

Get Your Business Online – in 5 Basic Steps.

How to take your Business Online in 5 Basic Steps



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Preface: To get your business online and to start enjoying the many advantages and the profits which come from being online. You'll need to follow the 5 steps in the same sequence, outlined in this report.

This report is not intended to be comprehensive in its scope (if it were then you'd probably never read it, because you're too busy). However, there is enough detail in it, to get your business up and running online, in a few hours.

And I can assure you, that what you hitherto found mysterious about creating your own website, all the jargon and those intimidating abbreviations will hereafter be understood.

The internet is a fantastic place to be, it's bold, exciting and disruptive. Traditional business models need to be revised and adapted to the new world of Ecommerce, which will dominate for decades to come.

Welcome aboard, you'll not regret your decision, to go online.

Let's get started

Vic Matthews.

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Step 1. Rent a Domain Name & Step 2 Select a Hosting Service

(We need to join steps 1 & 2 together, you'll see why in a minute).

To take your business online, the first thing that you need to do, is rent a Domain Name or Web Address. Don't worry I will explain what these terms mean, as we go.

Firstly let's use the analogy of a real bricks and mortar business. Just as your bricks and mortar business has a Trading Name (normally it's registered with Fair Trading), and with it there's a street address. Similarly, your Domain Name becomes your Trading Name and address for use on the internet, in the virtual world.



Put your Domain Name Here.
www.myshop.com.au

You never actually own the name but you can lease it forever, providing you pay your annual rent.

Here is an example of a Website address/ Domain Name,

www.websiteworkshop.com.au

Tip: If you have only one business location, then rather than using your actual business name in your Domain Name, you can use something generic like

www.solicitorsbatemansbay.com.au

Doing this will help drive clients to your website, when clients search for solicitors in Batemans Bay, (assuming that you're a solicitor working in Batemans Bay).

Tip: But if you prefer you can use your actual business name, no problem, but for better search engine results, you could also include what you do, in your Domain Name. For example, I'm a copywriter so for my website address I chose ...

<http://www.trustworthycopywriter.com>

So before you can lease your Domain Name you need to choose one, now is the time to give serious thought to the name that you want to use as your Domain Name. Then **write it down and a couple alternative Domain Names that you could live with.**

How to lease a Domain Name:

The easiest way to do this is firstly to **decide on Hosting Service** (a Hosting Service is a company, which owns a massive computer that is connected to the World Wide Web and is where your website will be stored under your web address)

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There are plenty of Hosting Services, such as HostGator, Godaddy, and Hostpapa, to name a few. It's a very competitive industry so the prices are reasonable and the service is really good from most of them.

When you enter your chosen Hosting site, you need to make a few decisions, **you could buy; Standard hosting or WordPress hosting** (Step 3)

Standard hosting – is not advisable if you are a beginner. Although it's cheaper, I can assure you that the pain and stress you'll suffer, when trying to install WordPress (Step 3), far outweighs the small saving you'll make.

Standard Hosting looks like this in Godaddy.



However if you want less stress, then **I would advise you to use WordPress Hosting** (see step 3 for the explanation).

It looks like this in **Godaddy**



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And like this in **Host Gator**



Once you've selected '**WordPress Hosting**'

- There'll be three or four plan options.
- You now need to select a plan.
- Choose the basic plan or the one just above it (you are not a web developer).
- You will also be asked about the term, if you intend to keep the website running for a number of years then the 3 year plan, offers the best value.
- At the time of writing this report Hostgator was about \$9.00 month and Godaddy \$12.00 month.
- Next, you'll be asked to select **add-ons**. Such as;
- SSL Certificates: You only need this if you're going to sell stuff through your website, it protects your customers' data from being stolen. If your website is going to be a brochure only - no sales, then don't buy it.
- Owner Protection: This keeps the ownership of the website (you) anonymous. You don't need it.
- Website Back Up: I'd purchase this, but you can add this to feature to your website later by using a **plug in** (which is like an app that you bolt onto your WordPress website). However to do this you need more experience.
- Malware Protection: The comment above applies here.
- Once selected Click CONTINUE

After you've done this you'll be asked to **select a Domain Name** (Step 1). It's usually free if you buy the Hosting). This is when you can see, whether your Domain Name (already chosen) is available for lease.

