

Power-Up Small Business Workshops



**WEBSITE
ESSENTIALS**

Visit digitalbrisbane.com.au to sign up now 

digital**brisbane**

WELCOME!

Terri Cooper

Small Business Liaison
- Brisbane City

Kurt Sanders

Director of Strategy
The Content Division

@sanderlands

How to build a website for your business without spending a fortune, making your customers hate you, or killing each other because your website needs updates and that's not my job I have enough to do I own a small business for heaven's sake no you shut up

Part 1

SHIFT YOUR MINDSET

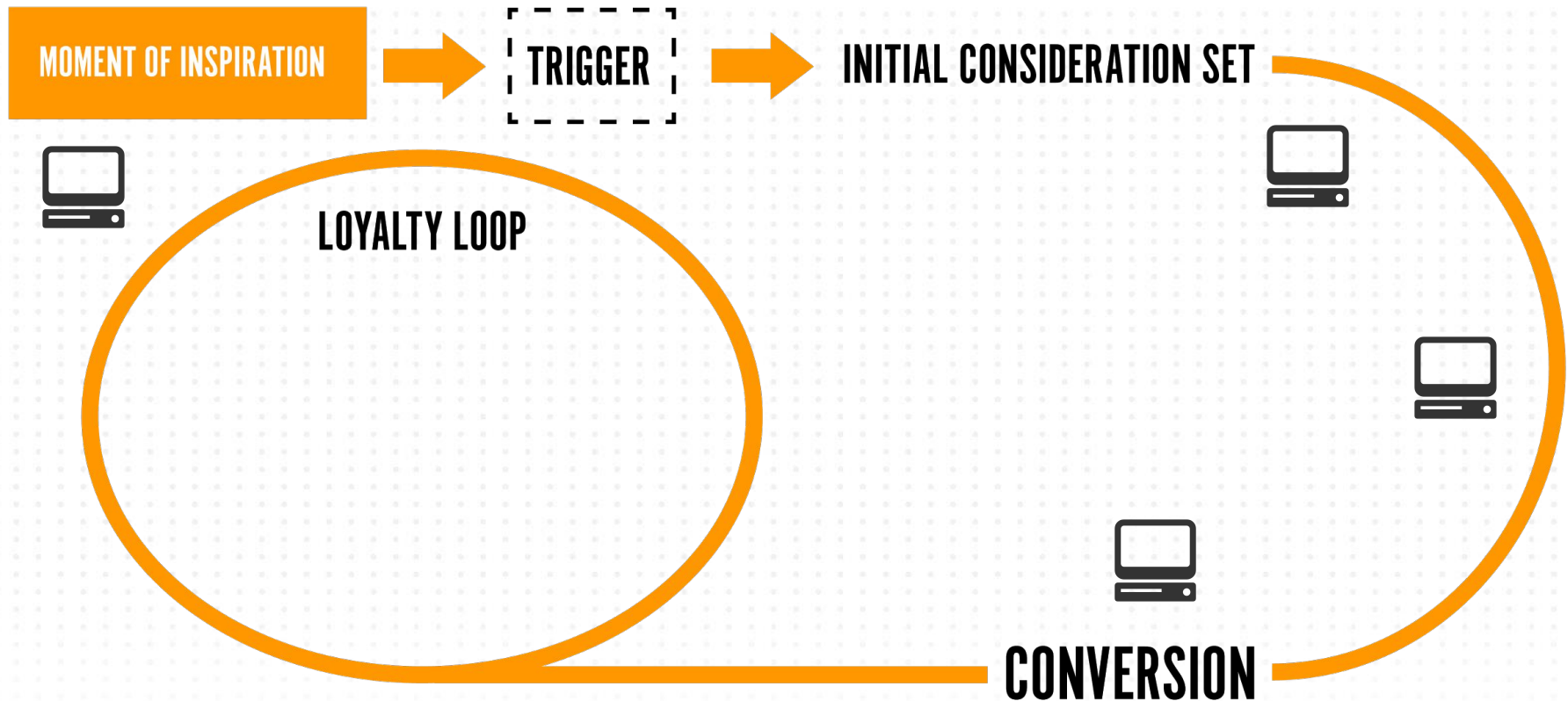
Hands off! Don't even think about turning on your computer yet ...

