

Fast Facts: Setting up a website

Here are the basic steps involved in setting up your new website:

1. You need to choose and register a domain name. We recommend www.domaincentral.com, www.godaddy.com or www.melbourneit.com.au.

This will be your www address so it should be easy to say, spell and remember. It will also form your email address, so make sure it's not too long. It's ideal if your web address is the same as your company name, so try and make sure both are available before you make your purchase.
2. You need to work out where you are going to host your site (usually a web company where they have lots of back-up servers and security) and how much it is going to cost each month. You will need to work out where you are going to have your email hosted, what SPAM filters they use and what this will cost as well.
3. Next you need to think about who will use your site, what they are looking for and create a site structure that meets the needs of your target audiences. Keep the language focussed on their needs and solving their problems - sites that are 'me talking about me' typically aren't user friendly or appealing to the reader.
4. Then you can speak with a web company about the needs and audiences for your site, your site structure and the support you will need to make your vision live on the web.
5. We recommend our 'Website in a Day' solution – make your initial enquiry here and we will be in touch to answer your questions and get started when you are ready. You choose your colours and website style to suit your business, our Australian developer builds your site, liaises with you to make sure you are happy, we work with you to load up your content and it's all ready, finished and live in one day! It's a fantastic way to increase your online professionalism and success without taking up too much time.
4. Then you can write your content for each page. Put the most important information first, keep it simple, use headings and bullet points. People don't read web pages, they scan them. If you have lengthy information, you might like to link this as a PDF attachment so that the extra information doesn't put off typical 'scanning' readers.
5. Think about what images you can use to support your content, any useful diagrams, fast facts, testimonials to back-up your claims and strengthen your messages?
6. Video clips are proving really popular on websites and help with your search engine optimisation (SEO - more on this below). See if you can incorporate video on your site.
7. Search Engine Optimisation is really important so that you are found on popular searches. Speak with your web developer about naming photos, headings, using the right 'search' words throughout your content, labelling pages etc. They will help 'optimise' your site so it has the best chance of being found
8. There are other things you can do to help with your SEO - talk to your web developer about using blogs, twitter, facebook, YouTube etc as ways to increase your ranking success.

9. Remember to keep your content fresh and relevant. Your website should be a useful business tool that supports or generates sales for your business.
10. Contact us at info@smallbusinesstoolsandtemplates.com for help marketing your website. Discover ways to engage new site visitors and turn them into loyal and long-term customers.

Fill out the enquiry form and our friendly website developer will be in touch to answer all your questions.

We have worked on many websites including this one and also www.marketsavvy.com.au – both will show you the quality of our work.