Tip: If you choose a Domain Name ending in 'au' i.e. Australia. Then you will need to **have your ABN handy**. The Hosting Company requires it by law.

If you do all your business in Australia then the 'au' suffix is appropriate. However if what you do or sell transcends borders then the 'com', without 'au' is better.

You're eligible for a FREE domain 

Type here

.com

SEARCH

> I don't want my FREE domain

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The Hosting Service will tell you immediately, if the name requested is available. If it is press, select. If not, try again until a suitable name is granted.

Then there's the usual payment details, address, contact number and email. After you've paid you can start using **WordPress**

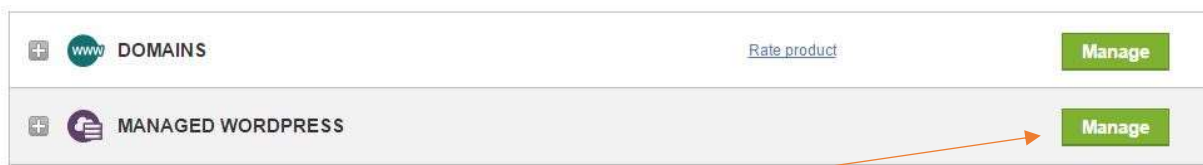
Step 3. Building Your Website – with WordPress

This is going to be by far the hardest step. Before I explain the process, let's go through the concept of what you are aiming to do. I'll use the bricks and mortar analogy again.

Think of your website as being like your current business premises. When you first rented your premises, it came as an empty shell. Then depending on the type of business you have, you fitted out your office or shop to suit your business. You chose the displays, the carpet, and the floor plan and a score of other things.

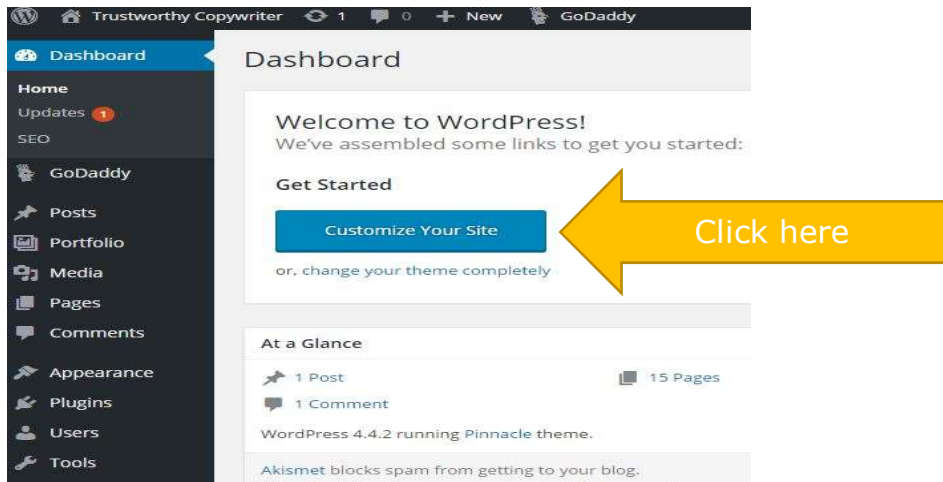
Well a similar concept applies to building a website. You can choose; a WordPress template/theme, the images that you like, the menu tabs, the number of pages and their content. You can design or plan your website so that it conveys your core values, and what your business does or sells.

To do this you need a website builder. **The industry standard** for building a website **is WordPress**. Most web developers use it, it's a type of publically owned website builder which comes with heaps of free templates (but you can buy them as well). WordPress will do the 'fit out' of your website. This what you'll see within Godaddy



You click on **Manage** in the "Managed WordPress" field and you'll be taken to your WordPress website. Actually you'll taken to the WordPress dashboard which looks like this.

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Click **Customise**

This is where you pick your theme, they're free. The Theme makes your website look pretty, dictates the navigation menu and type website you want. You might need a blog style website (where you allow other people to discuss your business) or a brochure type, which provides information about your business, what you do and what you sell, but prevents comments. There's a description accompanying each theme, read through them, to find which is suitable for your business.