Part 2

YOUR SITE OPTIONS

Planning, platforms, your best fit

CUSTOMER JOURNEY = Purpose



BANNED PHRASE IN YOUR BUSINESS LIFE FROM THIS DAY FORWARD:

**“We got a website because we
just needed something up there”**



The real question is ...

If my website was only allowed
to do **one thing** that **my**
customer would **benefit** from,
what would that thing be?

SIMPLE QUESTION
SOLVES
A **BIG** PROBLEM

INTENT ...

- See our breakfast menu?
- Opening hours?
- Get in contact fast?
- Get in contact slow?
- Search for a product?
- Read a blog?
- Buy a product now?
- Find a price?
- Show off a portfolio?

"INTENT IS EVERYWHERE,
IT SURROUNDS US, BINDS
US, OUR CLIENTS HAVE
IT"

- Yoda, probably



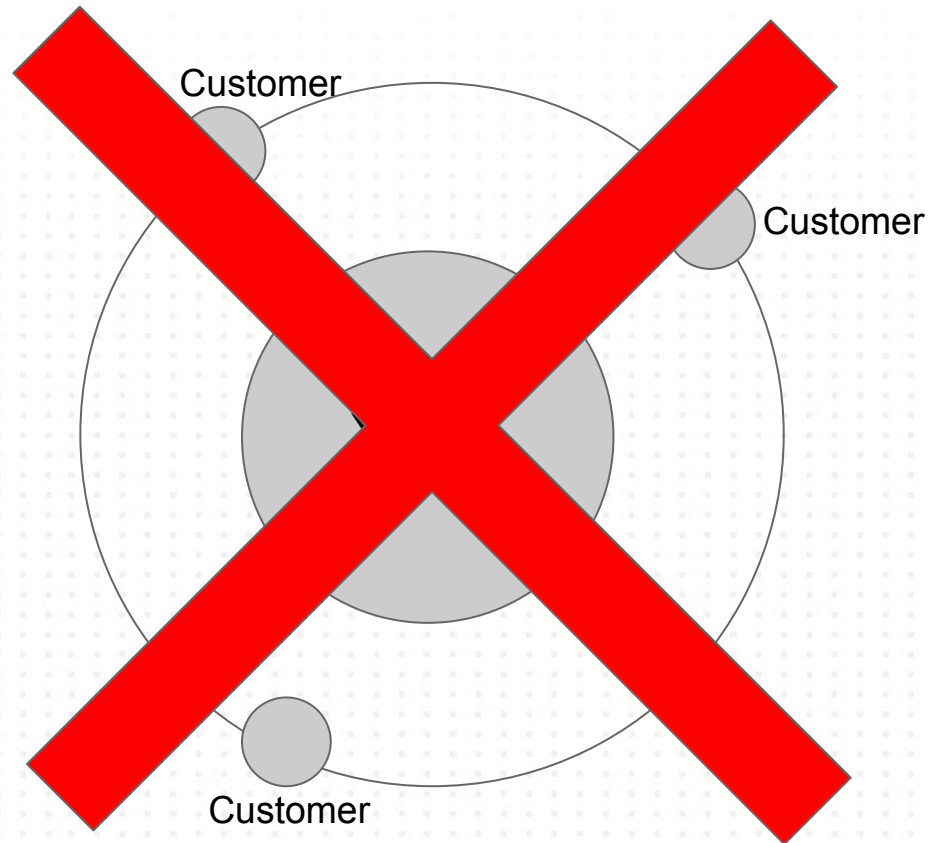
SEARCH IS EVOLVING



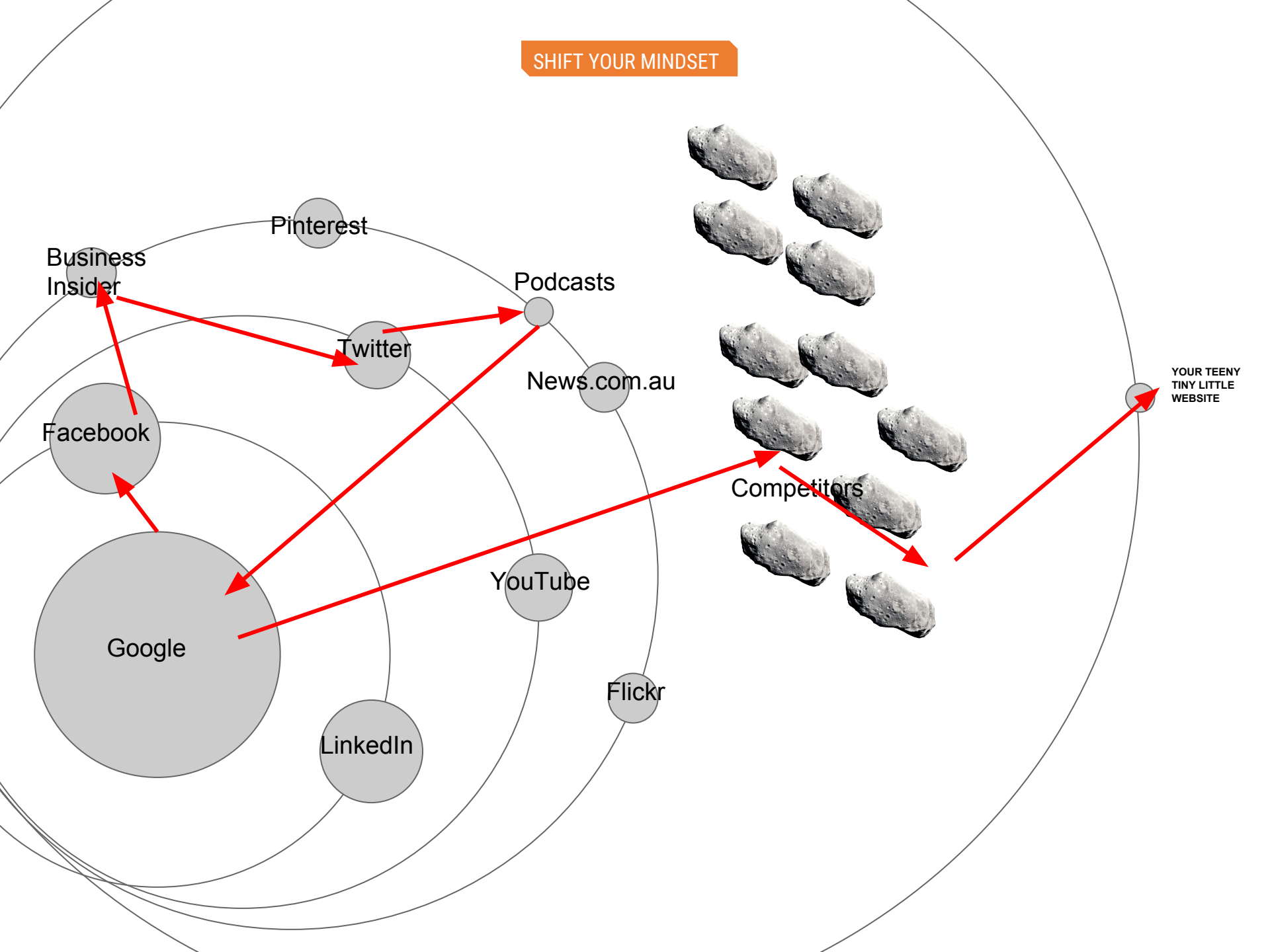
 **GOOGLE**
IS THE
COMFORT FOOD
OF SEARCH!

@TPLDrew





SHIFT YOUR MINDSET



Key takeaways

- Don't build a website before you know **why** you need a website
- Put your **customer's key pain point** at the centre of your plan, not yours
- Understand how **people will find you**, and build your site accordingly

