Building Your First
Website

www.webdesignincroydon.co.uk

WHAT IS YOUR WEBSITE FOR?

Setting up a new business is both exciting and challenging. It's where big ideas often meet tight budgets – the key is to create the right impression from the outset.

CREATE THE RIGHT IMPRESSION

When launching your new business, you need to create a professional impression. For this reason, it is important that everything your present to your customers should be professional and enhance the passion you have for the product or service you are selling. This does not mean it has to be expensive, just right!

Things you need to think about include:

- Company name
- Your logo
- Your colours
- A strapline

Then you need to take these and use them to standardise your marketing materials such as:

- Business cards
- Website
- Marketing documents
- Email signature card

Here we are going to look at the 7 things you should consider when launching your first website for your new business. I say first, because almost certainly within 12-18 months you will be looking to re-launch your website because you will have learnt many things and your next website needs to reflect what you have learnt.

BEFORE YOU START BUILDING YOUR NEW WEBSITE

You need to think about the following:

1. **What is the job of your website**? Is it a brochure site where people can investigate more about the products and services you are selling or is it an ecommerce site where people can actually purchase your products?

2. **How will I get people to my website**? – there are over 100,000 new websites launched everyday on the internet. Most new businesses will be directing people to their website, for example when handing out marketing materials or business cards at networking events or by doing a flyer drop in the local neighbourhood.

In time people hopefully will start to find your website when they search on the internet – over 80% of people search online first and for this reason it is critical your website can be found – this is not easy and many people will promise to get you on the first page of Google – do not believe them!

As shown below when typing in Plumber in Croydon there are 674,000 results.
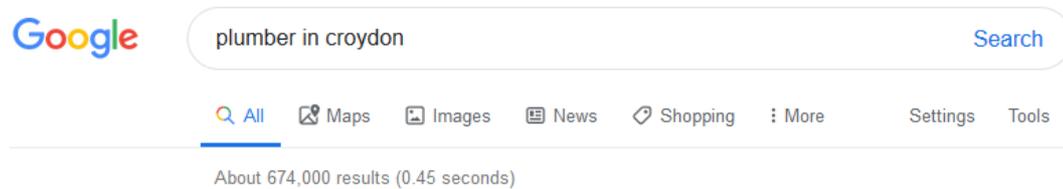
To get listed on page 1 for this term would be virtually impossible, but Google have made it easier with their service Google My Business. You will see an example below. This is a free service that Google offer for businesses that are looking for **local customers**. It is still not easy to be in the top three, but approximately 60% of people click on one of the three businesses listed on the map – for this reason if your target market is local this is a key marketing tool for your business.
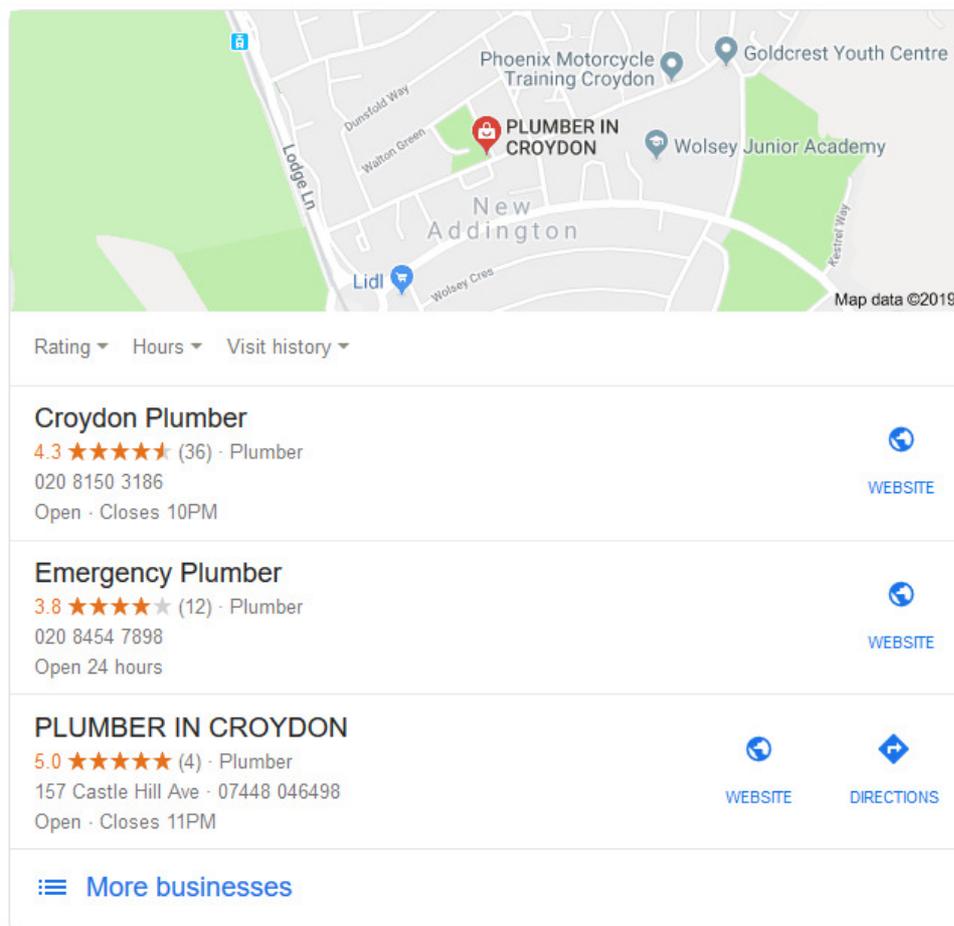
7 COMMON MISTAKES PEOPLE MAKE?