Tip: If you sell lots of small items then you need an Ecommerce template. However there are dedicated Ecommerce platforms such as Bigcommerce which are easier to for shopping websites than WordPress. **CAMERON IS THIS CORRECT?**

Tip: Given that 30% of online viewing takes place on mobile devices, it's wise to choose a theme that works on them, too.

Here's an example of what is controlled by **Customise**.



Everything above and including the orange strip; the navigation menu, the title and the images are done within **Customise**.

Customise is also in charge of what happens on the right and left hand side of the screen. This is where you can put boxes and other cool stuff. Once you're happy with the appearance and the text, then it's set and forget. You shouldn't need to change anything, once you're satisfied with the appearance of your website.

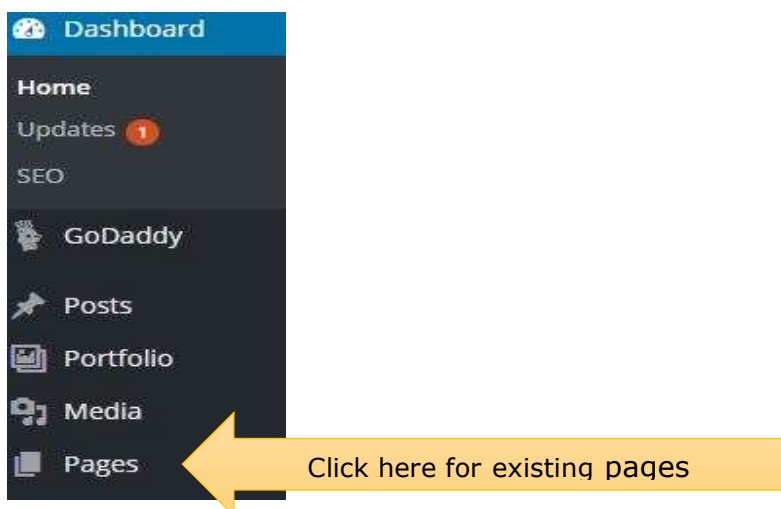
PAGES & POSTS

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However, everything below the orange strip (navigation bar) is called a PAGE or a POST, in WordPress. This where you can change your content, add new products or a promotion or a new service that you're offering.

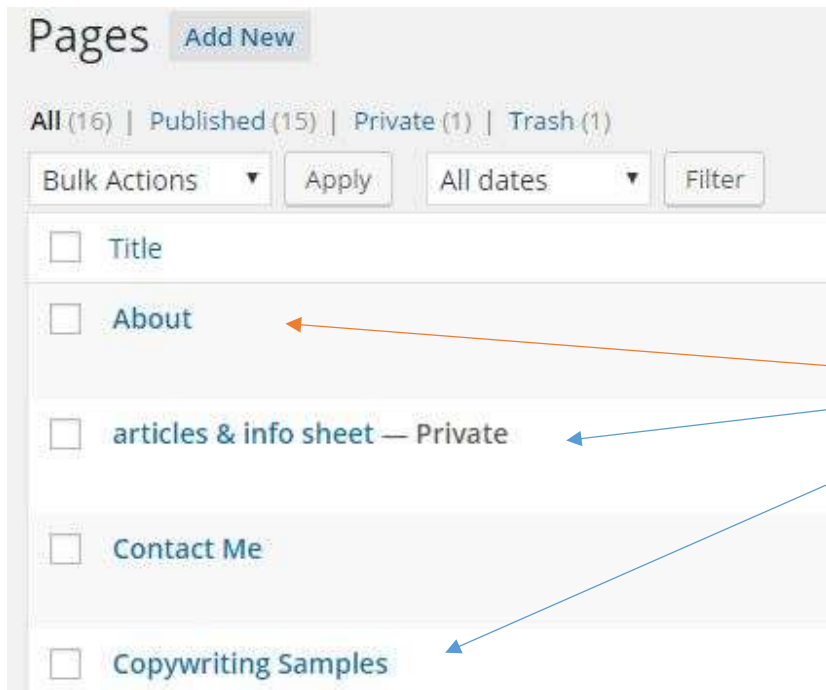
It's important that you're aware of the difference, between what's done in Customise and what's done in Pages/Posts. You can only work in one or the other at any one time. (It's not like a Word document)

This is how you can open an existing PAGE or create a new PAGE here



You'll click through to a screen which looks like this (below). It will list all existing pages, in your case the pages will be empty, waiting for you to add content.

