

# 7 Things You Absolutely Need to Know BEFORE Getting Your Business Online



Websites 4 Small Business

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**Are you feeling overwhelmed at the thought of getting your business online?**

**Are you afraid of technology and not being able to manage your website once it's created?**

**Do you worry about paying someone too much money and not getting what you need?**

The truth is, most first time entrepreneurs have these concerns and many more!

Getting your business online takes a lot of time and effort, but if you push through your fears and tackle the challenges, you will have an amazing business you can be proud of.

Here are 7 things you will need to work through as you embark on this exciting journey.

## **1. Register The Right Domain Name**

It is preferable to have a short domain name, which includes keywords that give customers and search engine a clue to what your business is about.

For example, it is better to have a domain name such as fastplumbing.com than johnsmithandson.com.

Each week thousands of people register new domain names so it's getting harder to get the perfect domain name for your business and you may need to compromise, so the sooner you register your domain name, the better

## 2. Get a Professional Logo Designed

A logo is a visual identity of your business. In many instances, a logo is the first thing that a potential client thinks of when they hear your business name.

For example, if you think of brands such as Nike, St George Bank, Sony etc, what comes to your mind?

A good logo is important for a successful business, especially if you are in a competitive industry. And let's face it who isn't these days. You are not only competing with local businesses but often with overseas ones as well.

Some of the reasons your business needs a logo include:

- Make a great first impression
- Attract new customers
- Stand out from your competition
- Portray a professional image
- Let your customers know what your business is about
- Help customers to remember you



### 3. Ensure your website contains all the right information

When potential customers are searching for your products/services, make sure they can find all the critical information they need in order to make a decision whether to buy from you or not. Your website needs to be easy to navigate, be responsive and include pages, such as:

Home Page (your sales page),  
Product/Service Details, Pricing,  
Frequently Asked Questions,  
Contact Us,  
About,  
Testimonials,

Guarantee,  
Privacy Policy,  
Media Information,  
News and Resources,  
Portfolio or Photo Gallery  
and others.

Ensure your home page features:

- catchy headlines,
- benefits of using your products/services,
- call to action such as download a report, call you, fill out a form or subscribe to a newsletter.
- your contact details.

It should also take search engines into consideration by having keywords and keyphrases within your headings, page names, image alt tags and meta keywords and descriptions.

When customers are looking at your website at 3am, they want to know the information there and then. They don't want to have to wait until the next day to find out. So the more information you provide, the better. If you don't someone else will.

Think of your own experience – imagine you are wanting to buy a gift for a friend. It's 9pm and you are searching the internet. You find a website with just the perfect gift, but there is no price and you can't order it online. Are you likely to wait until the next day to call the business or are you going to click through to another website, which allows you to buy online?

## 4. Prove Your Credibility

In order to convert visitors into paying customers, you need to prove your credibility... you need to show your potential customers that you are trustworthy, reliable and that you will deliver what you promise.

You can do this by including essential information on your website, such as:

- Testimonials
- Before & after photos
- Product reviews
- Security details if you have an ecommerce website
- Media appearances – print, TV, radio or other websites
- Return and refund policy
- Trade association memberships
- Logos of well known brands and companies, if you sell their products
- Awards your staff or business has won



## 5. Search Engines

When designing your website, it is important that you not only provide useful information for your visitors, but that you take search engines into consideration. Search Engine Optimisation (SEO) is a mystery for most website owners and although thousands of articles and posts have been written on the subject, there is often conflicting information about what is an effective SEO strategy.

Over the years Google's and other search engines algorithms have changed and whilst the exact formula for delivering results is not known, there are basic principles that you should stick to if you wish to rank high for your chosen keywords.

1. Include keywords in the title of your pages, in the headings of your pages, in the page description and in meta keywords as well as in image alt tags.
2. Provide quality, original content.
3. Update your website regularly with fresh information.
4. Get as many links as possible from RELEVANT websites back to yours.

Search Engine Optimisation is not a one off exercise ... you need to keep working at it. Whilst many people try to trick the search engines, it is never a good idea, as they ultimately end up being dropped from the search results and even banned.



## 6. Be aware of your legal obligations and responsibilities

When it comes to legal issues, most of us prefer to bury our head in the sand. Unfortunately owning a website comes with its own set of laws that you need to be aware of and abide by.

- **Copyright and trademark protection** - Remember just because you found it online doesn't mean it's free and you can use it.
- **Privacy online** – If you collect your customers' contact details, you are collecting personal information which is protected under privacy laws and you are obliged to provide at least minimum protection against disclosure.
- **Online comments** - If you're allowing people to make comments on your online platform, whether that is a blog, forum, closed or open group, you could be also be found responsible for what they say. Your level of responsibility depends on the law applicable to your website, where the participants are and what your 'rules of engagement' include. If you have no rules (terms and conditions), you have no control!
- **Anti-Spam Compliance** -Anti-spam rules apply to telephone messaging as well as emails. Anti-spam is not just about bulk messaging. It only takes one text message or one email to be found liable for breaches of anti-spam legislation. If you have a new business and you don't use one of the common auto-responder or CRM services then you might not be complying with anti-spam laws. If you are non-compliant and there are enough complaints made against you, your text or email system can be blocked or cancelled and your whole method of communication disrupted.



## 7. Exceptional tools that will save you time and money

Getting your business online comes with many challenges, but the great news is there are many tools that will make your life a lot easier. Here are just a few:

### GetResponse

GetResponse makes email marketing easy. Create emails with responsive design, so your newsletters will look great no matter whether your subscribers are viewing them on their desktop or smart phone. The software lets you do split testing, so you can analyse and optimize any element of your email message. Getresponse also allows you to create auto responders and landing pages, build forms and share data via your social networks.

### LastPass

Keeping track of passwords for your online accounts can be a nightmare, especially if you regularly change them to keep your business safe. The great news is that LastPass manages all your passwords and login details and all you need to do is remember one password. Simply download the free software and as you browse your favourite sites and services, you are prompted to save your logins, generate new passwords, save profiles and more. This tool alone will save you hours of time and endless frustrations.

### Lynda

Technology changes so quickly that it's almost impossible to keep up with everything that is going. Lynda is an invaluable training resource, which lets you access hundreds of different online courses for a small monthly fee. Learn everything from accounting, animation, business skills to wordpress, web development and loads more. Courses are broken up into bite-size pieces, so you can do a little each day or as your schedule allows. Most small business owners don't have the luxury of taking several days out of their business to attend a training course, so this is the perfect solution.





I sincerely hope that you have found this information useful and wish you the best of luck in your business ventures.

If you are planning your first website and want to avoid costly blunders or if your current website is not working, then “The Savvy Woman’s Practical Guide to Online Business”, is a must read for you. It is packed with useful information about website design, marketing, social media, legal obligations, time and sanity saving tools and much much more.

<http://www.web4business.com.au/savvy-womans-practical-guide/>

And if you want my help with an Awesome Logo or a Great Website give me a call on 02 9907 7777 or go to [www.web4business.com.au](http://www.web4business.com.au) to see how I can help you with your business.

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