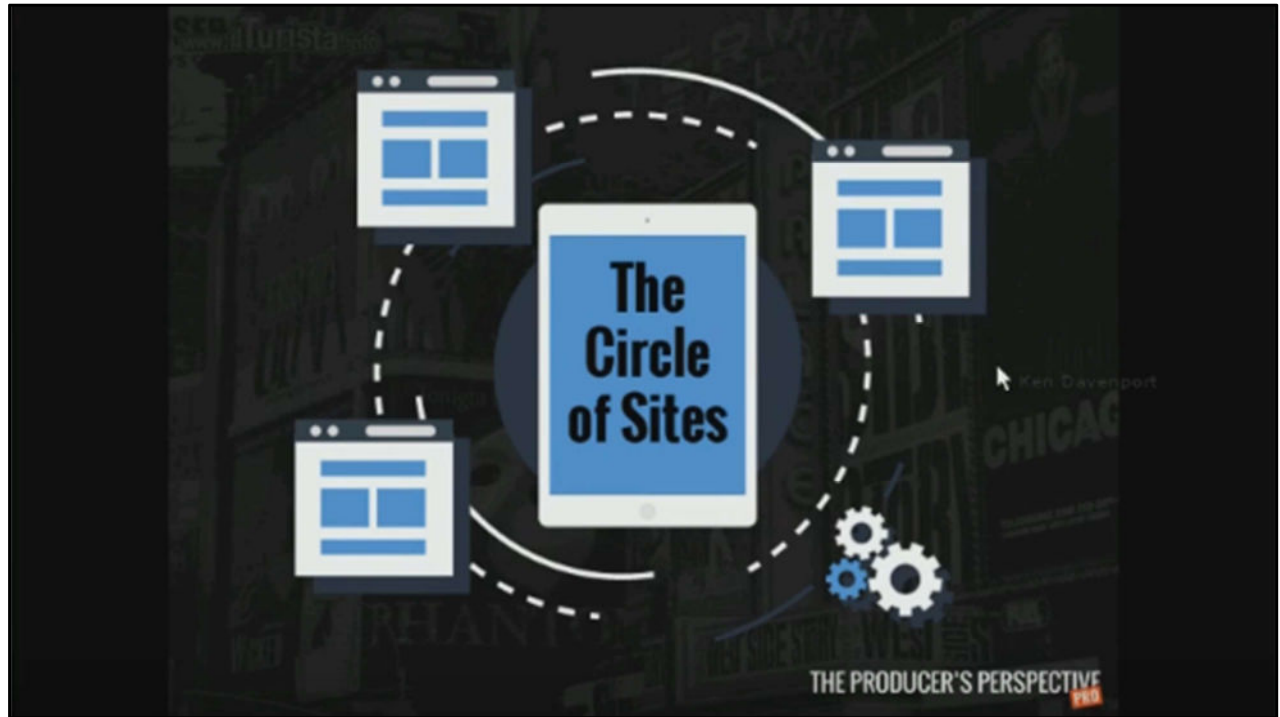


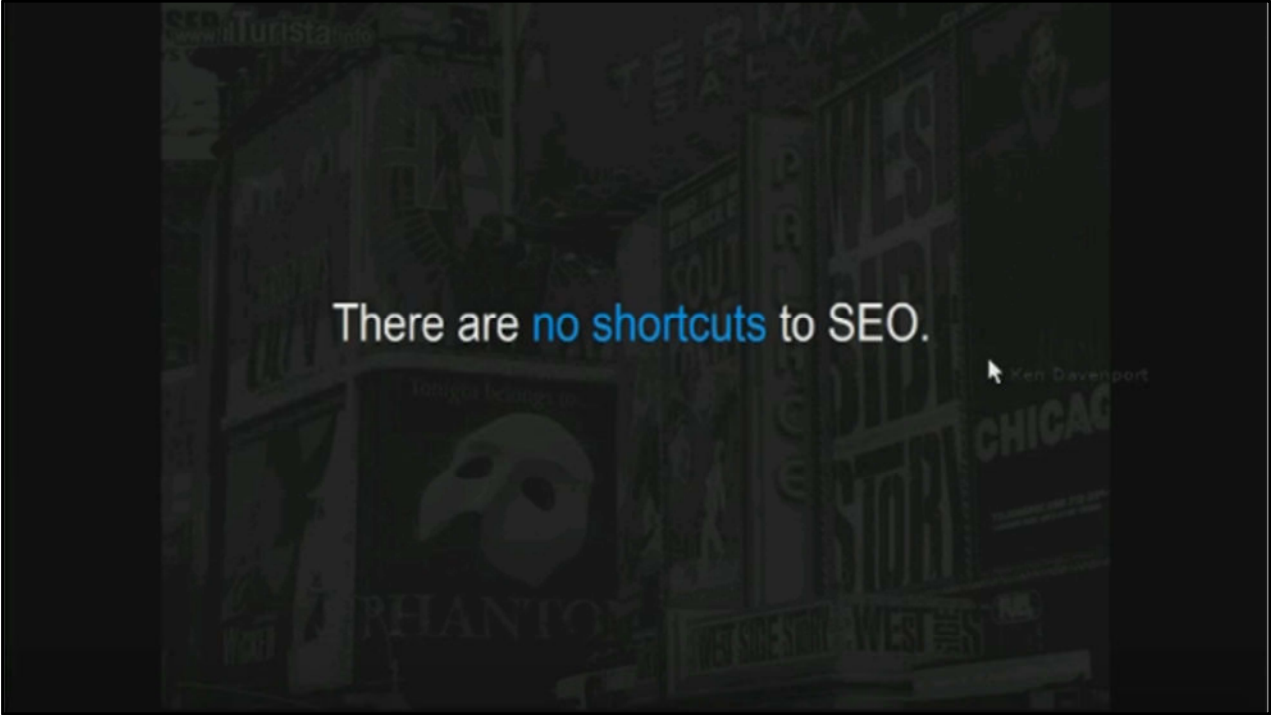
## Five Tips to Improving Your SEO

1. Build your site as quickly as possible.
2. Add lots of relevant content.
3. Get people to link to you.
4. Change up your content often.
5. Why have one site when you CAN and SHOULD have two?

Ken Davenport


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PRB





