eBusiness
workshop series

Developing the right
Website
for your business & budget

W O R K B O O K

DESIGN EXPERTS

idea spot

designexperts.com.au

Contents

Developing the right website for your Business & Budget

Presenter
Tim Gentle

Tim has over 20 years experience in Marketing, and has led more than 350 workshops with thousands of businesses attending.

Tim's expertise is his ability to help small business harness their online potential. As a tree changer, he understands what attracts, retains and grows businesses in the
Regions, compared to the city.

An expert in this field, Tim has a reputation for running excellent workshops. He provides current information that is relevant and targeted. He involves the audience, evokes discussion and makes technical terms easy to understand.

Tim presenting.
Find out more about Tim at **timgentle.com**

Business Awards & Accolades

Winner 2012 - Business Achievement Award
Regional Development Victoria Awards

Master Partner - Business Catalyst

Winner 2011 - Small Business of the Year
Powercor Bendigo Business Excellence Awards.

Winner 2009 - New Business of the Year
Powercor Campaspe Murray Business Awards.

Workshop Leader - Small Business Victoria

Testimonials

"What sets Tim apart from the other people in his industry is that he really knows his topic (Tim is not a dabbler) he gives of himself, he is dependable and he is fastidious in ensuring that everything he does reflects positively on himself and his firm. I find it an unbeatable combination of personal and business characteristics and have no hesitation in recommending Tim and Design Experts in all matters regarding Business Training, Marketing and Web Design."

Frank Cinquegrana
Economic Development Projects Officer, Buloke Shire Council

"Tim Gentle of Design Experts Bendigo has recently delivered a series of e-marketing workshops to our local tourism industry, with stunning results. His communication skills, knowledge and insight were exceptional and greatly benefited Bendigo Tourism members. I would strongly recommend Tim as a presenter to any business or person interested in embracing technology to the advantage of their business"

Bradd Worrell
Tourism, City of Greater Bendigo

 Developing the right website for your Business & Budget

Design Experts

We know that you've got a job to do, and we're here to help you do it.

Design Experts are the providers of eBusiness solutions and education. We have a digital agency that produces web, design and print solutions and have an educational arm that provides online and offline eBusiness education. It is the combination of these two services that separates Design Experts from our competitors. In simple terms, we educate our clients to understand the power of the internet and then partner with them to deliver results.

We've been an Adobe Business Catalyst Partner since 2009 with over 400 Business Catalyst sites, and provide BC partners with Sales training.

We're Experts

Design Experts Arteria is a full service 360° agency, specialising in full-brand marketing solutions. Our experienced staff is comprised of designers, web developers, strategists, planners and writers.

We pride ourselves on having a full view of your marketing needs and the capability to execute any plan across any media.

We're Strategic & Insightful

We're good listeners. Our philosophy is inherently collaborative and we always strive to achieve our clients' business goals.

We'll work with you to develop a cohesive strategy, through integrated marketing, target-oriented planning and careful, ongoing monitoring of campaign results.

We're Digital-Led

Unlike most agencies, we're digital natives. Our thinking, our planning and our production model is naturally very digital.

We understand and can educate you about digital strategy, social media, video content and how to take your brand online without losing any of it's essential qualities.

We're Ready

We want to work with you.

Why else would we go to all of the trouble of sending you all of this? If you feel as ready as we do to get this thing started, let's go! Contact your account manager and arrange a time to meet up. We'll get a plan together and get cracking!

Visit us online at designexperts.com.au

   Developing the right website for your Business & Budget

Objective

Objective of the Workshop

"You will have made a very good start to a clearly defined website plan that you can use yourself to develop your website, or hand it to a website designer to design for you; the choice is yours."

In this workshop we ask questions like;

- What are your business goals?
- What do you want the website to achieve?
- Who are your customers?
- What are your products and services?
- What is your brand?
- What are the key search terms your customers will use to find you?

