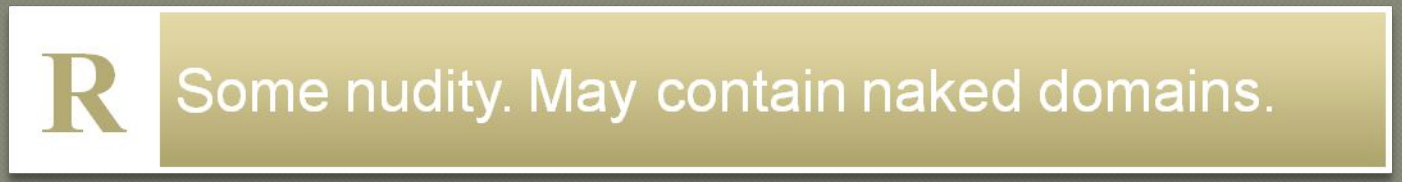
What do I do now????
Idea to first pages in about an hour

Tom Lambert

- Moderator, Webmasterworld.com Content Management forum
- Head Gravity Inspector, Western Division, Ultraskier.com

Domains with nothing on



Modest Goal

The goal: enough to start testing

- Simple semi-customized design with a handful of pages
- Basic tools for on-page SEO
- Analytics in place

This is not the do-everything portal you're dreaming of which
is version….

Version Infinity

- **Version Infinity (n)**
  - The version that exists in your head that stops you from building anything at all until you get $1.2m in venture capital.

- **Derek Sivers interview on Mixergy.com**
  http://mixergy.com/derek-sivers
  - CD Baby and Muckwork.com

