

Anatomy of a Web Presence

Requirements

- Free to nearly free
- Ubiquitous CMS / Dashboard — not desktop tools.
- Stellar Support Online
- Security and Systems updates automated / maintenance free
- Natural SEO
- Analytics built-in
- Anti-spam / comment filters / engagement controls
- Anchor Website, central blog
 - Indexed, onboard search
- Engagement / SMO
 - Embedding / re-blogging
 - Mobile tools for admin on the go
 - Scheduling / Post automation (including by email)
- Mobile Ready (Responsive)
- High-Performance page loads
- Stable / Reliable
- Extensible
- Successor / Transfer prepared