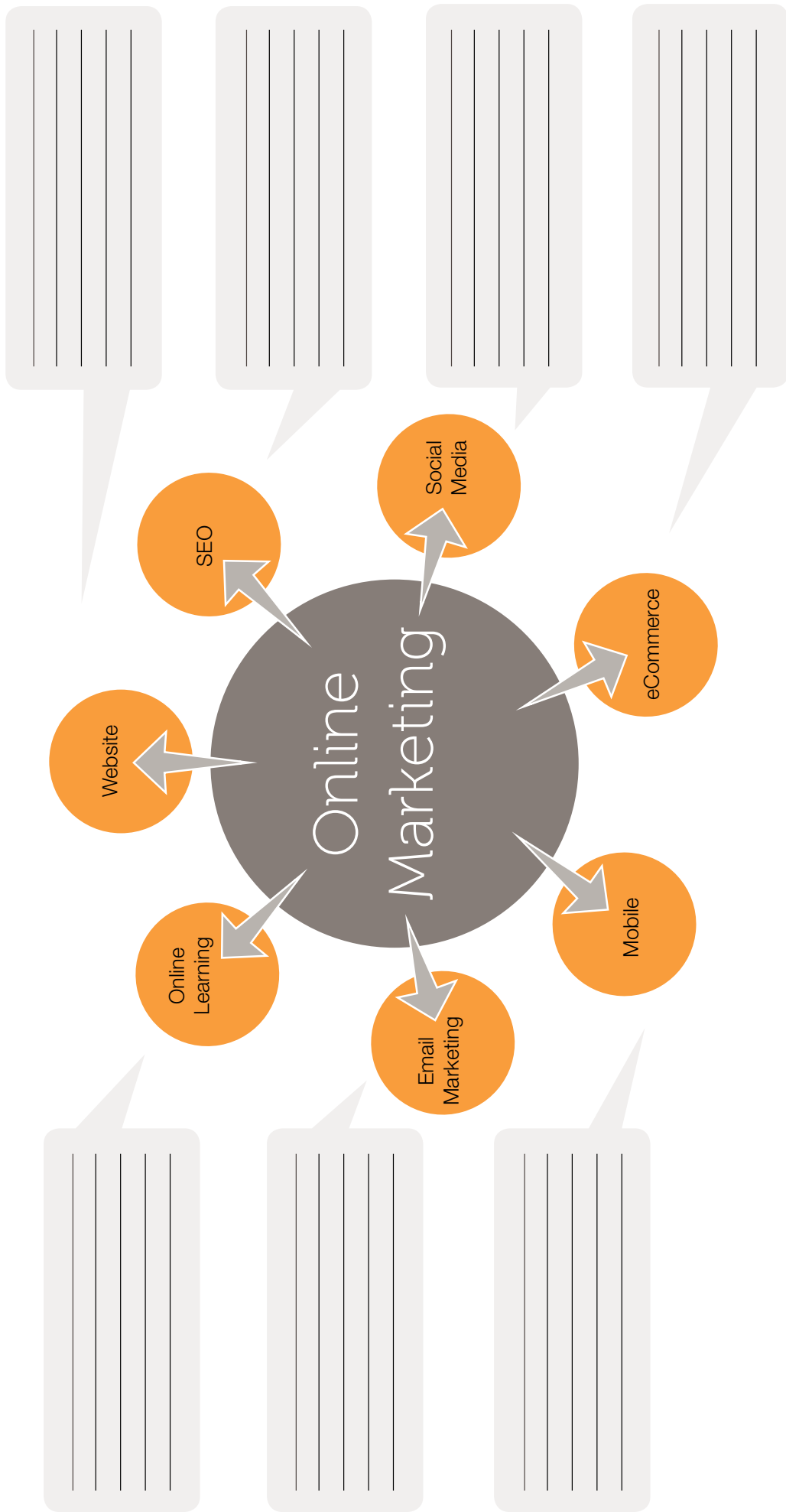### During the course you will learn about;

- registering domain names
- website hosting
- creating a sitemap
- basic graphic design principles
- managing and writing content
- marketing your website.

You do not need any computer skills for this course, but it is expected that you have surfed the internet.

A clearer understanding of your business

The process of developing a website design brief will in fact help you establish a clearer understanding of your business. You will soon find that you will speak the language and close sales, sign up new clients just in your conversation alone.

Online Marketing

- SEO
- Social Media
- eCommerce
- Mobile
- Email Marketing
- Online Learning
- Website

Developing the right website for your Business & Budget

What is a
Website?

A website is:

- An Information Source
- A communication tool
- Your 24/7 sales representative
- A Sales tool

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Your website is your online image.