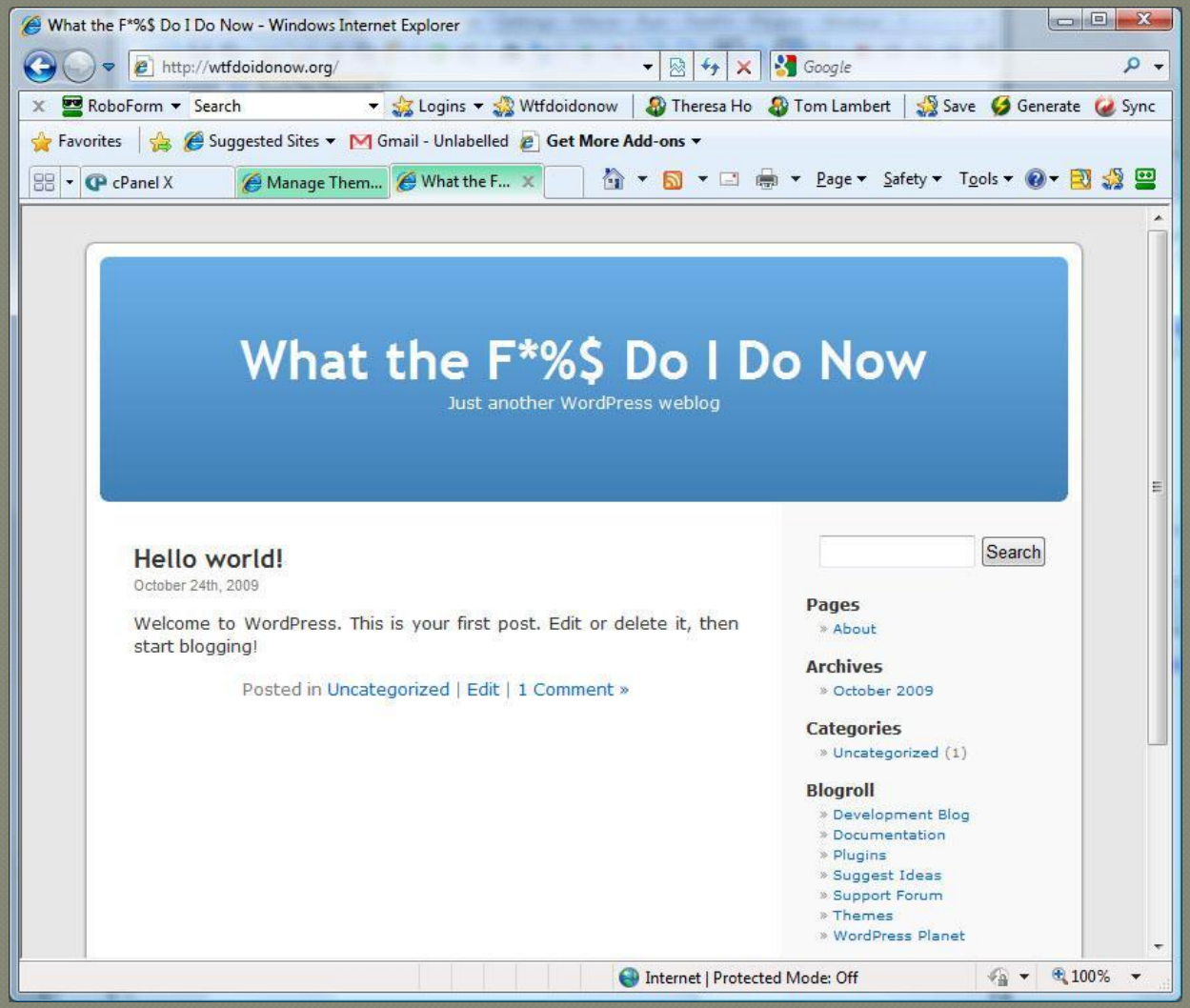
First Steps

- Pre-requisite: idea + keyword research

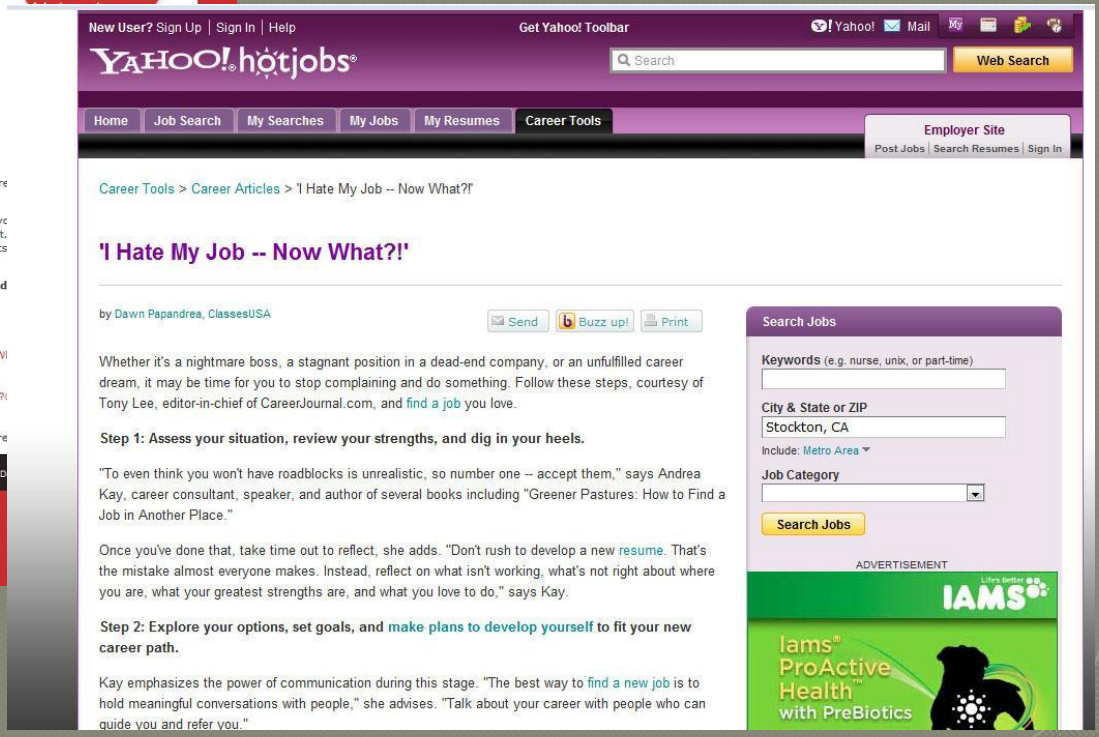
- Cheap Hosting
- Register Domain
- Install some CMS Software

