BUILD THE RIGHT-KIND-OF WEBSITE FOR YOUR SMALL BUSINESS

If you are building a website for your small business, here's what you will need:

Domain Name Registration

Web Hosting

SSL Security

Email Accounts

Website Design

Website Management

Website Marketing

But before we start with the above, you need to prepare the MOST IMPORTANT PART OF WEBSITE DESIGN – your copywrite.

ADDRESS

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TITLE:

HOW TO BUILD A BUSINESS WEBSITE

Here's a step-by-step instruction on how to properly build a website ideal for small to medium sized businesses.

YOUR COPYWRITE: CREATE AN OUTLINE USING THE SUBJECT BELOW. WRITE TWO PARAGRAPHS ABOUT EACH SUBJECT:

ABOUT THE COMPANY

Write about the company as if it's a living entity. When was it created, why was it created, where does it want to go, what does it do, and how well it does its services.

YOUR PRODUCTS AND SERVICES

What makes this products and services stand out from the rest of the competition. Why makes it different and why should people buy it.

FAQ

What are the most common questions asked about these products and services? Write out the questions and answers ahead of time to provide visitors the answer they are looking for.

GUARANTEES, WARRANTIES, POLICIES & SUPPORT

To easily customize the look of this brochure, on the Design tab of the ribbon, check out the Themes, Colors, and Fonts galleries.

CONTACT INFORMATION

No problem! The Themes, Colors, and Fonts galleries give you the option to add your own.

"Love what you do and you'll never have to work for the rest of your life!"

- Unknown -

REGISTER A DOMAIN NAME:

DOMAIN NAME REGISTRATION

We would recommend registering your domain name with GoDaddy.com via WebsiteCenter.com. They provide all of the domain services you will need today and tomorrow at no extra cost.

SETUP A WEB HOSTING ACCOUNT:

WEB HOSTING SERVICES

WebsiteCenter.com web hosting services starts at $15 per month which includes 50 Free Email Accounts.

SSL SECURITY

You can purchase SSL Certificates for your website via your web hosting company. Once you have your SSL certificate installed, you need to get your webmaster to secure the website.

EMAIL ACCOUNTS

With WebsiteCenter.com web hosting services, it includes up to 50-email accounts for free! Simply login to Cpanel and create the email accounts you need for your business e.g. sales@, billing@, etc.

CONTACT INFORMATION

Get a vanity telephone number like 702-WEB-SVCS as an example or 1-800-WEB-SITE is a good one for me. Remember, this telephone number will follow you for the entire life of the business.

"HTML is the only native language of the Internet."

- Eric Tan -

WEBSITE DESIGN:

WEBSITE FORMAT – HTML OR WORDPRESS?

HTML is the native language of the Internet and it has everything you need to build a small to medium sized website. It is secured, search engine friendly and in the long run cost less to maintain and manage.

WordPress ideal use is blog. People these days however use it as their entire website. Its main advantage is its CMS (Content Management System) which lets business owner provide access to the backend to update and edit the website. Like anything, it requires a lot of practice and learning.

For best results, we recommend that we build your website in HTML format. It will deliver the marketing results you're expecting to receive – which is feedback.

HTML

HTML is the native language of the Internet which means anything and everything that is displayed online are written in HTML regardless of platform or system. So why build websites using anything else?

WORDPRESS

WordPress is an open-source platform content management system primarily designed to work as an RSS (Real Simple Syndicate) feed. Our recommendation is that we build the website using HTML and its blog/news in WordPress. This is the ideal combination of technology. You will get the best of both worlds.

"Website design requires business experience."

- Eric Tan -

WEBSITE MANAGEMENT:

WEBSITE MAINTENANCE

Manage your website by simply making sure that all of the existing web pages have the latest approved content. If not, send it to us for immediate update. Maintaining your website on a regular basis is the best thing you can do to improve its organic ranking. An outdated website is no good to search engines. They want the latest information every time. Every web page is a file – with a creation date and time as well as modified date and time. Search engines sees these modified dates when visiting and tagging your website.

When you rank high organically, it will cost you less in Pay-Per-Click. Search engines gives you lots of credit for ranking organically by charging you less per click. If you don't rank organically, they will charge you more. It's that simple.

ORGANIC RANKING

To rank organically, your website has to first be search engine friendly. That means it is built using only HTML. In order to rank organically, we need to register, validate, authenticate and verify your website with search engines. We also need to conduct a full Search Engine Optimization process in order to embed the right keywords in the right location.

PAY-PER-CLICK

Pay-per-click will always be a part of your marketing campaign, now and forever. There's no way around it. In order to be found on keywords we do not rank in, we have to use Pay-Per-Click in order to accomplish this task.

"**Update your website when needed. That's how you stay on top.**"

- Eric Tan -

ONLINE MARKETING:

WEBSITE MARKETING

How and where to promote your website depends upon your target market. If your products are for use by anyone worldwide, then our marketing is again different than just selling locally.

Locally, our typical approach is to utilize the local media e.g. newspaper, TV Stations, public broadcasting systems, and through your favorite local charity to drive traffic to the website. Our content will naturally contain references and links back to these local media organizations.

Nationally or internationally, our focus and marketing approach would be on the product use, application and value. In this way, anyone looking for such application can find our product regardless of location. Utilization of Pay-Per-Click campaigns and utilization of geographical tools is the route we would recommend.

SEARCH ENGINE OPTIMIZATION

Apply a full Search Engine Optimization process to each and every HTML web page e.g. installing a clean META title, description, author, keywords and date. Validate each web page via search engine webmaster tools. Update embedded keywords on each web page to match web page content. It's best to select keyword phrases directly off the web content for best results.

SEARCH ENGINE MARKETING

By optimizing your website to be search engine friendly will help lessen our cost on Pay-Per-Click campaigns.

Pay-Per-Click campaigns are available via major search engines (Google, Bing, Yahoo) and with popular websites Facebook, Ebay, Amazon, etc. All provide some sort of Pay-Per-Click programs that we can utilize for our purpose.

"SEO involves working directly inside your website pages HTML codes. SEM are marketing tools that are outside of your website pages."

- Eric Tan -

THANK YOU!!

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