

## **Free Report**

### **Dos and Don't s when setting up a small business website.**

In these current times of on line shopping - daily deals, and cheap imported products, small businesses have a lot to compete with. A lot of small business owners use the Internet for emails on line banking and other business transactions but still do not have their own piece of Internet real estate called a web site.

A lot of small business owners think that it is too expensive as they have been to large co-operate web design firms and have been quoted an outrageous amount for a simple web page so they have never bothered to get one made. Or think that they don't need one but they do not realise how much business they may be losing out on as many people look for shops and services on line and a lot never look in phone books or other media any more.

**One option if you are a small business owner** looking for a website is you could try to learn how to build a website yourself and spend many hours of trial and error before getting anything at all on line, and then spend countless more hours learning how to get your site indexed by Google.

**Another option is to look for smaller reputable web design services.**

There are smaller web-design services available that can create the business owner a good, practical, web site that doesn't cost them the earth.

You need to liaise with these services to get them to create A WEB SITE that is YOUR OWN..

Most of these smaller services are willing to listen to your needs and will help you with design and practical aspects of your website including good SEO, choosing a good domain name and helping you find affordable and reliable hosting.

You first need to look into these services and check out their past work. Look at their own web site and read any previous clients testimonials and check out any links to sites they have built. If you like some of their work then contact them and ask to them to **provide you with A QUOTE** or an estimate of costs. [Click Here](#) for more information.

### **Before you contact them**

**Make sure you set out a detailed list of what you require on your site ...**

**Here are some things to list for your designer.**

\*Tell them your preferred background colour.!

\*Send a digital copy of your business logo (if you have one)

\*What you would like in the header area. (like picture of business premises or your product -contact details etc.)

\*How many pages you might require!

\*Tell them your preferred domain name but if you are not sure then ask them to help you choose a suitable name for your new on-line presence.

\*Let them know if you have your own images for the site and how many you have or if you would prefer to buy professional images from on line image sites.

\* Also let them know if you require a photo album or a slide show.

\* Ask any other questions you think are relevant to your own particular business.

## **Features to ask for when getting a website built**

# **Do -Ask for** Business name and contact number and details near top of website.

# **Do - Ask for A call to action** eg: ( call us for a quote—click our contact form to leave us a message etc )

# **Do - ask for** Your own domain name preferably your business name.  
(ie: mycompany name.com)

# **Do - ask for** Owner accessible back end.

# **Do - ask for** your Own domain name email address. (eg: peter @my companyname.com )

# **Do - ask for** Domain name to be the same as or close to your existing business name.

# **Do - ask for** a simple web form on your home page for potential customers to leave you their details that go straight to your most checked email address.

#**Do - ask for** a site that is easy to do SEO on (search engine optimization.) preferably one with a simple web form back end with fields to set up key words and other tags for search engines to find your website.

# **Do - inquire** about setting up a mobile optimised site if your potential customers would be likely to be viewing your site from a mobile phone or tablet as most web sites do not display properly on these devices.

# **Do - Ask for** An option to add features like Google places or clickable phone numbers.

#**Do - Ask about** help in setting up Google analytics and also a Google ad- word campaign if you need to advertise . They might even be able to provide this as an on going service for you if you are unsure about key-word specific advertising.

### **Don'ts**

#**Don't be talked** into a simple one page web site even if that is all you think you really require. You will need a minimum of a home or landing page an about us page, a contact page, and a website disclaimer page.

#**Don't agree** to use one of the website builders own sub-domain names (make sure you have your own registered domain name)

**#Don't use monthly hosting** pay for at least 2 years up front from a reputable hosting company (this way then search engines see your site as permanent and will be more likely to index your site)

**#Don't get them** to build your web site if you have no user access or if they want to charge you for any small changes or additions. You need access at least to a blog page and also a sales page if you need to add or remove products and change prices. You don't want to be constantly contacting the web designer (and be charged every time) to make these small necessary changes.

I hope this Free Report assists you towards getting your own web site established on line. [Click Here](#) for more information

### **Disclaimer**

This report does not contain any legal advice and is not a fully in depth instructional manual. It is only a simple guide to help you when deciding to get a website built. Please use your own judgement when following this advice..

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