Time so far: 09:00. Unfortunately…

Step 2: Something Presentable

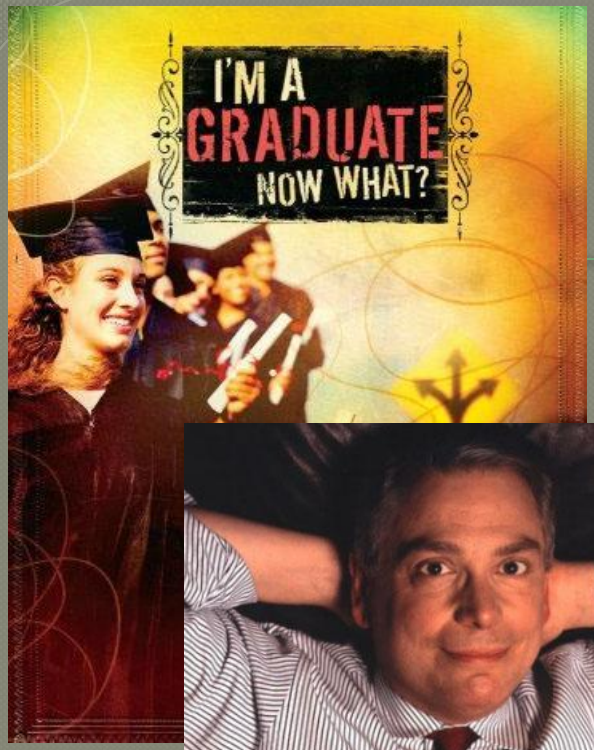


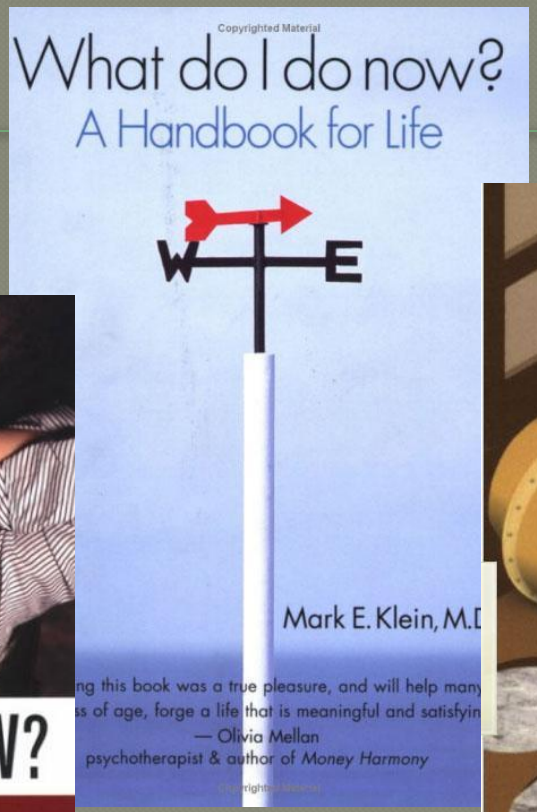
Inspiration I: KW Tools and Competitors

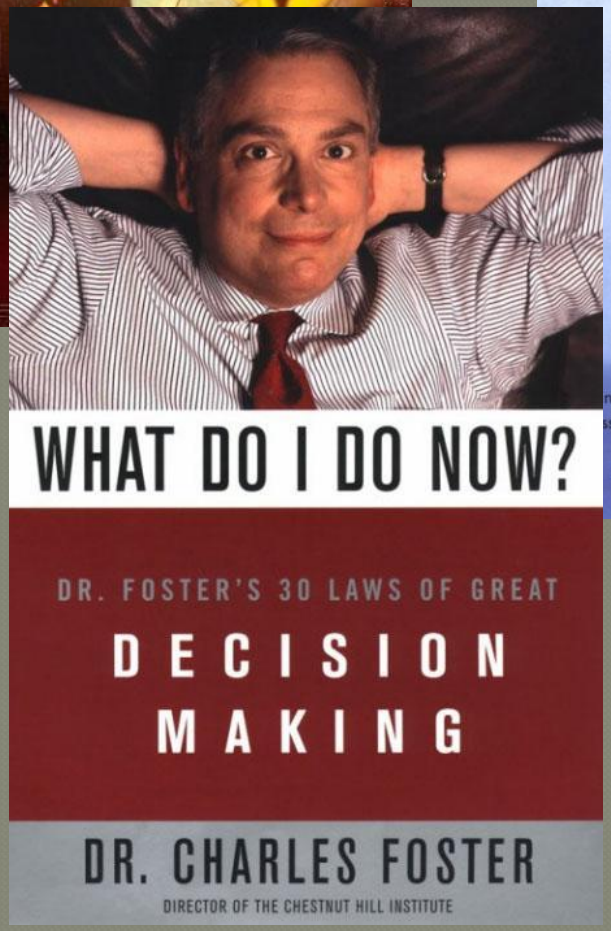


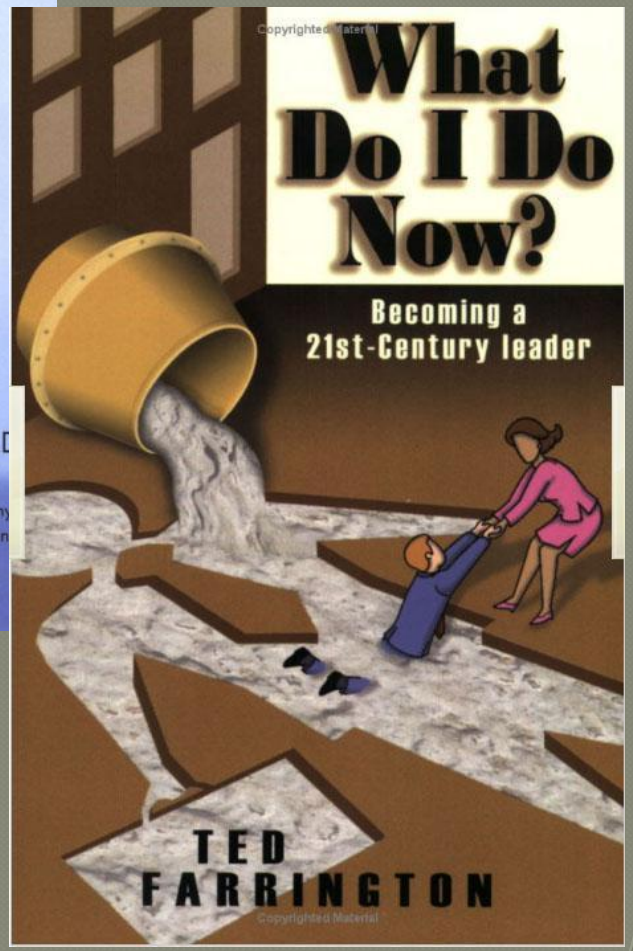
Plenty of Pubcon sessions on those

Inspiration II: Books







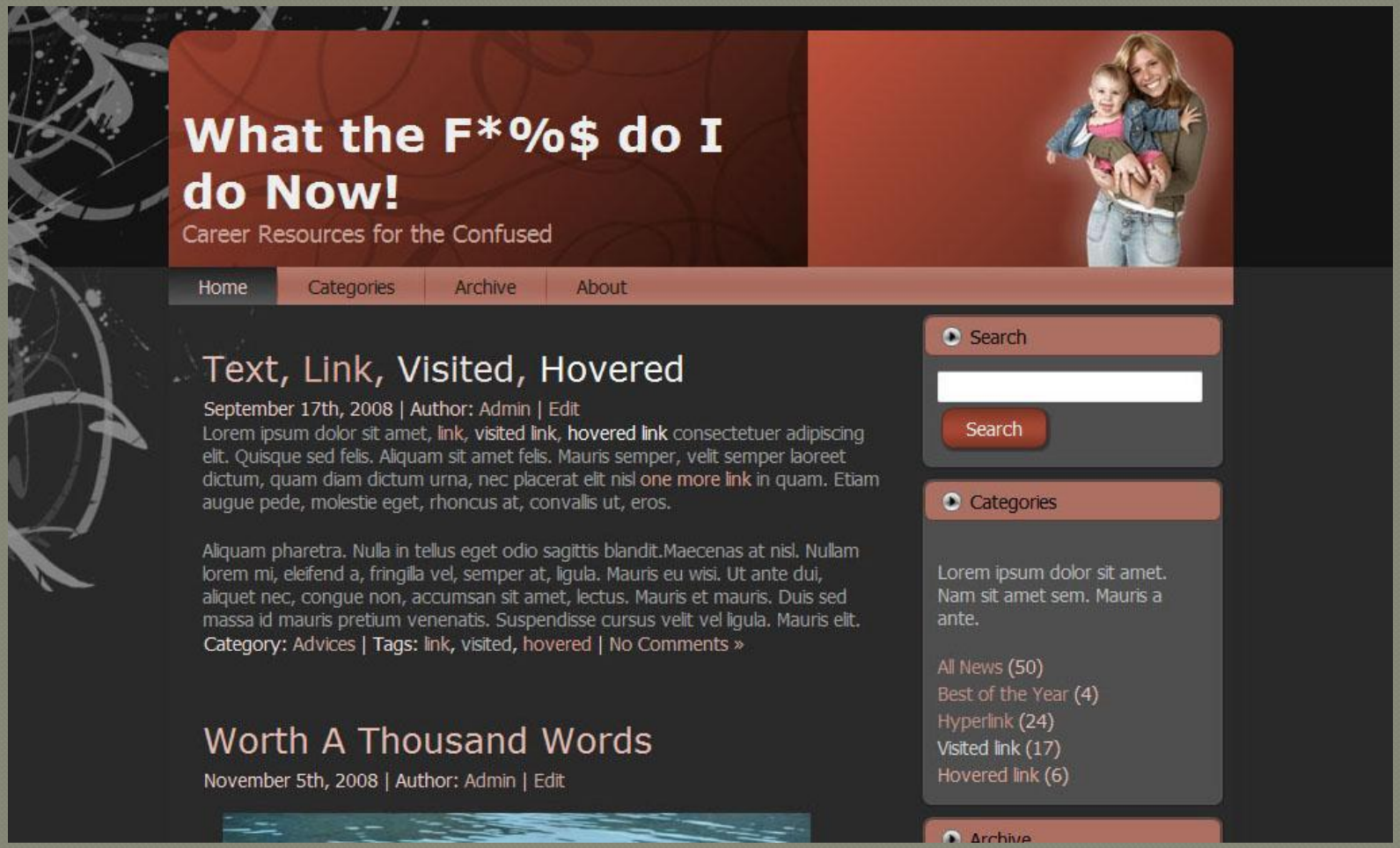


