

The Small Business
Marketing Agency

Three Steps to Internet Success

The definitive guide to getting your business online in three easy steps

1

2

3

In this guide...

- ✓ Why does my business need a website?
- ✓ How do I choose and register my domain name?
- ✓ How do I set up a business e-mail account?
- ✓ How do I create a professional business website?

A WEBSITE CAN DO MANY THINGS FOR YOUR BUSINESS

Why does your business need a website? The truth is every business can benefit from having an online presence. In fact, it's highly likely that many of your potential customers are already looking for businesses like yours, and that number is growing every day.

Here are just a few ways that a website can help you to make your business more successful:

GIVE YOUR BUSINESS AN ONLINE PRESENCE

These days most people will search online to research and evaluate products and services. It provides them with a convenient and effective way of getting the information they need to make a purchasing decision. If your business isn't online, then you're missing some golden opportunities at best.

HELP YOU ATTRACT AND GAIN NEW CUSTOMERS

The internet enables people to quickly and easily find what they want. If you have what they want they will be directed to your website.

COMMUNICATE WITH YOUR EXISTING CUSTOMERS

Building a customer email list through your business website offers some great opportunities to communicate more effectively with your customers by keeping them up to date on your latest deals, events and news.

STAND OUT FROM THE CROWD

Providing potential customers with a professional business website helps you to stand out from the competition and provides them with all the information they need to make a decision and contact you directly.

THREE STEPS TO INTERNET SUCCESS...

1 DOMAIN

Choosing your business' web address is the first step to setup your e-mail account and website.



2 EMAIL

Setting up your business e-mail is essential in order to communicate with your customers quickly and easily in a professional manner.



3 WEBSITE

Your business website is the central hub of your online activities. This should be designed to help you achieve your business goals.



THREE STEPS TO INTERNET SUCCESS...

1 DOMAIN

The first step is choosing a domain name for your business. This is the most important step as this will be used for your e-mail and website.

Your domain name is the web address that will be used for people to access your business website. You may include this on business cards, posters and advertising materials as well. This will also be used for your e-mail addresses – everything you use to promote your business. This is the very heart of your online presence and is the first step in using the internet to grow your business successfully.

OUR TOP TIPS FOR CHOOSING YOUR DOMAIN NAME

For such an important step, it is worth taking the time to choose a domain which suits your business. Here are some of our top tips to keep in mind to help you decide:

- **Business name** – your domain should include your business name or a phrase that is commonly associated with your business.
- **What you do** – it should represent what your business does, so customers can easily understand what your business does.
- **Don't over complicate it** – your web address should be easy to read.
- **Keep it simple and short** – don't choose odd spellings and keep it short.
- **Read it through** – check that your chosen domain name is easy to read, short and simple, and that there are no mistakes.

THREE STEPS TO INTERNET SUCCESS...

2 EMAIL

The second step is setting up your business email. This will enable you to communicate with your customers and makes you look more professional.

Your email address will most likely be your primary method of contact between you and your customers. Your business email address include your business web address so your customers know they are talking to you.

LOOK MORE PROFESSIONAL

A business email address makes you look more professional, it ensures that you present customers with the best image of your business. You can even create different email addresses to easily organise your email and give the appearance of having different departments e.g. jobs@yourbusiness.co.uk.

USE MULTIPLE DEVICES

Check your emails on all your devices including your mobile phone and tablet so you can run your business from anywhere with an Internet connection.

WHEREVER YOU ARE

Check your emails at home, at the office or on the go. No more waiting to get back to the office to answer your emails. Check and answer your email on the go and access all your email addresses on one device – the world is your office!

THREE STEPS TO INTERNET SUCCESS...

3 WEBSITE

The final step to promoting your business on the web is creating your website. This will enable you to reach new customers online and communicate with your existing customers more effectively.

Your business website is the central hub of your online activities. This is where you can showcase your business and show potential customers who you are and what you have to offer. Your website should be designed to help you achieve your business goals – and to stand out from the competition.

WHAT DO I WANT TO ACHIEVE?

Why do you want to create a website?
You must have a specific goal in mind so that your website is designed to help you achieve your business goal.



Do you want your website to attract new customers and generate leads which you can follow up on?

