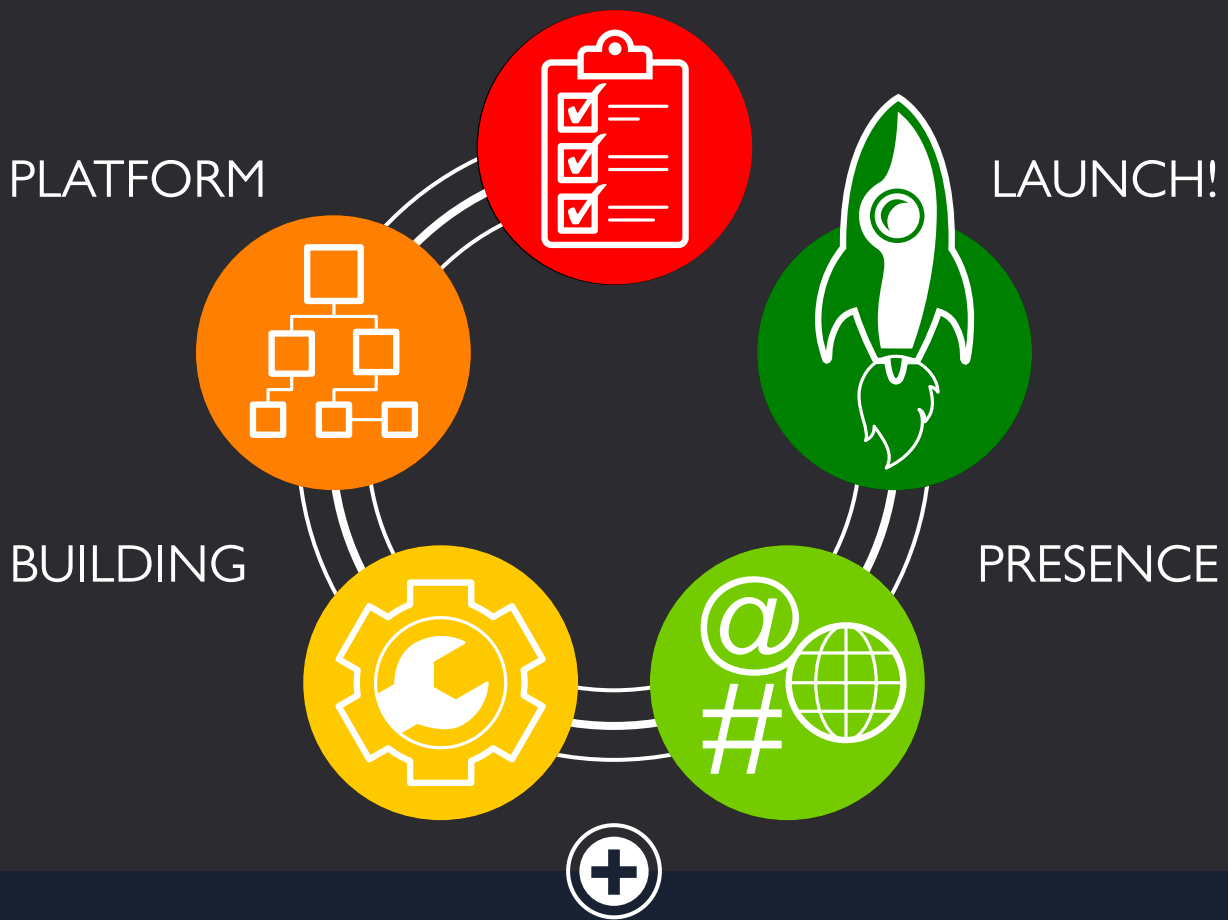


Website Starter Guide

PLANNING



Bonus tips for..



