



# Taking a Website Live

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# Outline

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- About Me and Cellarspot
- Technical Details
- Revenue Models
- E-Marketing
- Legal Info
- Overflow (time permitting)



# About Me

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- CSE 143/190L TA
- Founder of [www.cellarspot.com](http://www.cellarspot.com)
  - Social network for wine connoisseurs



**Cellarspot** your wine community **beta** [home](#) [browse](#) [help](#) [join](#) [login](#)

email:  password:

catalog and manage your wine collection  
track your tasting experiences  
discover new wine  
share what you want with others

interested?  
[join now](#) | [why join](#)

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**bottles in the spotlight** [browse](#)

- 2005 Redwood Creek Pinot Noir
- 2000 Calon Segur Bordeaux
- 2005 La Ferme Julien Cotes du Ventoux

**bloggers in the spotlight**

Coming soon!



# General Cellarspot Info

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# Cellarspot in Academics

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- Pursued in 4 different classes (15 credits)
  - CSE 403 - Software Engineering (4 credits)
    - CSE majors only
    - Opportunity to work on a large project
    - Absolutely recommended (esp. with Marty)
  - ENTRE 475/476 - Planning a Business
    - 4 credits each
    - Contact John Castle (castlej@u) if interested
    - Absolutely recommended
  - CSE 490H - Distributed Systems (3 credits)
    - CSE majors only



# Cellarspot Focuses

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- Original focus was on functionality
  - “Let’s make a website with awesome functionality; the look is less important.”
- Original focus was bad
  - We should have focused on a core feature set with an attractive and grabbing look
  - Wine connoisseurs need websites



# Technical Details

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Goal: launch [www.mydomain.com](http://www.mydomain.com)



# Hosting

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- ~\$10 per year for a domain name
- ~\$5-10 per month for web space
  - Includes MySQL, PHP, email, etc
- Good idea to use the same company for domain and web
  - Godaddy.com
  - Dreamhost.com
  - Westhost.com





# Regarding Hosting

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- Only sign up with a host if the below are installed and ready to use
  - A web server (IIS or Apache)
  - MySQL
  - PHP
- Be prepared to host on your own server(s) if your website becomes VERY popular

# Useful Services

- Google Analytics
  - <http://www.google.com/analytics>
  - Incredible statistics about your site
  - Setup is easy with just one Javascript



# Useful Services (cont.)

- Google Webmaster Tools
  - <http://www.google.com/webmasters>
  - Useful information about your site in Google's search engine

The screenshot displays the Google Webmaster Tools interface. At the top, there are tabs for 'Diagnostic', 'Statistics', 'Links', and 'Sitemaps', with 'Statistics' selected. On the right, there is a 'Sites' dropdown menu. The left sidebar contains links for 'Crawl stats', 'Query stats', 'Page analysis', and 'Index stats'. The main content area is titled 'Query stats' and includes a list of bullet points explaining the data: 'Top search queries are the queries on the selected search property that most often returned pages from your site.', 'Top search query clicks are the top queries that directed traffic to your site (based on the number of clicks to your pages).', 'Average top position is the highest position any page from your site ranked for that query. Since our index is dynamic, this may not be the same as the current position of your site for this query.', and 'All data is averaged over the last 7 days.' Below this, there are two dropdown menus: 'Choose search type:' set to 'All searches' and 'Choose search location:' set to 'All locations'. A 'View Stats' button is present. Underneath, it says 'All searches: All locations'. There are two 'Rate this tool:' sections with smiley face icons. The first section contains a table titled 'Top search queries' with columns for the query and 'Average top position'. The second section contains a table titled 'Top search query clicks' with columns for the query and 'Average top position'. A 'Download this table' link is at the bottom.

Top search queries	Average top position
1. <a href="#">cellarspot</a>	1
2. <a href="#">henri boillot</a>	11
3. <a href="#">bossi siena</a>	1
4. <a href="#">les charmes chardonnay</a>	2

Top search query clicks	Average top position
1. <a href="#">bossi siena</a>	1
2. <a href="#">cellarspot</a>	1
3. <a href="#">"lazy creek vineyards" owners</a>	10



# Revenue Models

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Goal: make some money



# Advertisements on Your Site

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- Google AdSense
  - Automatically displays relevant ads
  - Paid per click (usually ~\$.10-3.00)
  - Customizable look and feel
  - [www.google.com/adsense](http://www.google.com/adsense)