Quick and Dirty Customization

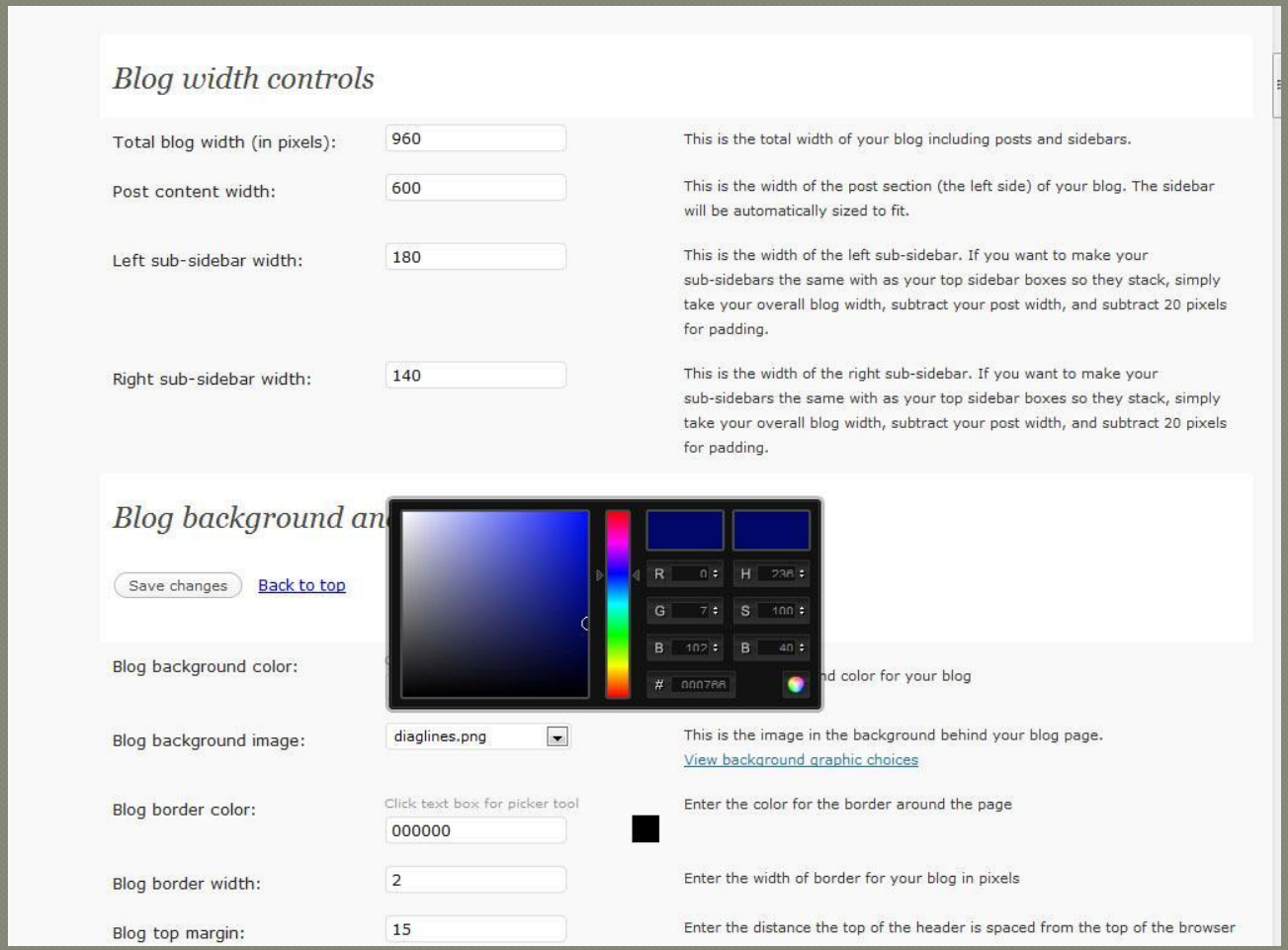
- **Hunt** for an off-the-shelf theme
  - Thousands. An excellent procrastination strategy
  - Often not designed to customize.
- Use a **framework theme**: Pushbutton Options
  - Thesis, Flexibility2 (free!), Carrington, Affiliate Theme
- **Artisteer**: Pushbutton Design Generation

Artisteer: Semi-Automated Design Generation

Push "Suggest" Twice



Flexibility2 : ***Free*** Point and Shoot Customization 150 Quick Options from the admin screen

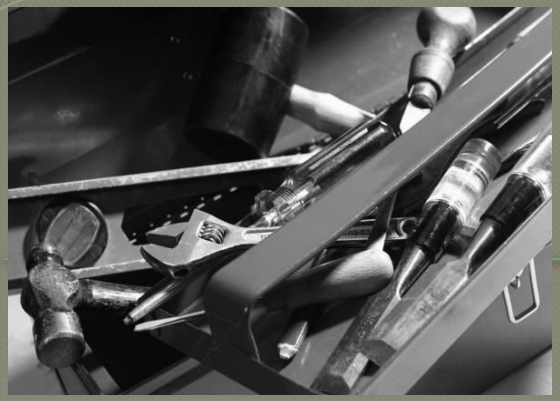


Flexibility2 Default

5 images + 10 0ptions + 15 mins later…

http://WTFdoIdoNow.org Version 0.2

Disclaimer: this was done by a colorblind, non-designer who can't match a shirt and pants