Small Business Websites

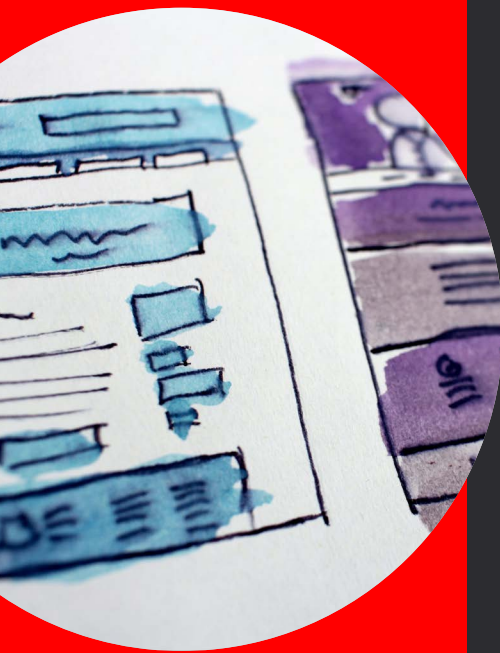


Landing Pages & CRM Integration



E-commerce for Online Sales

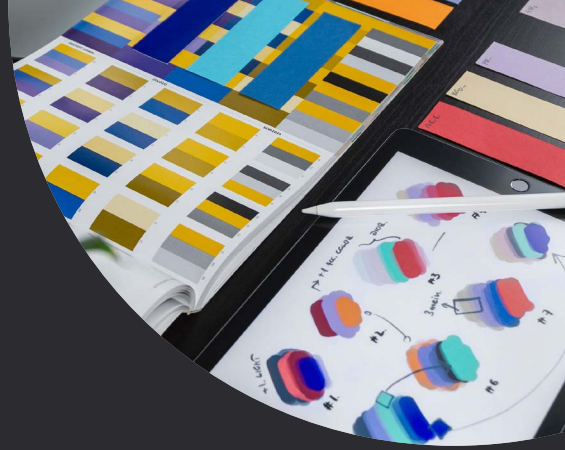
PLANNING



Define your brand

Before creating anything, you should already have your brand name, brand style (fonts and colour palettes), brand voice, brand's mission and story, and an idea of your target audience. This will help you with consistency over all your mediums.

Tip On-Target: Look at our [Brand Identity Checklist](#) to help with this.



Register your domain name

Congratulations! This is the first step to building your online presence. Since .au direct domain names have arrived, make sure you register variations of your domain name: .au, .com.au, .org.au.

Australia's Top Web Hosting

Companies: Bluehost, HostGator, GoDaddy, Hostinger, HostPapa, IONOS, Domain.com

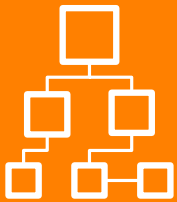
Tip On-Target: Make it easier for your future customers and choose a domain name as close to your brand name as possible.



Map out your website

Consider what you want to show and tell your visitors. How many pages will you have? How long? What will you say?

This is where you can call for the help of a Copywriter - their job is to map out the website and the words that will appear.



Pros:

- For any kind of website (an eCommerce store, community forums, a social network, a membership website, a business / corporate website, landing pages, and more.)
- Complete control over every aspect of your website.
- Thousands of high-quality, customizable, pre-made WordPress themes.
- A popular WYSIWG editor like Elementor, Divi, Gutenberg and SeedProd which allow you to easily create your own custom website designs using drag-and-drop functionality (no coding needed)
- Access to more than 59,000 free WordPress plugins – including HubSpot’s CRM plugin (see page 8).
- Fully translated into over 75+ languages.
- The most powerful website builder in the market.
- Comes with robust SEO tools that search engines love.

Choose wisely

Note: Many businesses choose to outsource this step. If you’re time-poor, that would be our best recommendation to you. Experts usually think about the big picture beyond just the website and consider your vision for the business.

WordPress - a powerful platform

Things to know:

43% of all websites on the internet are run by WordPress. This is the favourite tool of graphic designers, and if you go through an agency or a professional, chances are that is what they’ll ask you to power your website with.

If you choose this solution, it’s a good idea to host your website with Bluehost (widely recommended for WordPress websites).



Cons:

- A slight learning curve comes with familiarising yourself with a new system.
- Keep up with WordPress updates and plugin updates.
- Can require custom coding to do more complex things.

Other options:

Shopify
 Squarespace
 Web.com
 Weebly
 Wix ...and more...

Of these, we recommend Wix - a highly rated ‘all-rounder’ (see page 7).

BUILDING



By yourself or through experts

If you're doing it yourself, allocate plenty of time to this phase! Sourcing pictures, copy, and managing content is incredibly time-consuming.

If you decide to go through experts, plan several checks with them during the process to make sure the build follows the direction you want.

Some of the things to have on your website:

- Your basic pages: Home, About Us, Service/Product, Contact
- Social Media links
- A big button on all pages that is your Call to Action (what you want your visitor to do on the website e.g. 'Buy', 'Learn More' etc)

Tip On-Target: High-quality and highly relevant content is the most important thing on your website



PRESENCE



Pathways to your Website

Depending on what you're selling, it can be good to start building your presence on social media even before the launch of your website. One strategy can even be to tease people by creating excitement over your values or a story (e.g. empowerment or overcoming a challenge.)