Benefits of a website

10 Reasons why a business should have a website

1. Websites are accessible 24/7

2. Website gives credibility to your operation – location, a face to the name

3. Website enables you tell your "whole story" - what you do, your skills, your community relations, your success stories

4. Google is a magician. It will send you customers looking for your services for free

5. You can network online (this can be as effective as your offline network)

6. Through websites you can reduce your support costs dramatically – provide FAQ's online

7. Websites expose your business to a larger audience than traditional media can

8. Websites aren't expensive compared to traditional advertising

9. You can sell products and services 24/7

10. It is a fact that everyday more and more people do their research on the web, then buy, don't miss out

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Developing the right website for your Business & Budget

12 Steps to developing a
Website

Here are our 12 steps to developing a successful website. During the Workshop, we will be working our way through each step and by the end you will have a clear understanding of what makes a winning website.

By the end of the seminar you will also have a written website design brief that will outline exactly what your winning website will contain.

1. Define Goals
2. Select a team for the development
3. Business Profile
4. Research
5. Domain Names / Website Hosting
6. Website Architecture

7. Producing Content
8. Design Specifications
9. Website Type
10. Web Designer vs DIY
11. eMarketing
12. Managing & Maintaining

Developing the right website for your Business & Budget

Select a Team
for the development

Could you imagine a ship without a Captain?

What about a paper without an Editor?

A website needs a manager if it is going to succeed. The website manager needs to keep the development process moving and once the website is live, they must ensure the website continues to achieve the company's objectives and remains up to date.

We will now identify the website crew that will be responsible for developing and the up keep of your website. If you are unsure who is responsible for each section, leave it blank and come back to it once you have a clear understanding.

Role	Who?
Captain	
Business Profile	
Research	
Content	
Sitemap/Design Specifications	
Domain Management	
Hosting	
Graphic Design	
Website Programming	
Updates	
Marketing	
Budget/Administration	

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Business Profile

In this stage you will paint a brief picture of your business. This will help you and your website crew gain a clear understanding of your business. This is very important as your website represents your business.

In essence, this will be the backbone of your About Us section. In this exercise just be brief, you can revisit it later. Write the first few things that come to your mind and then move on. Write fast, edit slowly. There are plenty of other things we can write, but this is enough for now.

Business Name	
Address	
Phone	
Website(s)	
Contact email	
Your Customers	
Products/Services	
Image you want to portray	

Research

Let's focus on your 'Likes and Dislikes' and what your competitors are doing.

What are things you like about websites?	What are things you dislike about websites?

Competitor Research

What are your competitors doing? What are they doing well? What are they doing badly?

Passion Research

What do you love to do in your spare time? Enter this into a search engine, bring up a website relating to your passion and identify what you like about that website, use aspects of this in your own website.

Define your Goals

What is your website going to achieve? The first thing you should think about is what is your company's/business'/club's strategic plan, and then develop a website that helps achieve that goal. Put a couple of wishes in too, as websites are living entities and over time you can work towards achieving them.

What are your business goals?
eg. to increase sales, find skilled staff

1.
2.
3.
4.
5.

What are your online goals?
eg. to get ranked in Google, increase sales, be easy to update

1.
2.
3.
4.
5.

 Developing the right website for your Business & Budget

Domain Names

A Domain Name is your www address for the internet. Your Domain Name is how people will remember you; it is how people will refer to you. You must be proud of your domain name as it will be your online image.

What makes a good Domain Name?

- Easy to remember
- Matches your business
- Easy to spell
- Not too long
- Easy to say on the telephone
- Product or service driven
- Descriptive
- Has a .au extension such as .com.au or .net.au or .org.au
- Has key words that browsers will search for you on
- Beware of hyphens for the moment

.com, .com.au, .info what's the difference?

In brief, **.au** represents Australia, **.nz** New Zealand. **.com** is usually American, or a personal website for someone who doesn't have an ABN.

IMPORTANT – A website with '.au' you gives the browser reassurance that there is a registered business behind the website.

What is your current Domain Name? If you have more than one, write them down, if you don't have a Domain Name, write down your top three choices for a Domain Name.

1. www.
2. www.
3. www.

How to register your Domain Name?

You need to register your domain name with a Domain Name registrar. There are literally thousands of websites where you can register your Domain Name, but all of them point back to an auDA Accredited Registrar. More information visit www.auda.org.au.