1. Do you service your own car?

I am sure the answer is no. In which case why are you going to try and build your own website. **You want to build a business not a website**. It needs to look professional.

If you have played around building a website you have probably looked to use one of the website building tools such as Wix, Squarespace or Weebly they may be quite easy to use but they do not give you the control you want and need going forward.

For example, many of these services restrict how much "backend" control you have without paying more and more in subscriptions. So what might look cheap at the start actually ends up being an expensive monthly charge and you are locked in until you make the final leap to build your own website....make that decision early on.

Bottom line: don't use these tools.

2. Make sure your website is secure

There are three elements of security you need:

- Make sure your website has an SSL certificate so that it shows https://www. If you do not have an SSL certificate Google will penalise your website in the search listings and if people use the Chrome browser it even says

   which will put people off contacting you.

- Make sure your website "backend" is regularly updated so it is secure from people hacking in and taking over your website.

- Make sure your website is backed up every day, just in case there is an issue

You need to talk to your web developer to ensure these are all being done – and test the backup regularly.

Techy Business Services Ltd
www.webdesignincroydon.co.uk l 020 37455465 l support@yourlocalwebdesigner.co.uk

3. Make sure your website responsive?

This means people can **easily** look at your website on a laptop, mobile phone or tablet. Below is an example of a non-responsive and responsive website.
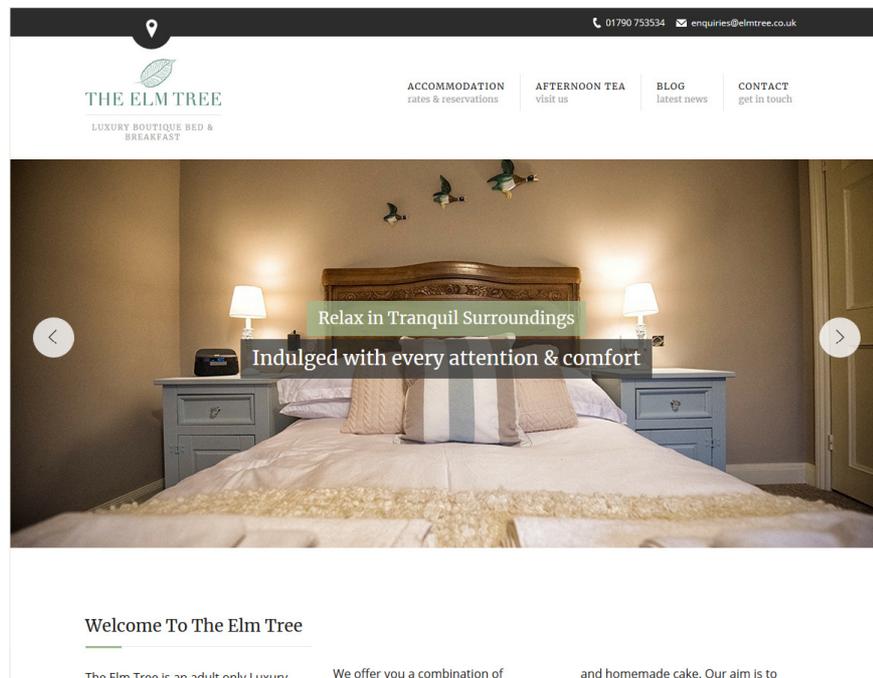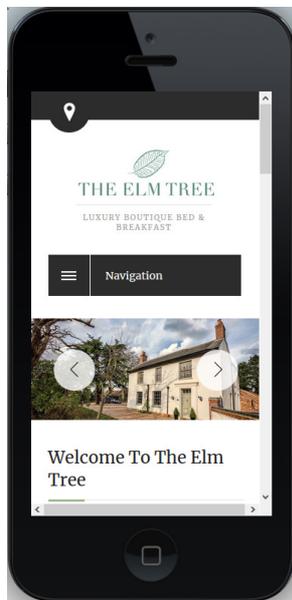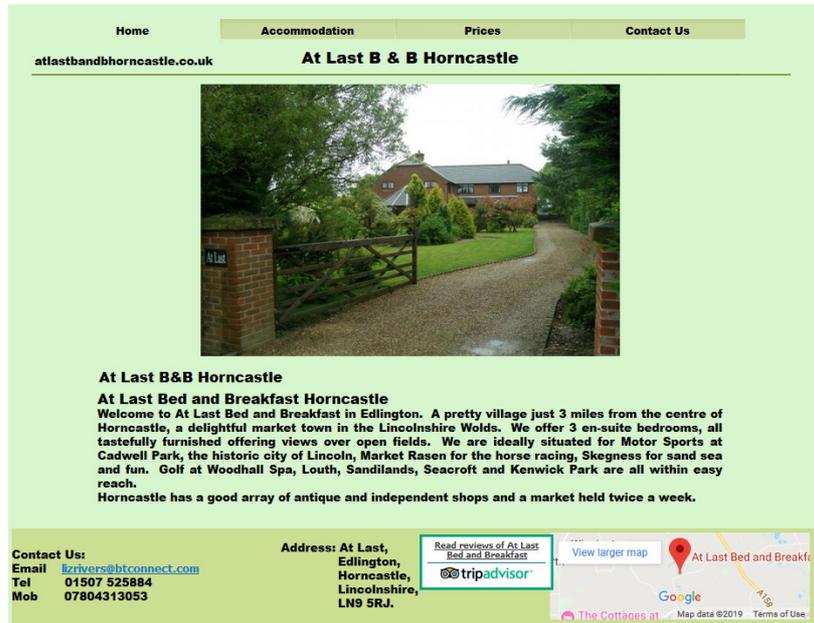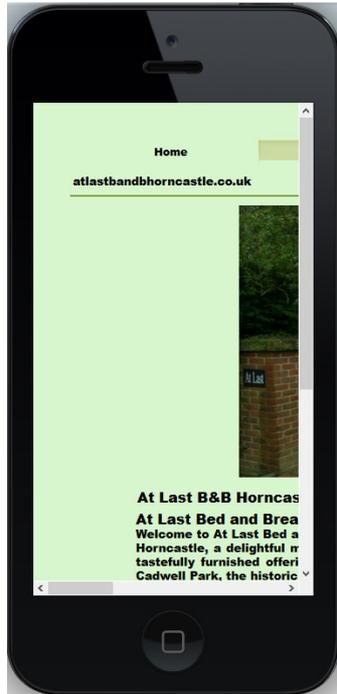
Looking on a phone which B&B in Lincolnshire would get your business?