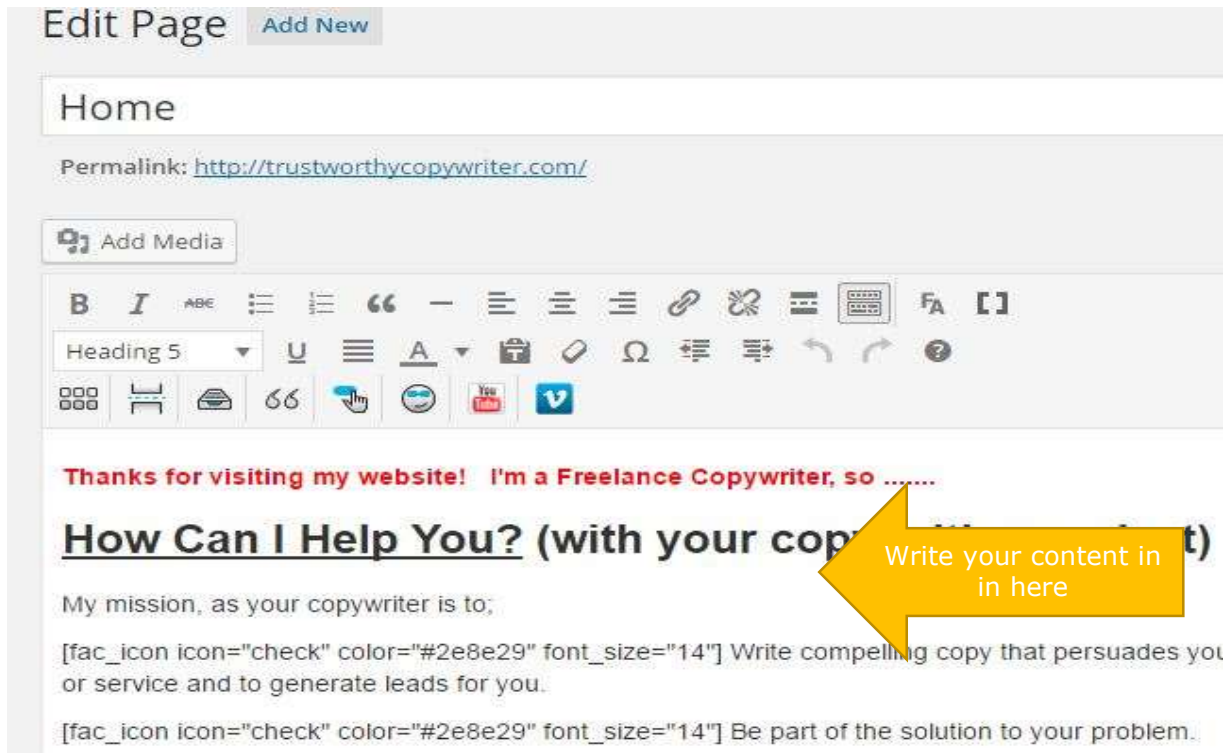
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To add content to an existing page, place your cursor in the empty big white box. It will look this, (this page has existing text)