To register any .au Domain Name, you'll need;

- an ACN/ABN
- an email address
- contact details of domain name manager
- a credit card
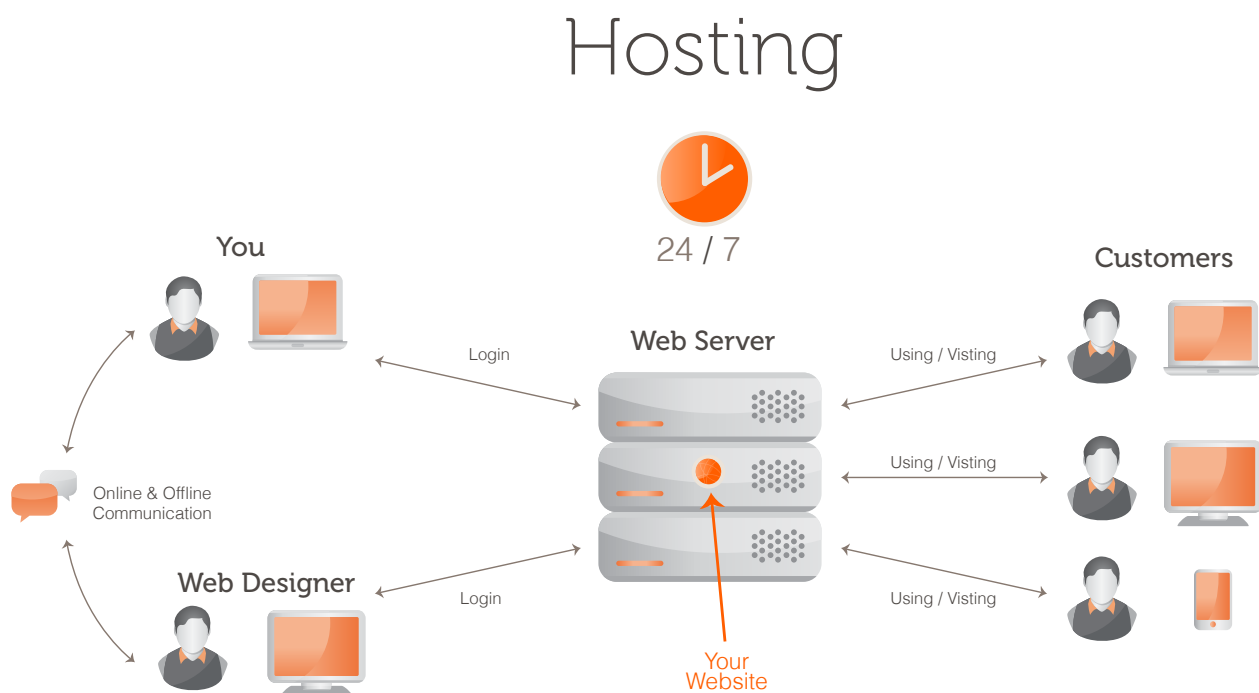
For a .com name, you won't need an ACN/ABN.

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How much
do domains cost?

Some pricing examples:

.com.au	$38 - $198 for 2 years (designexperts.com.au - $62 inc. GST)
.org.au	$29 - $198 for 2 years (designexperts.com.au - $29 inc. GST)
.net.au	$38 - $188 for 2 years (designexperts.com.au - $62 inc. GST)
.com	$12 - $99 per year (designexperts.com.au - $20 inc. GST)

Website Hosting

A website sits on a web server, which is available 24/7.

Hosting

24 / 7

You

Login

Web Server

Using / Visting

Customers

Online & Offline
Communication

Using / Visting

Web Designer

Login

Using / Visting

Your
Website

Site Architecture

It's time to create your website sitemap.

Here are a few examples of the typical type of categories that appear on websites. These usually form the top level navigation.

- About Us
- Products
- Photo gallery
- Contact Us
- History

- Downloads
- Services
- Forms
- Login

- Forum
- Newsletter
- Case Studies
- Links

Card sorting technique

Using the card sorting technique, we will identify what is going on to make up the structure (or sitemap) of your website.