---

4. Content

This is one of the harder things when thinking about your website because most people find it very hard to effectively get your message across simply, but it is critical. On average people will stay on your home page for just over a second unless they are engaged **quickly**.

For this reason is it vital that you:

- Outline very simply what problem you are solving for your website visitor – remember **BENEFITS sell**.

  For example, a computer support company that is available 24/7. The benefit they should have on their home page is

    Available at any time you have a computer issue   not   **we are open 24/7**

- Similar to the point above, make sure you personalise the content using "you" and "your" rather than "we".

- Use bullet points rather than long paragraphs – it's easier for visitors to skim the content quickly.

- Use images or videos – very useful to get messages across.

- Remember there are two people that are "reading" your content, human beings and the search engines. Make sure you are adding your key search phrases through the copy. For example, The Elm Tree is a bed and breakfast just outside Lincoln. This first line tells the search engines who, what and where.

5. Have NAP on every page

NAP is Name, Address and Phone Number. For the search engines it is critical this is on very page, not just on your contact page. We recommend adding it to the footer of every page. In addition, make it simple for people to contact you – we recommend the minimum of a phone number on the top right of every page.

WHEEL**BUSINESS**
MOBILE ALLOY REPAIR SPECIALIST

📞 01372 613029
📱 07818 037000
✉ info@wheelbusiness.co.uk

6. Calls to action

People read a website in different ways and for this reason it is critical that you have a lot of different types of call to action scattered around each web page. Even now there are millions of websites that are not responsive and can easily look at your website on a laptop, mobile phone or tablet.

Call to action phrases use action verbs, like:

- Sign-Up
- Register
- Call
- Subscribe
- Donate
- Buy
- Order
- Share
- Follow
- Download
- Click here for

One useful technique to get people to take action immediately is to add a sense of urgency and the fear of missing out. For example:

- Offer expires on Halloween
- Limited time offer
- Act now before supplies run out
- Respond before July 30th to enrol at this special price

7. Social proof: testimonials/ case studies

Your website visitors will want to know that they are making the right decision by choosing your service and for this reason it is good to add social proof on your website. This can be in the form of testimonials or case studies.

It is important to personalise your testimonials or case studies as much as possible so people get the feeling they are genuine. For example, we have put photos, name, company name on our testimonials on our website, see below. Just a 1 line "testimonial" really does not do your business justice as people no longer believe them to be independent; which is why reviews on sites like Google, TripAdvisor and Trust a Trader are so important – additional social proof.

IN SUMMARY

Think about these things and ask any potential web designer lots of questions around these points before you decide on who to use to build your website.

Your website is your business' shopfront, don't just knock something up in an evening at home.

Your Local
WEB DESIGNER

If you have any questions about a website or how to get more business leads please feel free to contact us:

Phone: 020 37455465
Email: support@yourlocalwebdesigner.co.uk
Facebook: https://www.facebook.com/yourlocalwebddesigner

www.webdesignincroydon.co.uk