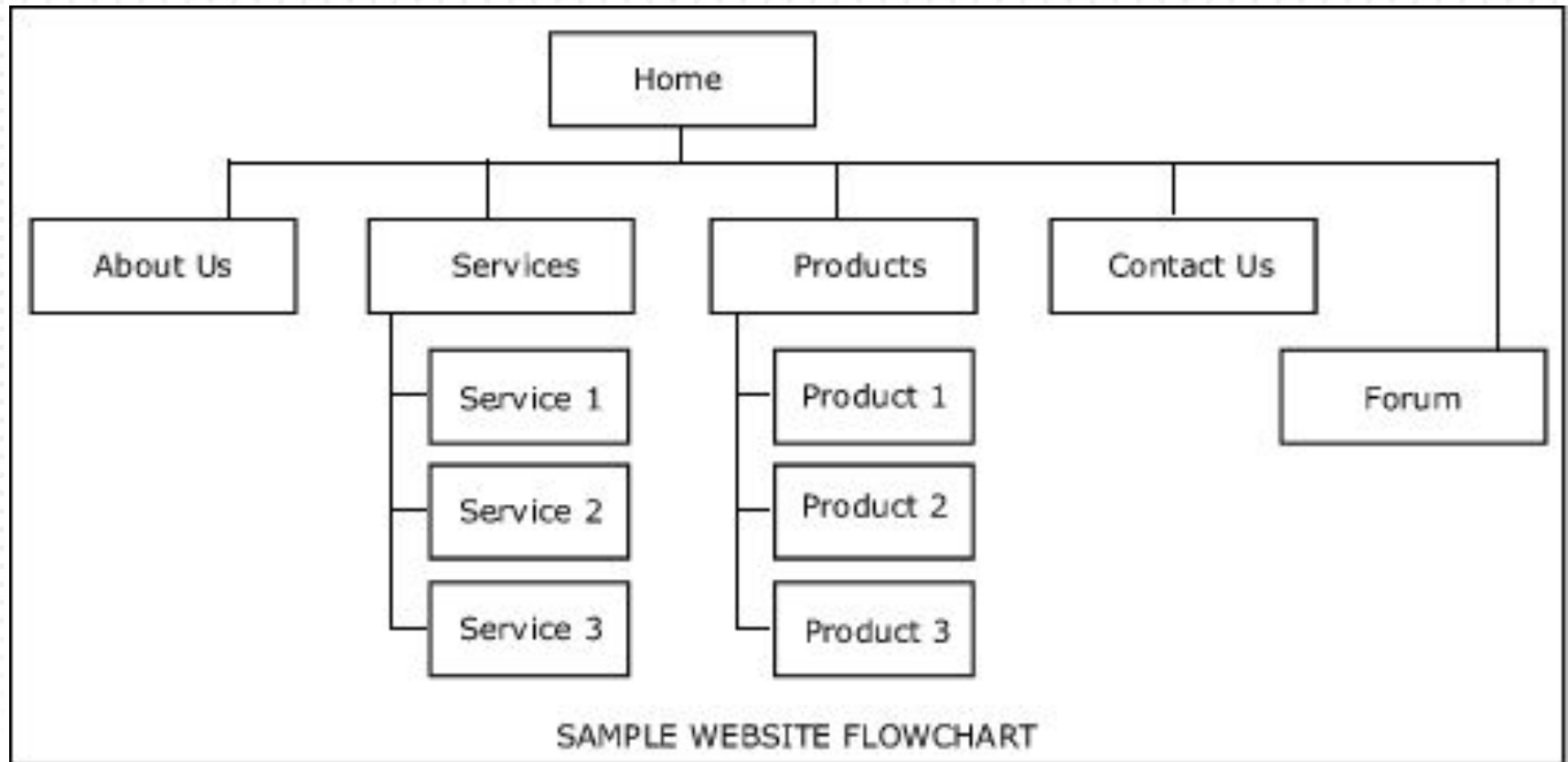


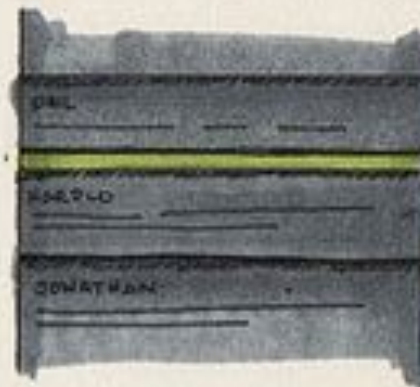
Planning and platforms

- Register your domain
- Planning your pages and content
- What website platform should I use?
- A few technical but easy-to-understand things