Handy Firefox Extensions

Measure It

https://addons.mozilla.org/en-US/firefox/addon/539

Colorzilla

https://addons.mozilla.org/en-US/firefox/addon/271

Aardvark

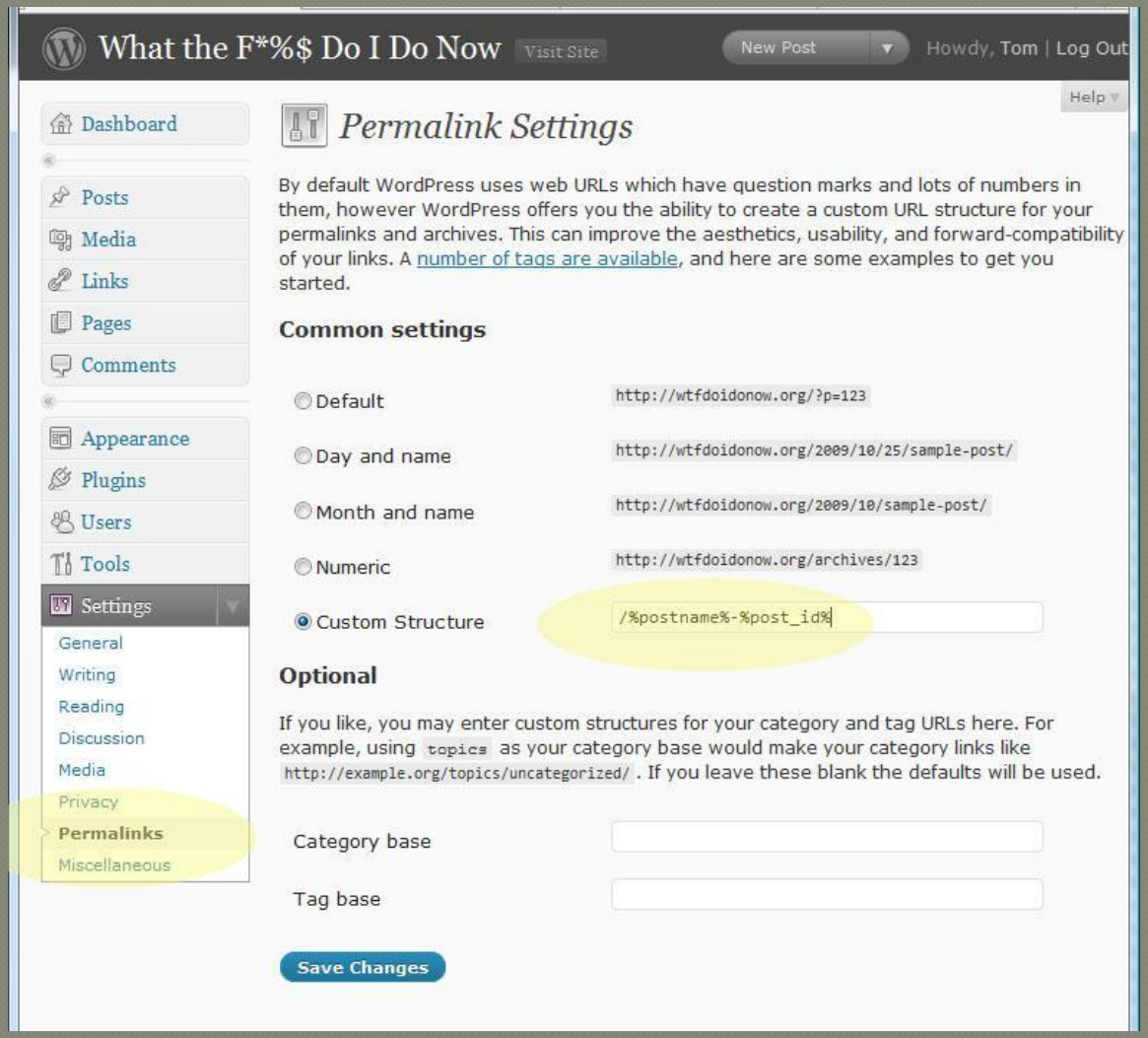
https://addons.mozilla.org/en-US/firefox/addon/4111

Firebug

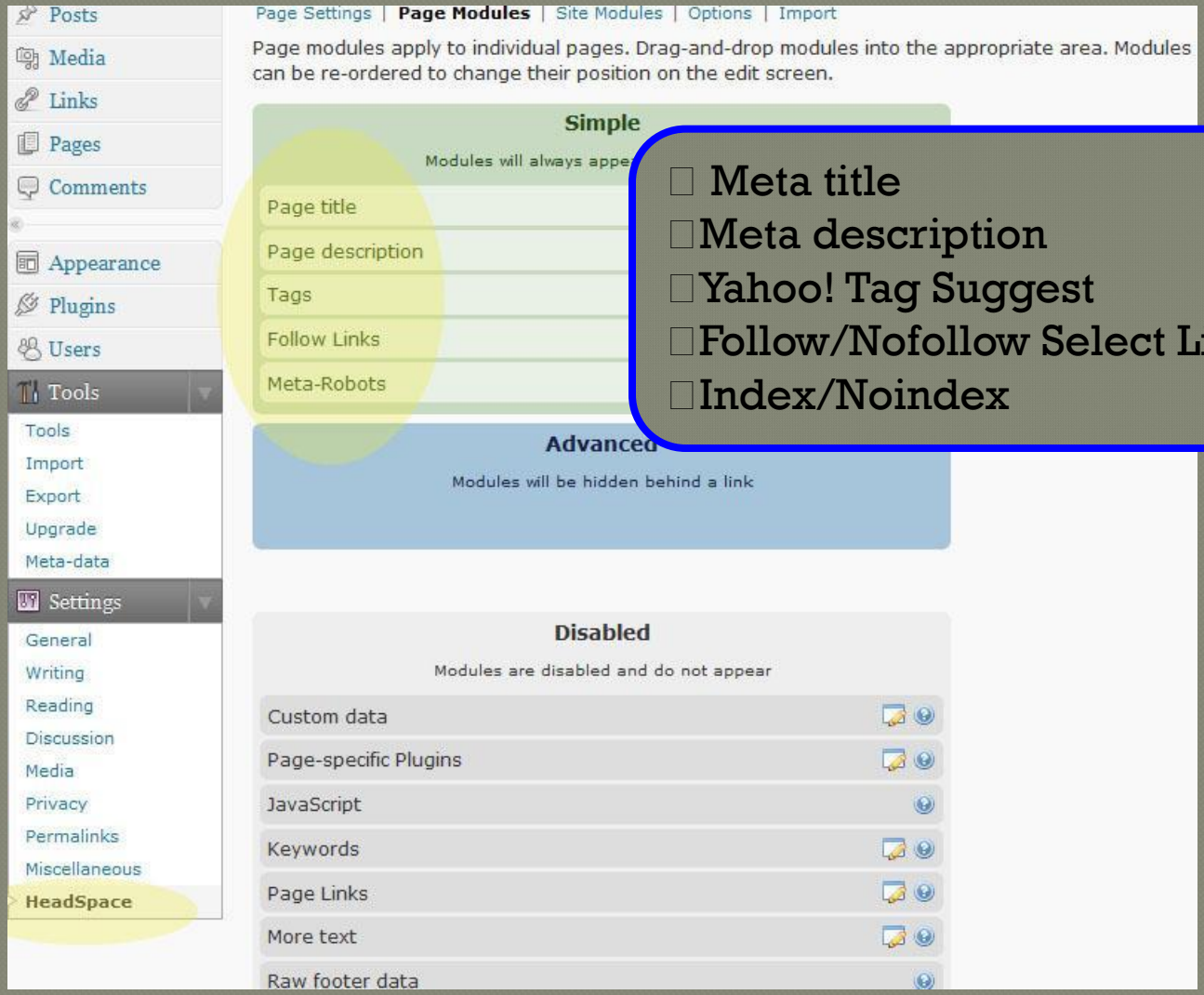
https://addons.mozilla.org/en-US/firefox/addon/1843