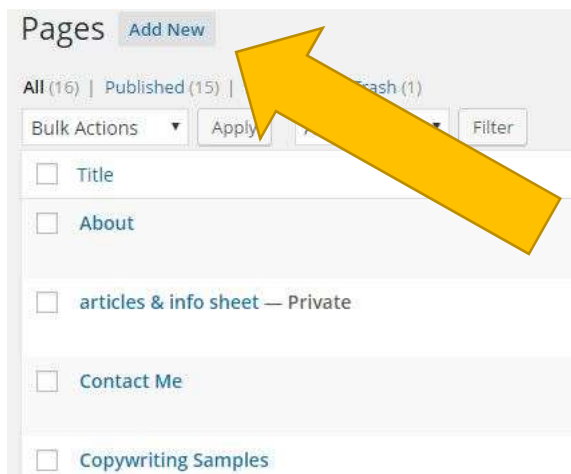
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The screenshot shows a website editor interface. At the top, there's a header with 'Edit Page' and 'Add New' buttons. Below that, the page title 'Home' is displayed. A permalink is shown as <http://trustworthycopywriter.com/>. There's an 'Add Media' button. The main editing area features a rich text editor with various icons for bold, italic, text color, background color, bulleted and numbered lists, indent, quote, link, unlink, table, and more. Below the editor, the page content is visible, starting with 'Thanks for visiting my website! I'm a Freelance Copywriter, so'. A large heading reads 'How Can I Help You? (with your copywriting services)'. A yellow callout box with an arrow points to the text area below the heading, containing the text 'Write your content in in here'.

PAGES is where you can enter the information about your business. Just start typing in the blank white box, as you would on any word processor. You can highlight text, make links to other pages on your website, make the text bold and so forth.

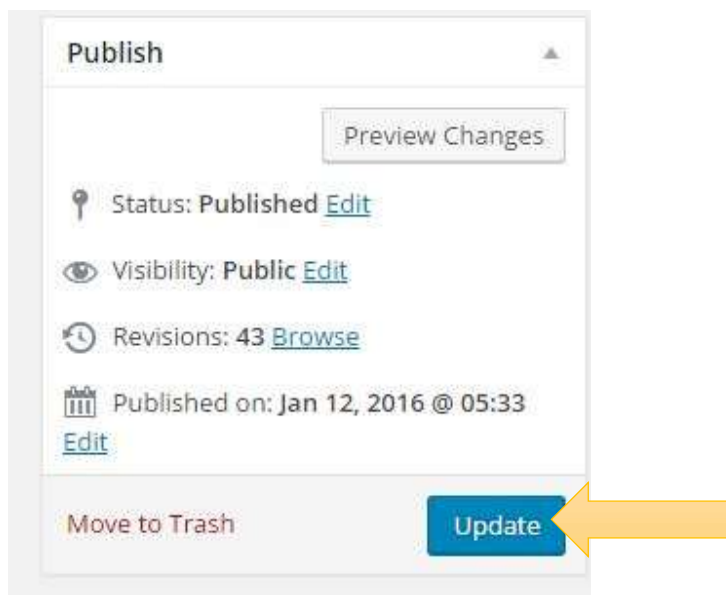
Create a New Page: Indubitably, you will want to add some more pages to your website. This can be done at any time by clicking >> **ADD NEW**



The screenshot shows a 'Pages' management interface. At the top, there's a header with 'Pages' and 'Add New' buttons. Below that, there are filters for 'All (16)', 'Published (15)', and 'Draft (1)'. There are also 'Bulk Actions', 'Apply', and 'Filter' buttons. A list of pages is shown with checkboxes next to them: 'Title', 'About', 'articles & info sheet — Private', 'Contact Me', and 'Copywriting Samples'. A large yellow arrow points from the 'Add New' button towards the list of pages.

Once you've finished writing your content then don't forget to click **Update**.

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If you forget, all your work will be lost.

There is a lot more to learn here. If you're going to build your own site, then I'd advise you to search YouTube. Where you can find answers to specific questions. For example, you can search for 'how do I add pages to my menu in WordPress?' The answers are always extremely helpful.

Step 4: The Copy on your Pages (Webpage content)

This is the written text, which appears on the pages of your website. Because no one knows your business better than you do, you are the best person to write about your business.

Tip: However, notwithstanding your knowledge of your business, marketing yourself on the internet is not the same as offline marketing. The most important principle you need to apply when writing your content is that your entire website should be **Customer Centred,..... NOT YOUR BUSINESS CENTRED.**

It's imperative that you understand that a visitor to your site is not interested in your business per se. Rather they're on a mission, they have a singular objective, a specific need. Consequently cluttering up your website with self-approration or fancy images, will see them leave your website quicker than they came. They will not purchase your product, nor bother reading your pages.

How do you get customers to stay on site, and buy something or contact you?

Answer: **Give them what they want instantly.** You need to know the search criteria or keyword phrases people are using (see Step 5).