STEP 1	Write down everything that you think should be on your website. Don't think, just write. One topic per card.
STEP 2	After you have exhausted all your thoughts, start sorting the cards out into small piles. The cards should be somewhat related.
STEP 3	See if any piles can be merged with another pile.
STEP 4	Once you have sorted your cards into their final piles, use your blank cards to write down a name for each pile, eg. 'About Us', 'Services', 'Products' etc.
STEP 5	Once the piles have a title, use the sitemap table on the next page to write down the title of each pile and the cards within that pile. This will form the structure of your website.

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Website Site Map

HOME								

Website Copy Writing
& Conversion

You're writing for two readers: the customer, and Google.

Rule number one is don't talk about yourself too much - talk about your clients. What does the client get? What do they get from working with you?

Here are some examples of good writing techniques for websites

- Solve the customers problem
- Have a call to action button
- Hit them hard from the start
- Have key words in your opening sentence
- Have an introductory paragraph on each page, the first paragraph is crucial
- Clean layout
- Have Interesting content
- Photos speak a thousand words
- Have up-to-date content
- Have content that will help search engines to index it
- Get your message across fast
- Walk them through your website – now that you know about our services, click here
- Contains keywords within the body content
- Only underline links
- What content do you have that will get people coming back 2nd, 3rd, and 4th time?
- Have something personal
- Does it match your audience's language?

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Design Specifications

Use the following table to write down some clear guidelines for the type of website you'd like to develop.

FEELING	(eg. Friendly, professional, relaxing)
BRANDING	(eg. corporate colours, logos, sponsors)
COLOURS	Soft; avoid reds and yellows.
IMAGERY	(eg. sporty, tropical, agriculture, engineering - refer to www.istockphoto.com)
FONTS	(eg. corporate, bold, fun - check out www.dafont.com)
KEY SEARCH TERMS	(eg. Bike Shop - bikes for sale, bike servicing)

TIP: View the source of your competitors.
What keywords have they used?

1.   Go to competitor website

2.   Choose, View / Source from the top menu

3.   Locate the <meta name="keywords" content="winning website, website seminar, email marketing, marketing campaign, email marketing software, tim gentle">

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Website Type

You know what you want your website to look like and how it should function. There are probably things you haven't even thought of as well. However, at this stage of the development process, you need to identify how you are going to build the website.

First of all, it's good to understand that there are two types of websites; Static and Dynamic

Static vs. CMS Dynamic

Static Standard Online Brochure	CMS Dynamic Content Management System
HTML/FLASH	ASP, ASPX, PHP
Online Brochure	Business Catalyst, Joomla, Wordpress
Client may not be able to update.	Client updates via an Administration Login
	Shopping Cart
	Can collect client information into database.

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Designer vs DIY

Did you know that there are web sites in a box and templates available?

You don't always have to employ a designer to produce a website;
most times it is best left to the experts, which allows you to focus on what you do best.

Web Designer	DIY
Professional	Exciting & Rewarding
Experience	Takes time
SEO	Less fees to update
You can focus on your business	Challenging
Get the exact design you want	Software expense
Why not try our DIY Website? FREE 30 day trial! Get started: www.designexperts.com.au	Ready-made templates

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Online Marketing

Online Marketing literally means marketing your website electronically. That said, we will talk a little about traditional marketing techniques as well. Both methods are designed to increase specific traffic to your website and hopefully increase the conversing rate from potential to actual clients.