Do you want to use your website to build stronger relationships with your customers by providing free advice, news and your latest deals?

When you have a specific goal in mind you will be able to plan your website more effectively. Approach your website like you would any other marketing activity. At the end of the day, it's all about your return on investment and how your website supports your day-to-day business activities.

WHAT CONTENT SHOULD I USE?

The content you include on your website (any pages, text or images) will depend on the goal you have for your website and the nature of your business.



For example, if you are a builder offering high quality bespoke bathrooms, your customers are making a significant investment in their home. This means that as well as providing information about you and your level of experience, the services you provide and your contact details it would also be useful to include a portfolio of your work and testimonials from happy customers. This will help build confidence and trust in your business by providing evidence of your reputation which you have already worked hard to establish.

The secret is to tailor the content and design of your business website to match your goal. Think what you would look for from a customer's perspective and their thought process so that you can answer all their questions and provide them with the information that they need.

You'll find that once you have clearly established this, your goal will be easy to achieve and your website will be perfectly placed to support your day-to-day business activities.

OUR TOP TIPS FOR YOUR BUSINESS WEBSITE

Here are some important points to remember when planning your website:

- **Establish clear business goals for your website right from the start** – if you don't know what you want to achieve, then you won't be getting a good return on your investment.
- **Know your target audience** – like everything else you do, knowing exactly what makes your customers tick will help you to design a website which fully engages them. What are your potential customers looking for online? How do they look for it and what are the best ways to make sure that your website provides them with the information they need?

- **Know your competitors** – if you're not sure what you should be doing online, then looking at your competitors can be really helpful. Don't copy them, but look at what they are doing, emulate what they do well, enhance it and look for ways you can improve your offering.
- **Use a professional web designer** – like an accountant, it always pays to have an experienced specialist who really knows what they're doing. Make sure you choose the right designer for your business: take a good look at their portfolio, are they clear and effective? Think about what the owner wants to achieve, does it help them achieve that goal?
- **Professional look and feel** – your website needs to be two things: professional and functional. That doesn't mean having a beautiful design, but it can't look amateur – it should represent your business' image to potential customers and communicate with them effectively.
- **Keep it simple** – while some designers love to use lots of fancy graphics and animations, this will only serve to distract visitors from the information your customers are looking for and prevents your website from achieving the goal you have set. For the best results, keep everything simple and easy to use.
- **Design to be found** – make sure your website is search engine friendly and user friendly. As well as being easy to use, always consider how search engines will see the website and design it accordingly. What's the point of a website with no visitors?
- **Plan your website content** – when writing the content for your website make sure it is clear, concise, scannable, original and compelling content written specifically for your website and your target audience. Get some potential customers to have a read of your content, does it work well?
- **Test everything** – nothing will turn customers away or hurt your search engine rankings more than a website that doesn't work. Before launching your new website, make sure you test everything, and that it achieves your original business goals.
- **Hold the initial marketing blitz** – hold off on promoting your new website when it first goes live. Give yourself a few weeks to iron out any kinks, then officially launch it and spread the word!



THANK YOU!

We hope you enjoyed our free guide to helping you get your business online. It's a very exciting time, thinking about all the opportunities and doors that an online presence could open – but at the same time, it needs good attention to detail and effective planning to make sure that your efforts are not in vain.

You need to know whether investing your well-earned profits in a professional business website is a wise choice for your business. You need to know the impact it could have on your cash flow, and whether you can manage any additional work that will come with developing a website.

INTRODUCING THE SMALL BUSINESS MARKETING AGENCY

As a small business, we understand the challenges that come with running your own business and the risks that come with it. When you're thinking about taking your business to the next level, it's always helpful getting a specialist's opinion on whether you are ready and if you would actually benefit from a business website.

Our team have over **6 years' experience** in working with small businesses across the UK to help them achieve their goals with marketing solutions which are perfectly suited to them.

We love what we do and our passion comes through in everything we do. We're proud of our **100% client retention** and enjoy working in partnership with our clients, our community and a number of charitable causes.

You can find more free business guides on our website, all designed to help you grow your business including a number of DIY 'do it yourself' guides. If you would like to find out more about how we can help you grow your business – please feel free to get in touch. We'd love to hear from you!



The Small Business
Marketing Agency