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For example, let's say I'm in the market for an air conditioner, and I'd like to buy it locally. But firstly, I need to know what size air conditioner I should use for my room. I need to know this, so that I determine what it's going to cost me.

So I type into Google something like, *'Calculate air conditioner size for a room Batemans Bay'*

If your website ranks number one in the Google organic search (see Step 5) and I click through (great for you) but when I arrive at your website, I find the information irrelevant, let's say it's about how long you've served the South Coast or the jobs you've done. Then I become annoyed with you (not so good). Because you did not answer my question, so I move on.

The page that I should have landed on, would have a simple table or chart. Showing the relationship between room size and air conditioner size. Too easy.

You need to heed this lesson, so that your website makes money, for you.

Tip: Professional Web Copywriters work with that goal in mind. They are trained to organize your website so that it's customer friendly. It's designed to help the customer easily find what they are looking for, and then persuade them to visit your business or buy your product online.

Step 5. SEO – What is SEO?

Again we can use the analogy of a business premises, in order to be seen by your customers, a sign is placed on your building. The bigger the sign, the more likely you'll be seen. SEO is doing the same thing but on the internet.

SEO, is an abbreviation for **Search Engine Optimization**. Now since Google does at least 66% of all online searches, we can say that **SEO is being ranked within the first 5 websites in a Google search**, which used your keywords. That is you are at the top of the first page, in an organic search (i.e. without advertising)

Keywords and phrases are what people use when looking for a product or information on the internet. Let's say you are looking for someone to build a website for you, and you live in Narooma.

Then you'd probably use search words something like 'Website builder Narooma'. You would not type 'Websiteworkshop', an existing company that builds websites because this business is unknown to you.

Therefore the keywords or phrase in this search are, 'Website builder Narooma'

Keywords are vitally important, Google Keyword Planner, offers keyword advice on the keywords people use when searching for information on or businesses in your particular industry.

These should be used in the content of your webpages, so that when Google crawls over your website, it can recognize your website as being relevant to the search

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criteria, and consequently rank you higher. **This is called 'On Page' Optimization**

Included in 'On Page' optimization are the headings which you use H1, H2 etc. in WordPress. If it's too confusing, then you can hire a copywriter or SEO specialist to do this part for you.

Moreover it gets harder because there is also '**Behind the Page**' and '**Off the Page**' optimization. The former deals with various tags and links found in WordPress. You can do this yourself. Try watching instructional videos, such as those found YouTube for help. However you can hire someone to do it for you.

'Off Page' optimization is harder again, this where you find ways to create inbound links to your website. Google likes these and deems you to be an authority on the particular keyword search criteria used.

Final Tip: Don't be beguiled by the fancy images and graphics, sold by website designers. What's happened is that over time Graphic Designers and Website Designers have merged. Being extremely talented artists, they love to show off their creative flair. But pictures alone don't sell.

You want a workhorse not a show pony. There's NO point owning a pretty website that does not make money.

Remember customers who visit your website are goal focused. They have a specific need. Let's go back to the air conditioner customer. Fancy pictures of a cool room on a hot summer's day or of an air conditioner will not sell the product.

It's the information presented persuasively that sells, you need text/words which explain

- The power usage.
- Coverage area.
- The average cost to run it.
- The features and benefits - such as a pre-set timer, ideal for a good night's sleep during those sticky hot nights.
- Or humidity control – tell them how good they're going to feel with this feature, after an exhausting day's work in the heat.
- And why they should buy from you – let's say you're offering 12 months free maintenance, unlike your competitors

I know that images are appealing, I agree that they're an important part of the webpage but they are only an adjunct to the content. Ultimately it's the copywriting which persuades someone to buy from you.

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Final Word:

I hope that after reading through this report, you find yourself better informed about website construction and positioned to build one yourself or at least know enough about it now, to make informed decisions if you hire someone to build it for you.

Either way the outcome will be the same. You'll be online and therefore able to better serve your customers and capitalise of the vast revenues being generated online now and into the future.

While ever you are a prisoner of the past, you can never be an artisan of the future.

The future is ready and waiting for you, so take the first step. Good on you.