Things you should consider doing:

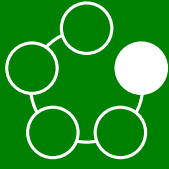
- Create social media handles and start posting content (behind the scenes, values, colours, inspirations, etc.)



- Set up your My Google Business account profile.



LAUNCH



3... 2... 1... We have lift off..!

Something to keep in mind: you can still launch a website with a good marketing strategy, even if production is running a bit behind.

When done right, a website can be the online front window that will jumpstart your success.

Get in contact with us to find the right solution for your needs.

But wait, there's more!



+ BONUS:

Want some more tips, and to explore other options beyond WordPress?

From our many years of experience, WordPress is ultimately the most robust and customisable platform to suit your business requirements. That's why we definitely recommend it for any business.

But if you are still looking for an alternative, here are our recommendations for your type of business:

Read on...



Extra Tips

Brainstorm

What is the aim of creating your website?

Do you want to showcase your services?
Deliver pointed information? Sell products?

Will you need multiple pages with a lot of content or information? Any downloadable items for your customers (i.e. info sheets)?

Define your website's needs.

Research

Have a look around at other websites from your industry. See what works and what doesn't. Edit your list of imperative needs.

If Wordpress seems too daunting to use...

WIX - an easy to use website builder

A popular cloud-based website builder software.
Over 1.9% of all websites are built using Wix.



Pros:

- Fully hosted platform, so you will not have to pay for hosting.
- Hundreds of templates to choose from and edit.
- Intuitive drag-and-drop site builder.
- Artificial design intelligence (Wix ADI) can design a beautiful website for you.
- You can install dozens of free and paid apps on your website – they work a bit like WordPress' plugins.
- Offers a free plan with limited bandwidth and storage – good to test drive a website before paying for the premium.
- Get free SSL depending on your plan.



Cons:

- Free and Connect Domain plans will show Wix-branded ads on your website.
- You'll have difficulty changing platforms if need to.



For A Scaling Business

Landing Pages

Potential customers can be sent to a “landing page” somewhere on your website from sources like Google, Social Media or advertising. Make sure to iron out your customer pathways and present them with all the information they would want in the minimum number of clicks.

Tip On-Target: You can use someone skilled in Marketing to set up these pages, but here's a framework for you: A, B, C. Make the page (A)ttractive, offer a (B)enefit to the potential customer, and have a clear (C)all to action.

CRM Integration

As you scale your business, you will inevitably need a pipeline to convert website visitors to paying customers - and know their behaviours. You can integrate a CRM to your website to see the life cycle of your customers. We recommend:

Hubspot - Website, Marketing & CRM

All in one platform for a personalized user experience.



Pros:

- Can be integrated into an existing Wordpress website...
- ...but also offers a free website builder along with a suite of marketing automation and CRM tools.
- Conversion-optimized landing page and website templates to deliver results quickly.
- Easy drag-and-drop editor.
- Adaptive testing to see how changes affect performance.
- Includes other powerful features such as SEO tools, analytics, blogging tools, live chat software, email marketing, multi-language content support, and more.



Cons:

- The platform is best suited for landing pages, and simple business websites – online stores and advanced business websites are better served with WordPress.
- Includes a lot of features that can be intimidating for small businesses and you can feel lost.

E-commerce for Online Sales



Physical or Virtual Stores

The Product

What product do you deliver and how will it be delivered? It could be a physical product to be shipped, a digital download, an event ticket, etc.

Transactions

E-commerce Websites deal with your customer transactions, and they need to go seamlessly. Even better, they need to be smart, inspire trust in the business and not take too long, so the potential customer doesn't get discouraged.

Tip On-Target: *Your store's layout and ease of use are important for customers to browse through. Have your product categories sorted in a logical hierarchy. Most importantly, use great photography and imagery of your products.*

WooCommerce



Pros:

- Includes every feature needed to run a successful online store.
- Accept online payments or integrate over 83 other payment options (Stripe, PayPal, Square, Authorize.net, AmazonPay, AfterPay, Klarna, Apple Pay, Google Pay, and more)
- Offers dozens of extensions to help you with shipping, delivery, fulfilment, sales tax management, inventory management, and just about every aspect of store management.
- Build custom sales funnels and product landing pages.
- Integrates all conversion tools needed, including popular email marketing services, analytics platforms, live chat software, and helpdesk software.
- Includes the OptinMonster plugin to reduce cart abandonment.
- Extremely SEO friendly.



Cons:

- A slight learning curve comes with familiarising yourself with a self-hosted system.
- Keep up with updates, plugin updates, and routine website maintenance tests.



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