



Top 10 Tips for Online Success

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Welcome:

Thanks for downloading the Top 10 Tips for Online Success eBook. The aim of this eBook is to help you understand how to get the most out of the online world for your business by providing you with our top 10 tips for online success!

OK, enough chat let's get started!

Tip1 – The Why and the What:

We get lots of people contacting us asking for a website. When we ask them why, the most often answers are:

“Because all our competitors have one”

“It seems about time we had one”

“Errmmm...”

If you do not know why you want a website then how is your website going to be a success? Is a website the best spend of your marketing budget?

Our first top tip is to ask yourself, as a business, why do we want a website? Take some time to consider your reasons for thinking of building a website, what do you want it to achieve for your business and how will you measure the success of the website.

Spend some time researching your competitors to see what they are doing and whether it is clear why they have done what they have done.

Think about how a website could help your business; things such as:

- Reducing support calls
- Improving bookings or taking bookings online
- Selling product online and reducing overheads
- Training clients
- Adding value to clients through downloads and documents

Draw up a list of what you would like from your site and how it will help your business; this will help you focus on the important elements.

Tip2 – The Who

Now you know why you want a website the next top tip is to figure out who your website is aimed at. It's all well and good having a shiny new website but if the imagery and tone of the site are all wrong it will put off prospective clients in an instant.

Our second top tip is to create what we call “personas” or “profiles” of your target market. These are short paragraphs that describe your ideal customer and what they want or need.

Here's an example:

Ideal Customer 1 is between 20 and 40 years old, primarily female and within a middle income band. They are looking for an easier way to buy car insurance without endless searching.

So what does this tell you?

This allows you to think about the appropriate colours, photos and functionality your website needs in order to meet the needs of this target client. If your website was lots of dark colours and images of muscle cars do you think this client would stay long?

Tip 3 – The How

OK so you are now armed with the information you need to get started, you know what you want to do and who you are going to target. So how do you go about doing it?

The How is probably the biggest perceived barrier to getting started with a website as there are so many options and new terminology to learn.

Our number 3 top tip is to spend time educating yourself about the possibilities, you do not need to understand the details but spending some time looking at the different options and understanding some of the basic terminology will help you and your chosen web company.

By being able to ask the right questions and sounding like you know the basics this will put off any unscrupulous suppliers and let people know you have an understanding of the process. It will also help you to work through the process and feel in control.

Here are some resources to get you started:

[Small Business Website Basics](#)

[Establishing an online presence](#) – Australian Government digital business

Tip 4 – Get your domain name sorted

A domain name is your address on the internet. There are a number of different domain options available for your business:

.com – worldwide top level

.net – alternate top level

.com.au – Australian registered business

.net.au – Australian registered business

There are also many other options such as .tv, .org, .co, .mobi etc etc.

You should research to see what domain names are available and might be suitable for your business. You can do a search at any of the domain name registrars online.

Our top tip number 4 is to do this yourself and make sure the domain is registered in your company name so you have full control.

There are lots of domain registration companies out there and registering a domain can now be as cheap as \$25 for two years. Beware companies trying to charge you hundreds of dollars for a domain name. We use Crazy Domains for our registrations, you can check them out at <http://www.crazydomains.com.au>. Some others include Go Daddy (good for the more unusual domains) and IntaServe.

Tip5 – Choosing the right supplier

There are many good web design companies in Australia; unfortunately there are also a lot of companies that are there to take advantage of clients that do not understand what is possible and how much things should cost.

Doing your research before selecting a supplier is important; they will be responsible for getting your business setup online and hopefully making you more money.

Our top tip number 5 is to ask some key questions of each supplier in advance, if they cannot or will not answer them then walk away!

When speaking to prospective web companies make sure you ask some of the following questions:

- How long have you been in business?
- Can I see some sample sites you have created?
- How have these sites helped the business you created them for?
- Would it be possible to speak to some of your previous clients?
- Where does the work get completed and who by?
- What is your pricing policy?
- What system or process do you follow?
- Are you tied to any particular technology or vendor?
- Do you offer any sort of guarantee?

The varying answers to these questions will allow you to evaluate the approach and background of prospective companies.

Tip 6 – Budget for marketing

Whilst building the website is important, marketing the website is probably just as, or even more important. The old adage build it and they will come does not apply online where you are competing against so many other people online.

Top tip number 6 is to make sure you have a marketing budget for your website.