https://addons.mozilla.org/en-US/firefox/collection/firebug_addons

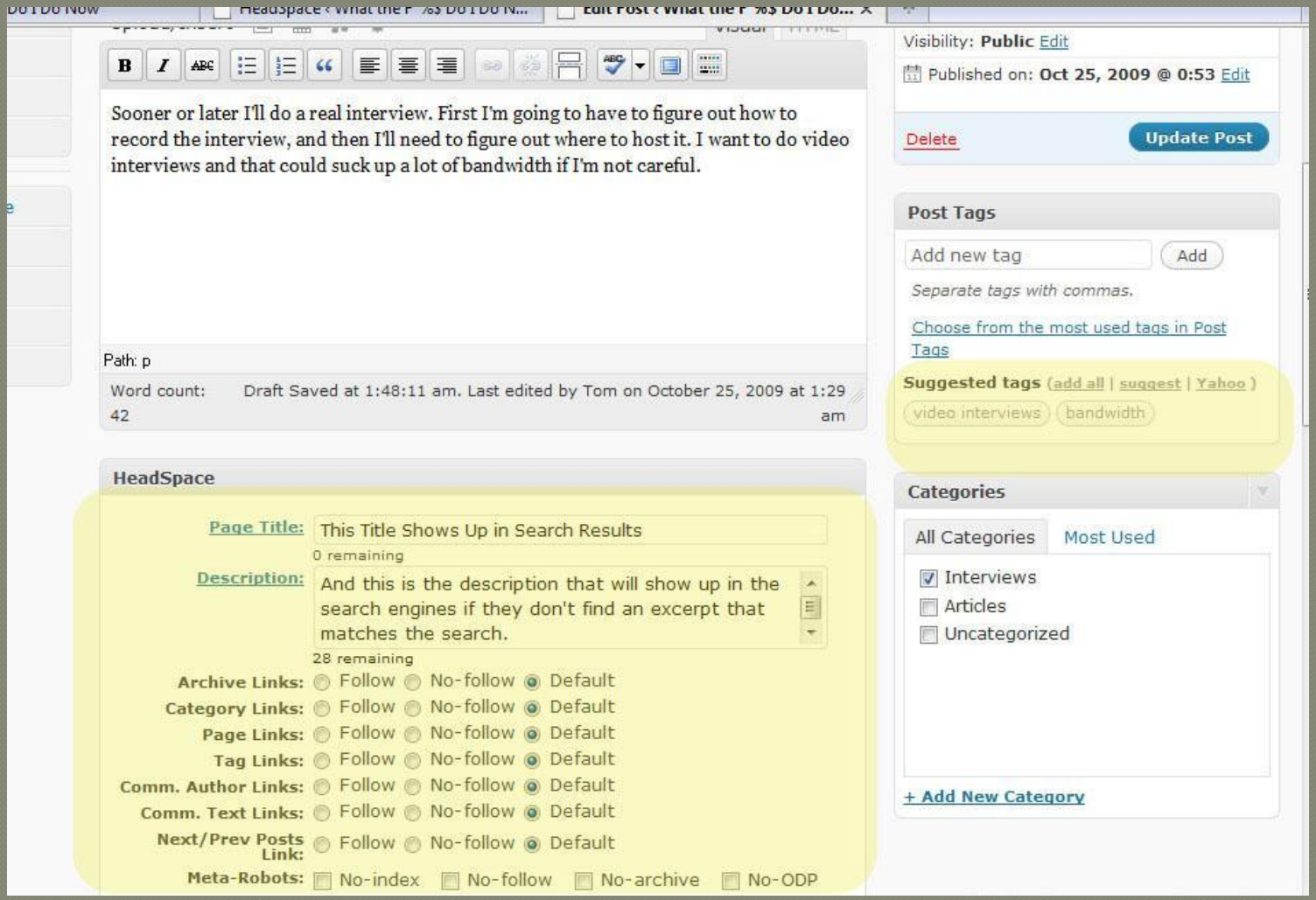
Friendly Links



Headspace2: Page Settings



Headspacified Edit Screen



Headspace2: Add Tracking and Diagnostics

Google Analytics

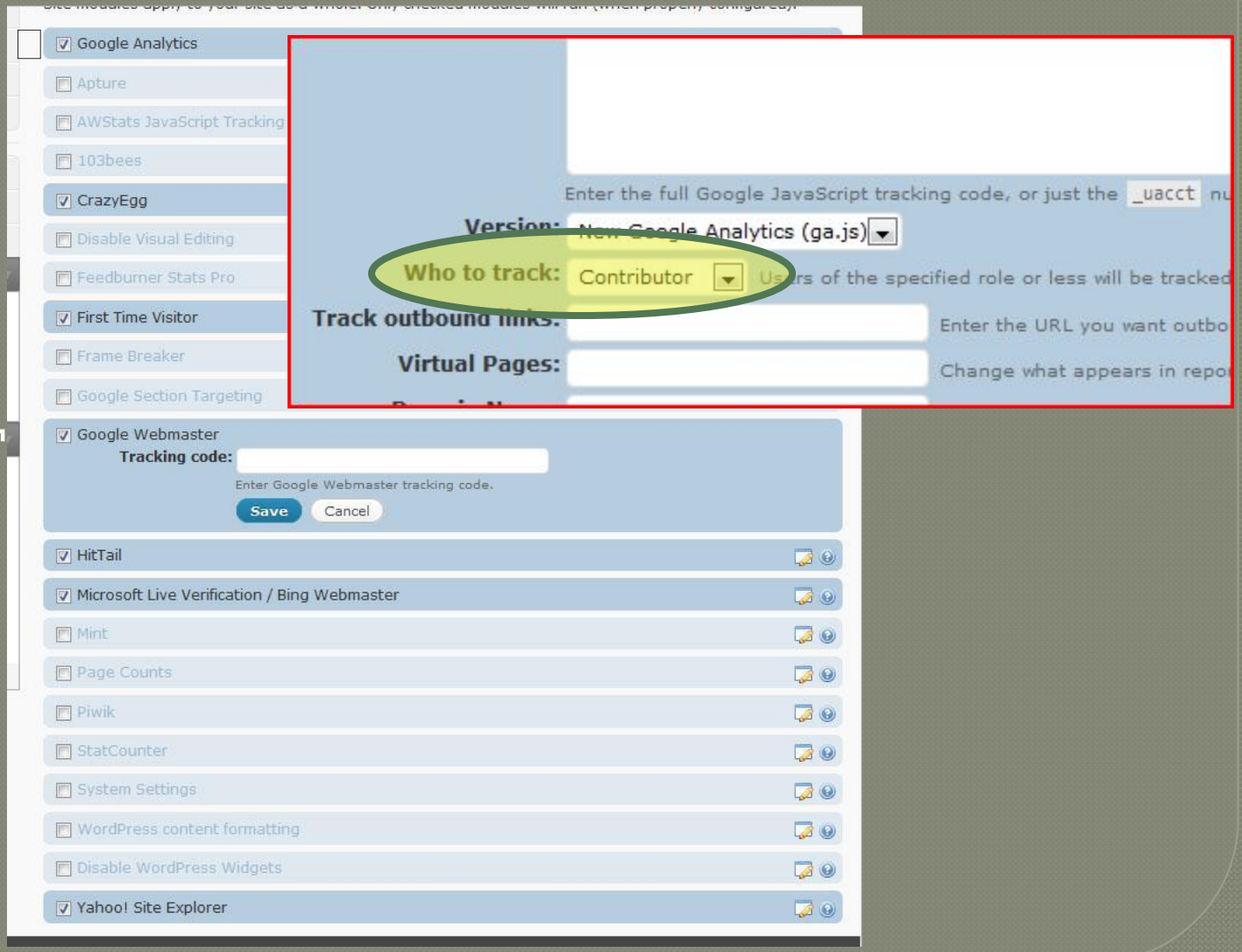
WWSGD

Google WMT

HitTail

Live/Bing

Site Explorer



Great, we're collecting data…

WTF do I do now????

Thank You

"…if a thing is worth doing, it is worth doing badly"

— G.K. Chesterton (1874-1936)

"Don't Worry, Be Crappy"

— Guy Kawasaki

http://twitter.com/tomagain