There are **no shortcuts** to SEO.

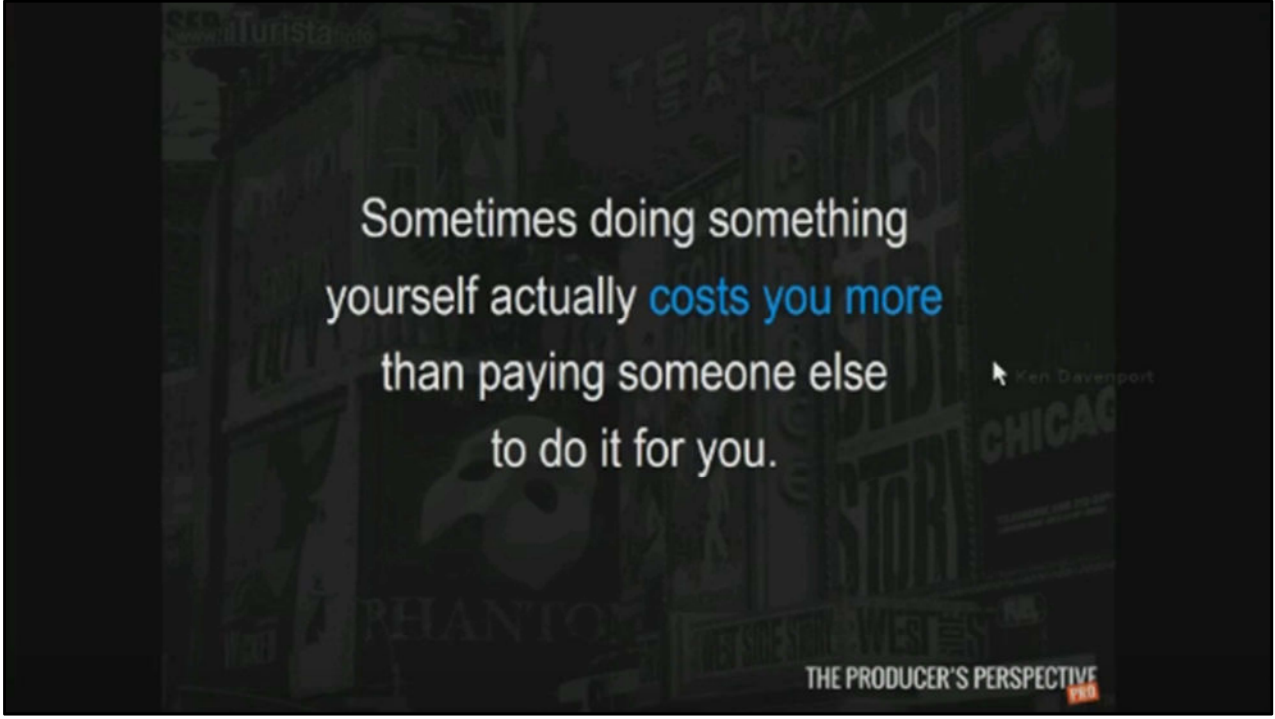
Ken Davenport



I can't design a site myself.  
What do I do?

Ken Davenport





Sometimes doing something  
yourself actually **costs you more**  
than paying someone else  
to do it for you.

Ken Davenport

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