As a rough guide you should potentially look at spending a similar amount on marketing the site as you did building it. This varies for different businesses and what locations you are targeting. A good web design company should be able to get good results for you in a local area as part of the main project. If you want to target a wider area or even Australia wide this will take time and effort to achieve.

Marketing can include search engine optimisation, content writing, press releases, blogging, social media, newsletters, online advertising and many more.

You should speak to a reliable online marketing company to help you plan a strategy to get you the best results for your money.

Tip 7 – Get visitors fast

It can take time for your new website to get picked up by the search engines and to start making inroads into ranking competitively. This can be difficult if you are a new business or if you have product you wish to sell quickly.

Out top tip number 7 is to use paid search to get immediate traffic.

There is a good solution to this which is paid advertising or “pay per click” advertising (PPC). When you do a search on Google or Bing, for example, you will see results that appear to the top and right of the main search results, these are “sponsored links” which are essentially adverts.

How it works:

- You choose what keywords or phrases you wish to show your ad for.
- You bid an amount that you are willing to pay for each click on your ad.
- You create your ad and define a daily budget.
- If you still have budget your ad will display when someone types in your chosen keyword or phrase in the search engine.

Obviously it’s a little more complicated than that but that’s basically how it works. With careful setup and management this can be a very effective way to attract relevant, targeted visitors to your site.

Whilst you can setup and manage this process yourself we would strongly recommend you speak to a specialist company that can setup and manage this for you effectively.

Tip 8 – See what's going on

Now you have built your site and are doing some marketing wouldn't it be great to know what is going on with the site, who is coming, where from and what are they doing?

Our top tip number 8 is to install an "analytics" service.

Probably the most well known is the free service from Google. It's free and very powerful and can provide amazing insights into where people are coming from and what they are doing on your site. This information is essential to making sure your site is working as hard as possible for your business.

Anyone can sign up for an account; you need to install a small piece of code to your site to start collecting information.

Basic information you can see includes:

- Where people have come from
- How long they spent on your site
- What search term did they use to find your site
- What path did they take from your site
- What are the top entry and exit pages

Google Analytics is a very powerful tool that had many more features that can provide you with a great amount of detail and insight about your website. Google offers free online resources to help learn more about the service or you can speak to your web company and they should be able to help you understand what is possible.

Tip 9 – Get your place sorted

Have you ever typed a local search into Google and seen the listings that display with a map?

Our top tip number 9 is to claim your Google Places listing

This is called Google Places and is becoming an important factor in positioning well on Google.

Google Places is a free service, it allows you to claim or enter your business details, add photos, descriptions and even offer coupons or deals. Your clients can also leave reviews of your business.

Simply go to www.google.com/places to get started, you will need to setup a Google account if you do not have one.

Make sure you enter as much information as possible, make sure you only use a real physical address (no PO Boxes) and a real phone number if possible rather than a mobile number. Upload some photos and add any video if you have it. Make sure you also select what areas you cover.

Once your listing is live ask some clients to review your business as this helps in the ranking of your listing. If you have any offers or coupons make sure you add them to your listing.

Business Directories

There are many free business directories available on the web. Most will allow you to list your basic company information for free and many offer a link to your website. You should go to as many of these as possible and add in your company details and create a link. Limit the number you do to a couple a week so that Google does not get suspicious of these new links to your site.

Some examples of business directories include:

[dLook](#), [AussieWeb](#), [StartLocal](#), [HotFrog](#)

Tip 10 – Keep on truckin

OK so you have your site, you are doing your marketing and have your listings in place, you can sit back and relax right?

Our final top tip is to keep working on your website and marketing

Websites are meant to be living, growing things. Google places importance on sites that change regularly and grow over time as they are seen to be more relevant.

Spend some time writing new content, adding new pages, case studies and testimonials to your site. Keep an eye out for new link opportunities with business directories, trade associations or affiliates.

Add or update a gallery of images for visitors to get an idea of who you are or what you do.

Monitor your analytics to see what is and is not working, try some variations of content and pages to see if anything improves visits or conversions.

That's it for now

Thanks for downloading our eBook, we hope you found it useful.

If you would like to discuss anything in this eBook or would like to have a chat about implementing any of these ideas or even building a new website then please do not hesitate to give us a call.

You can contact us on:

Email: ivan@flowinteractive.com.au

Telephone: 1300 77 FLOW (3569) **Mobile:** 0403 287 556

Kind regards

Ivan Slade

Director.