WHAT STEPS DO I NEED TO GET MY WEBSITE STARTED?

Do I have a domain or hosting already?

The domain name is the name of your website usually your company or brand name, the www.{yourname}.com.au. When selecting a domain name think of your company/brand name and make sure to keep it short and memorable. Once purchased this is an exclusive name available to you and nobody else. A domain name is the start to exposing your company/brand to the rest of the internet.

Once a domain name is purchased you will now need Web hosting to display all your information to the web. Having web hosting also allows you to get email addresses for your company (e.g. you@{yourname}.com.au

What type of website do I want?

There are different styles of websites and we can provide you with a website that suits you and your business. Do you want to sell your products online? We can build an ecommerce website to help you promote and sell your products. Do you want to promote your business? We can set you up with a simple website that gets you out there and help your clients find you! Looking for a website with dynamic content? We have a CMS (content management system) ready for you to control your own website and update your own content.

What information do I want on my site?

It is all about the content on the website, something not too long and not too short but interesting to draw your clients in.

Even a very simple site requires certain information about you and your company. This includes a basic introduction to your company for the Home page, a more in-depth description of your products and/or services for a Products/Services page, a brief description of your History/achievements/awards etc for an About Us page, and all of your necessary contact details for a Contact Us page.

Of course there is no limit for the information or pages you wish to put on your site, but the above is a bare minimum. You can always add information to your site later if you wish!

Please feel free to talk to us about search engine optimisation, we can help you set up the basics to help you get recognised, which includes Google AdWords and any other hints you may need when it comes to writing the text for your site.

What photos or images do I want?

Images are a great way to convey your business/brand. Do you want a Gallery page to show different jobs/designs/examples of what you provide etc? Or do you just want some photos to catch your client's eye and colour your pages? Importantly, does your company have a specific logo and/or text design for your company name?

Do I want any forms on my site?

The most common form you may want is a "contact us" form, which when filled out goes directly to an email account. You have to think of the information you wish to receive from people filling the form out, such as name, contact details, what service they wish you to provide etc.

Am I selling or accepting payments on my site?

If you choose to get an online shop your site will require some form of payment gateway. How you accept payments is completely up to you. One of the most common and trusted ways is through a PayPal payment gateway. This isn't the only option you can also accepted payments through your bank, or another third party provider such as secure pay.

Does my company have any themes or company colours?

This is important, as background and font colours used throughout your site can be made to match the colours used in your brochures, uniforms, logos etc, and provide uniformity for your site.

How do I want my site to look?

Do you want plain backgrounds and simple text, or do you have an idea of something more eye-catching? Do you want moving images or "stop/start" galleries where the person looking at your site can flick through images? Quite often you may like the look, functionality and feel of another site. Gathering all these resources can help us gain an idea and feel of what you want to convey to your clients.

Do I have any suppliers/affiliated companies whom I wish to link to?

Creating a link between you and your suppliers/affiliated companies is a great way to establish your company online. It is easy to create links from your site to your suppliers and affiliated companies' websites if you know the name of the sites you wish to link to you can speak to them, too, to get a link from their site to yours. This is a good way to generate more traffic (and therefore business) through your site.

Do I have any brochures, pamphlets or forms I wish to be downloaded from my site?

Do you wish the person looking at your site to be able to download and/or print any additional information about your company from your site? These documents can be in any available format, the most common being PDF, Word, Excel, PowerPoint and JPEG files. You can even put digital videos and voice-overs on your site for promotions and advertising.

Just remember…

This is just a simple guide for what you may need to get your website up and running. As was stated, you can always start small and add to your site as you get new ideas and input from the people looking at it, and any other ideas you may have for your site can almost certainly be used. Remember – it's your website, so your input is the most important thing!

Kind Regards,

Justin Smith