**[Printed Wine Glass \\$1.59](#)**

\$1.59 Wine Glasses, \$1.49 flutes  
\$0.56 shot Glasses. Free clip art.  
[www.Discountmugs.com](http://www.Discountmugs.com)

**[Wine Cellar](#)**

Specialists in Custom Wine  
Cellars. We Will Beat Any  
Delivered Price.  
[www.VintageCellars.com](http://www.VintageCellars.com)

**[Winery Tours](#)**

Luxury Group Transportation 20  
Guests On Our Limo Style Bus  
[winerybus.com](http://winerybus.com)

**[Wine Shippers](#)**

Parcel approved shippers, Includes  
Carton, Low pricing on the net!  
[www.univfoam.com/productsCoo](http://www.univfoam.com/productsCoo)

Ads by Google

# Cellarspot AdSense Example

**Cellarspot** your wine community **beta** [home](#) [browse](#) [help](#) [invite](#) [logout](#)

[My Profile](#) [My Collection](#) [My Taste Notes](#) [My Friends](#) [My Messages](#) [My Account](#)

**I've given in**  
Alex Lodd Apr 11 07 9:37 AM

I've decided to give wine more of a shot, so I'm going to buy a bottle once every two weeks.  
I might quit 2 weeks in, but for now I'm going to go for it.

[remove](#) | [edit](#)

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2 comments:

**Carolee** Apr 11 07 8:08 PM  
Hi Alex,  
I'll be interested to hear how your journey into wine tasting evolves. [remove](#)

**loogel** Apr 12 07 11:10 PM  
I know! Blog about it ! [remove](#)

Post a comment:

Ads by Google

**[Wine Shippers](#)**  
Parcel approved shippers.  
Includes Carton, Low pricing on the net!  
[www.univfoam.com/productsCoc](http://www.univfoam.com/productsCoc)

**[Wine Tasting France](#)**  
French Wine Tasting  
Breaks, Tours &  
Weekends - Get a Free  
Brochure!  
[VintageTravelExperience.com](http://VintageTravelExperience.com)

**[Eastside Wine Storage](#)**  
Your lock, your key, your  
locker Your wine cellar  
away from home.  
[www.eastsidewinestorage.com](http://www.eastsidewinestorage.com)

# Advertisements (cont.)

## ■ Banners

- Requires lots of coordination between you and company advertising
- Paid per thousand impressions (\$1-50)

PIRATES OF THE CARIBBEAN  
AT WORLD'S END  
In Theaters May 25  
©2007 Disney

Get FREE REWARDS  
Now By Signing Up!

- Pirates Ringtone
- The Movie Soundtrack
- Pirates Wallpaper

mycokerewards.com  
GET FREE REWARDS  
Open To 50 U.S. (And DC) 13 And Older.

**CNN.com**

AMERICAN MORNING

SITUATION ROOM

LOU DOBBS TONIGHT

PAULA ZAHN NOW

LARRY KING LIVE

ANDERSON COOPER 360\*

NANCY GRACE

SCHEDULES

Member Center: [Sign In](#) | [Register](#)

[International Edition](#) - [CNN Pipeline](#)



# Referrals

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- Website owner gets commission from referred sale
  - Many e-commerce sites offer this
  - Amazon.com, Bestbuy.com, etc
  - Commission ranges between 5-10%
  - Look for “Join Associates” on Amazon.com



# Cellarspot Referral Example

**Cellarspot** your wine community **beta** [home](#) | [browse](#) | [help](#) | [invite](#) | [logout](#)

[My Profile](#) [My Collection](#) [My Taste Notes](#) [My Friends](#) [My Messages](#) [My Account](#)

## 2004 Kistler Chardonnay

Bottle info	
Producer:	Kistler
Vintage:	2004
Grape:	Chardonnay
Type:	White
Region:	Durell Vineyard, Napa Valley

### [Wine Review Online](#)

Ratings, Reviews, Expert Buying Advice from America's Top Critics

Ads by Google

[Write a Taste Note for this Bottle](#)

[Add this Bottle to your Collection](#)

[Buy this bottle](#)



# E-Marketing

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Goal: market your site and get  
users onboard



# Marketing Your Site

- Google AdWords
  - You can produce ads that show up as Google AdSense ads on relevant websites
  - Keywords can be purchased that make you the “sponsored link” on the Google search page
  - Cost per Click (CPC ~\$.10-3.00)
  - <http://adwords.google.com>



marty stepp

Search

[Advanced Search](#)  
[Preferences](#)

Web

Personalized Results 1 - 10 of about 407,000 for **marty stepp**. (0.11 seconds)

[Looking for Marty Stepp?](#)

[cs.arizona.edu/~stepp/](http://cs.arizona.edu/~stepp/) He sure is the cutest purple cow I've ever seen.

