

# Pier-Pointer *Tips and Pointers*

## A Web Site is your 'Digital Footprint'..

**In this day and age** our presence is defined by our digital existence. It has been said that those who don't have a digital presence are severely hampering their opportunities. Without a website, you simply do not exist to the average consumer. Consider this Example: It's 4:00pm on a Friday evening and you have to get a last minute reservation for an important dinner with a friend. You type in your favorite search engine: "restaurant, Lansing Michigan". The first two links look good. You look at their hours, their menu, their location, read a little about them and note how long they've been in business, so you pick up the phone and make a reservation. What you didn't know though is that a new restaurant opened up just a few miles away last month. You didn't know this because their website either didn't come up in your search or perhaps they did not have a website at all. **So you can see that they didn't even exist as an option when you**



**TIP:** You want to be as forthcoming as possible when designing your website. You want to present a good **First Impression** and you want to give a **Short, Concise Overview** of your Company or Organization. Your links to your support pages should be well organized so as to **comfortably lead a visitor through your site**. It is helpful to think of a website a **'Brochure'** of your Company or Organization. You are not trying to sell everything, but you **ARE** trying to **sell Yourself** .. Go ahead; give yourself a nice **Pat on the**

## Backing up is your Friend

**If your site is a Wordpress site, backup your site as follows.** Sign into your Wordpress dashboard by putting '/wp-admin' right after your domain name in the address bar. (You will have to enter your user name and password to sign in). Find **BackupGuard** in the lower left area of your Navigation Bar (If its not there, contact us and we will install it for you). Click on it and then; Backup >Full back up >Back up'. You will generate a full back up of your **entire system**.

**If your site is written in HTML;** you will need to enter your **Control Panel** by putting '/cpanel' right after your domain name. (You will have to enter your user name and password to sign in). Under Files locate and enter 'Backup' > Download a Full Website Backup > Home Directory > enter your email address and click the Generate Backup button.. All Done..



## Free WordPress Tutorial

We have a PowerPoint presentation available for download that should help get you started with updating a WordPress website. Go to: <http://pier-point.net> and click on the 'Help Page' button at the top of the page. The download link is the **top** item.

Contact us at: [info@pier-point.net](mailto:info@pier-point.net)