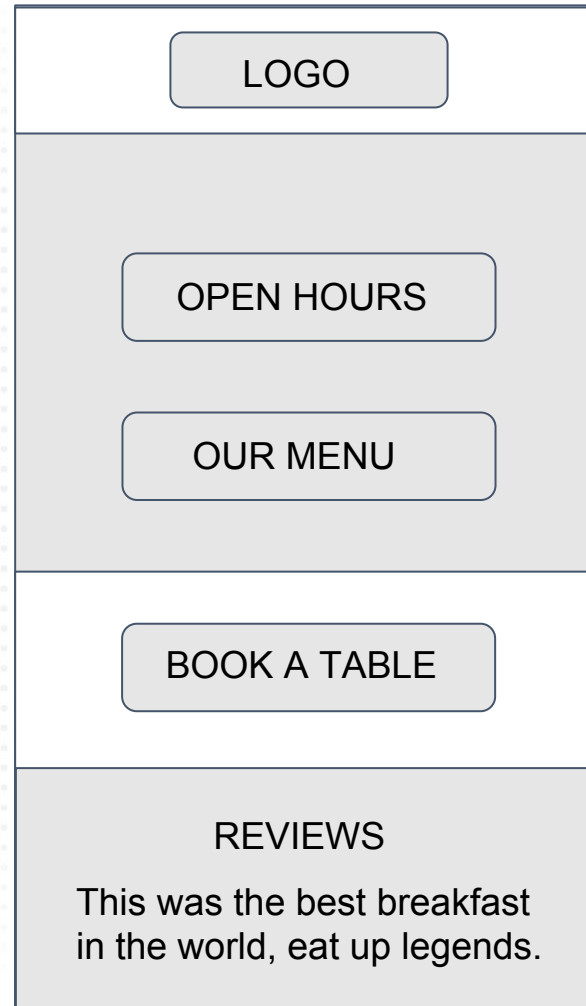


Plan your pages





Sketch
out
your
'wire
frames'

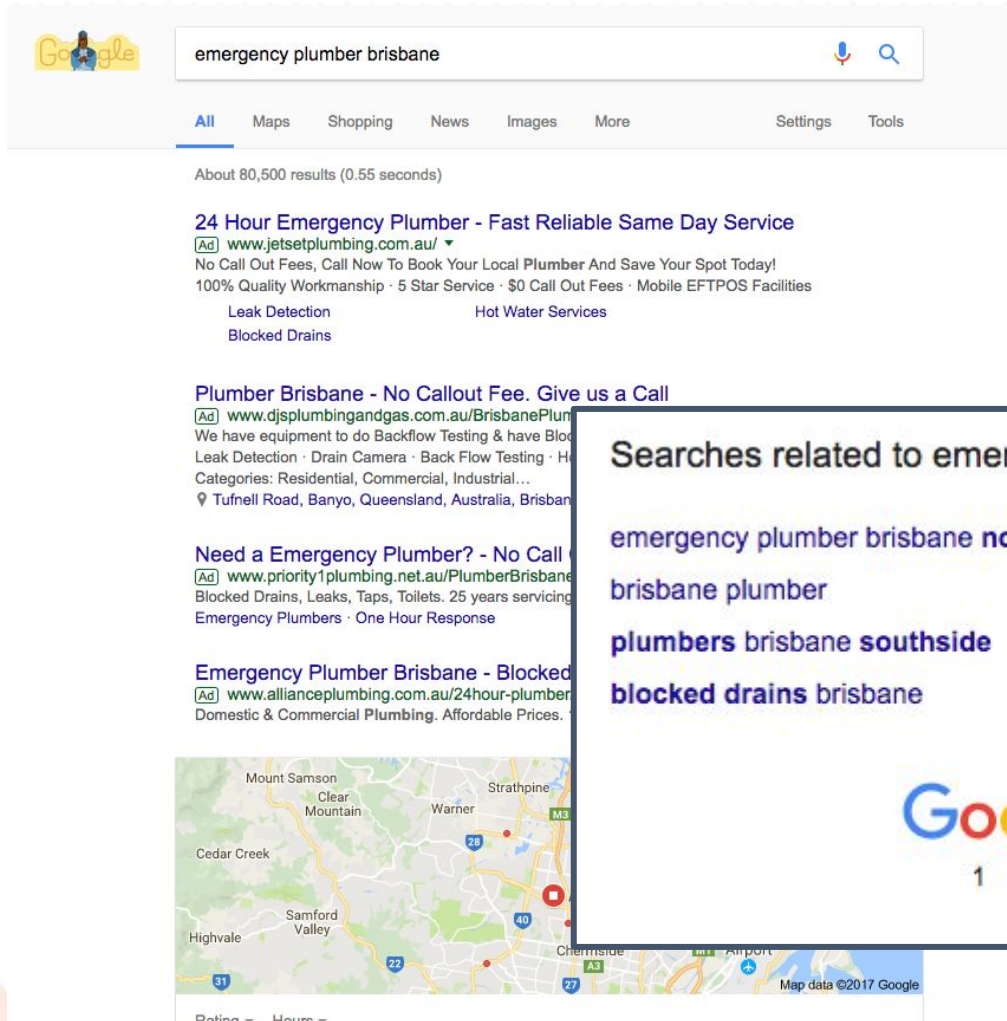


<https://drive.google.com/file/d/1dn-aAbRIATCP4RNxO2HCHoj7InSHhgDQ/view?usp=sharing>