Sponsored Link



# Marketing your Site (cont.)

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- Banners
  - Requires much more work
  - Cost per Thousand Impressions (CPM ~\$1-50)



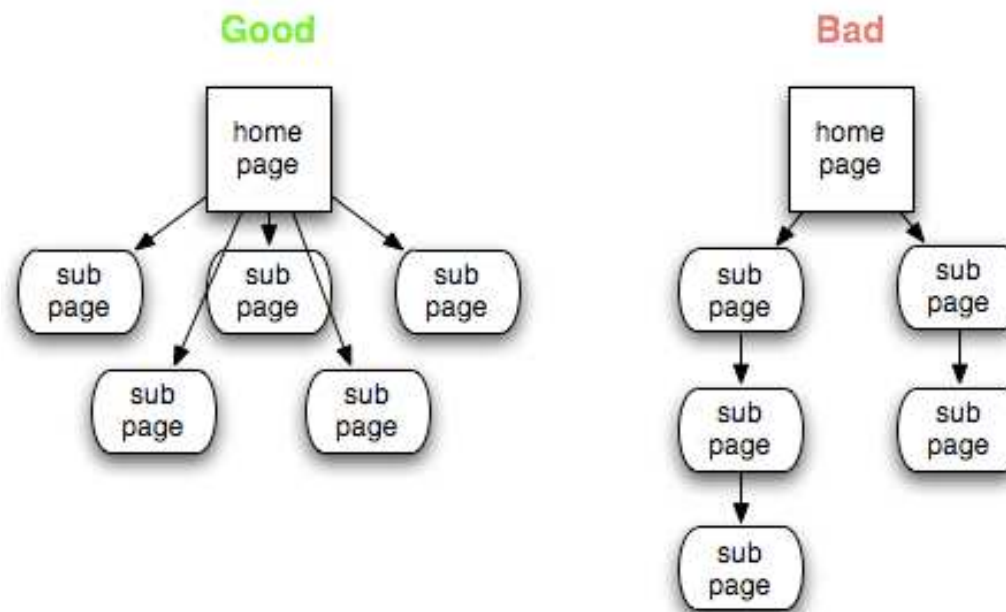
# Search Engine Optimization

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- Include the appropriate <meta> tags
  - Description, keywords, etc
- Use a descriptive <title> such as
  - “Marty Stepp.com - The Best Site EVER”
- See each search engine’s recommendations
  - Yes, they specify them
  - <http://www.google.com/support/webmasters/>

# SEO (cont.)

- Content structure
  - Make the core of your website easily accessible





# Legal Info

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Goal: Don't get shutdown or sued



# Intellectual Property

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- Copyright ©
  - Establishes ownership of content
  - Images, reviews, etc
- Trademark <sup>TM</sup>
  - Establishes exclusive usage of a logo, name, or phrase
- Patent
  - Establishes ownership and exclusive usage of a product, algorithm, etc
  - Very complicated





# Copyright

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- Don't violate it
- Don't use someone else's
  - Images
  - Code snippets
    - Unless the license agreement says you can
  - Any other data on any website
- Copyrights don't need to be specified
  - They are implicit



# Protect Yourself

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- As an individual running a website, your private assets are not protected
- Protect your private assets by either
  - Registering a Limited Liability Company
  - Becoming incorporated
- Dependent on the state you operate in
  - <http://www.secstate.wa.gov/corps/>
- This probably isn't necessary unless you're doing something that might be borderline illegal



# Overflow

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# Understand Your User

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- Do research
  - Talk with potential customers and decide what is most important
  - Learn about your competitors and how your website compares
  - With regard to a feature, it doesn't matter what you think; it matters what *your customer* thinks
- Take ENTRE 475/476



# Software Development

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- Make good code decisions
  - Will make improving / fixing the code MUCH easier
  - Try to build a team of developers, because multiple heads are better than one
- Take CSE 403



# Privacy

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- Be upfront with your user
  - Specify your privacy policy in a “Terms and Conditions” page
  - Facebook’s “Terms and Conditions” page is ~8 pages
- Users may or may not want their wine collections to be public information