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Managing & Maintaining

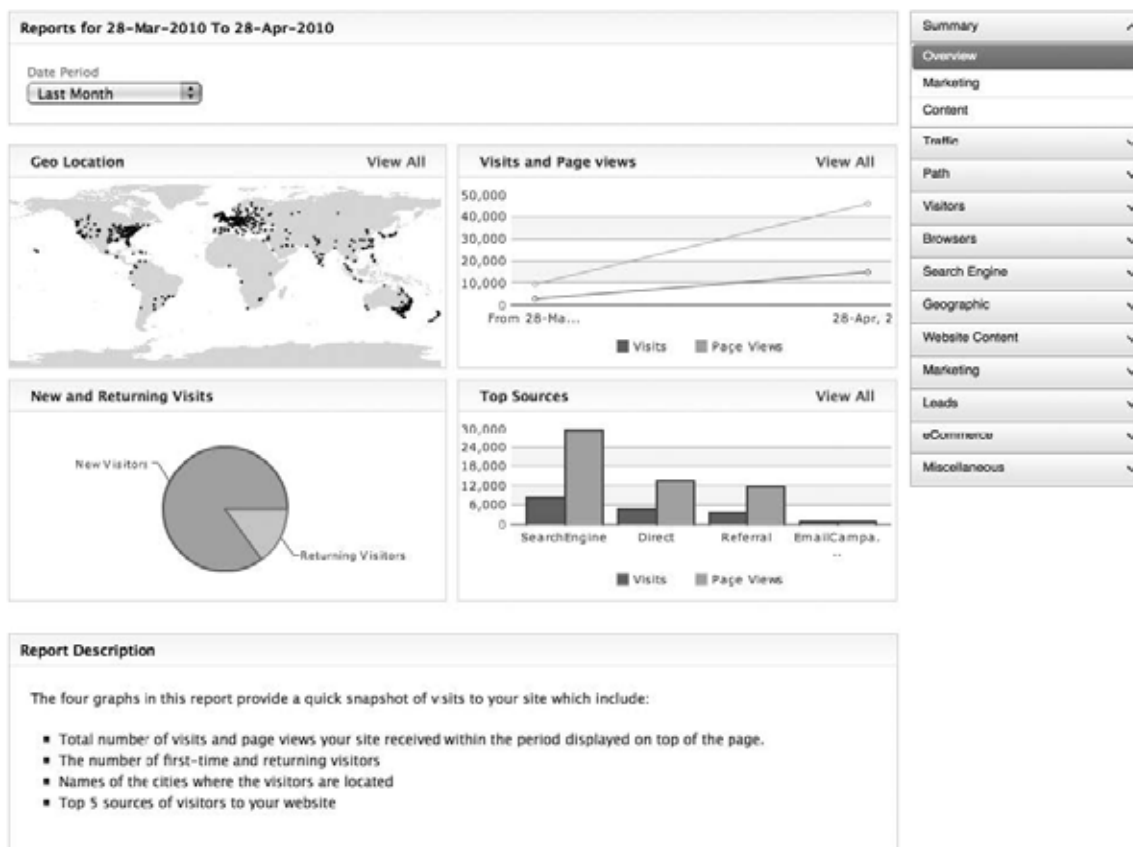Just like a car needs servicing & fuel to keep running, a website needs servicing & updates to keep it running efficiently as well.

There are three main aspects of website maintenance.

1.   The website will need to be updated, to ensure that all information is current and useful to users.
2.   Its technical aspects will need to be checked, to ensure that all aspects of the website continue to function as they were designed to do, for example online forms, links etc
3.   It will need to be evaluated, to ensure that it continues to meet the objectives of the business and needs of users. This last process will sometimes lead to the introduction of new elements, sections, functions or content.

It is important to keep the site updated with your latest products, case studies & testimonials.

Website Statistics

You should monitor your web stats to identify web traffic, how people find you, what they look at, how long they stayed on your website etc.

Google Analytics

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eBusiness Education
Knowledgebase

As part of our commitment to education, we have developed the following:

eBusiness Workshops	

• Developing a Digital Strategy
• e-Marketing 101
• Developing a website
  for your business and budget
• How to get Google to find
  your website (Search Engine
  Optimisation)
	• Selling Online
	• e-mail Marketing
	• Facebook for Business
	• Social Media Strategy
	• Mobile friendly websites
	• Apps for your Business
	• Online Learning

eBusiness Webinars (live & recorded)	
• Digital Strategy 101 • e-Marketing 101 • Google Why Can't You Find Me? (SEO)	• Selling Online Show me how • e-mail Marketing strategy 101 • Social Media Strategy

Online Learning (access any time)
• Developing a Digital Strategy • Email Marketing Plan

1-on-1 Mentoring (specialist areas)	
• Digital Strategy • e-Marketing • Website Strategy	• App Scoping • Marketing Strategy • Networking

We continually add to our Knowledgebase.
Please check our website for updated content and delivery options.

 Developing the right website for your Business & Budget

What you have
Learnt

1. What is a website?

2. Defining your business goals

3. Identifying your customers, products & brand

4. The importance of research

5. The structure of your website

6. The design criteria for your website

7. Domains, hosting & types of websites

8. DIY versus outsourcing

9. Online Marketing

10. The importance of content

11. Managing & maintaining your solution

12. Design Experts Knowledgebase

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