Write your content - top tips

- Break it down page by page in a word doc
- Put your head down and write - DON'T LOOK UP
- Write every page without stopping, using your wireframes as a guide on length of copy
- Now that you've finished, realise it's terrible and go back and fix it
- Know your customer, know your keywords

Write your content - top tips



Your content - imagery and video

- Use stock imagery sparingly - original is better
- If you can't take good photos, get them done properly
- Video: What is its purpose on your website?
 - About us
 - Case studies
 - Testimonials
 - Headers/backgrounds
- Raw video, generally, is better on social - your website needs to be better

<http://www.execgroup.com.au/>

Choose your platform - web builders

Name	Wix	DudaOne	Squarespace	uCoz uKit	Weebly	GoDaddy Website Builder	Jimdo	Strikingly	Webs	Yola
Lowest Price	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT		SEE IT	SEE IT	SEE IT	SEE IT
Editor Rating	●●●●● EC EDITORS' CHOICE	●●●●○ EC EDITORS' CHOICE	●●●●○	●●●●○	●●●●○	●●●●○	●●●●○	●●●●○	●●●●○	●●●●○
Web Store	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓
Free Version Offered	✓	✓	✗	✗	✓	✗	✓	✓	✓	✓
Blogging Tool	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗
Download Selling	✗	✓	✓	✓	✓	✗	✗	✗	✗	✗
Basic Image Editing	✓	✓	✓	✗	✓	✓	✗	✓	✗	✓
Site Portability	✗	✗	✓	✗	✓	✗	✗	✗	✗	✗
Site Membership	✓	✓	✗	✗	✓	✗	✗	✓	✓	✓
Read Review	Wix Review	DudaOne Review	Squarespace Review	uCoz uKit Review	Weebly Review	GoDaddy Website Builder Review	Jimdo Review	Strikingly Review	Webs Review	Yola Review

Source: <http://au.pcmag.com/web-site-hosting-services-products/30863/guide/the-best-website-builders-of-2017>

Choose your platform - web builders

PROS

- Most template designs are quite nice
- Drag and drop super easy to use
 - Wix and Square Space have pixel perfect drops
- Third-party apps - you can plug in live chat options, online booking tools etc
- Free domain name in one-year plan
- Good support for paid customers
- A lot have e-commerce solutions
- Most reformat for mobile sites
- Most make an attractive SEO structure for you (URL, H1-H6, tags, categories)
- Solid storage for paid plans
- Takes care of your hosting for you
- No coding skills required
- WYSIWYG editor

Choose your platform - web builders

Cons

- Monthly subscription cost depending on your needs (\$8 - \$25)
- Email costs extra
- Ads, ads everywhere in free versions and some paid versions
- Choose your template wisely, many can't be changed
- Third-party apps - can be dodgy, and can be deleted
- BYO domain supported, but at a cost
- No access to source code
- Some designs have terrible SEO structure
- No control
- What happens when your business grows?

<http://www.shortbreadnyc.com/>

Choose your platform



PROS

- Everything the web builders do and more
- Millions of themes
- Millions of plug-ins
- Free software
- Powerful content management capabilities
- FREEDOM BABY!

CONS

- Assembly required

<https://www.steps.com.au/>

Key takeaways

Just getting started, no money and little time?

SITE BUILDER (Wix, Weebly, SquareSpace)

Want more control, preparing for growth, happy to learn a bit?

Wordpress

E-commerce?

Shopify et al

Blogging

Wordpress, no question

Resources

- websitetooltester.com
- au.pcmag.com
- Youtube tutorials
- Linda tutorials
- Bluehost.com FAQs and tutorials
- Envato.com
- winningwp.com/wix-vs-wordpress-which-is-best/