

What you need to Know to put your Business Online

Some Guidelines for Small Businesses

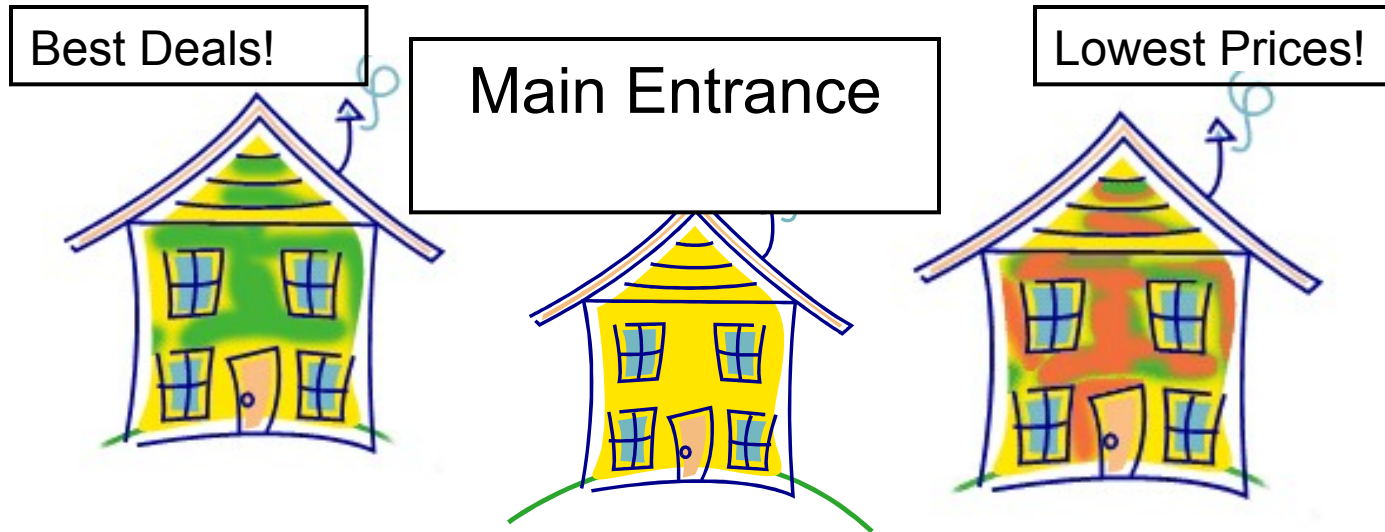


By Kiem Tjong

Presented May 3, 2008

Jointly hosted by the LA Area & OC
Consultants' Networks

What we do at Simplified



A web site is a great tool for small businesses



Basic Steps to put your Business Online

- Plan your web site
- Register a domain name
- Find a hosting provider
- Design your web site
- Get ready to respond to email and other requests from your web site
- Market your web site

Plan your Web Site

- First...before your engage a designer....some Business Planning
- You are the Architect

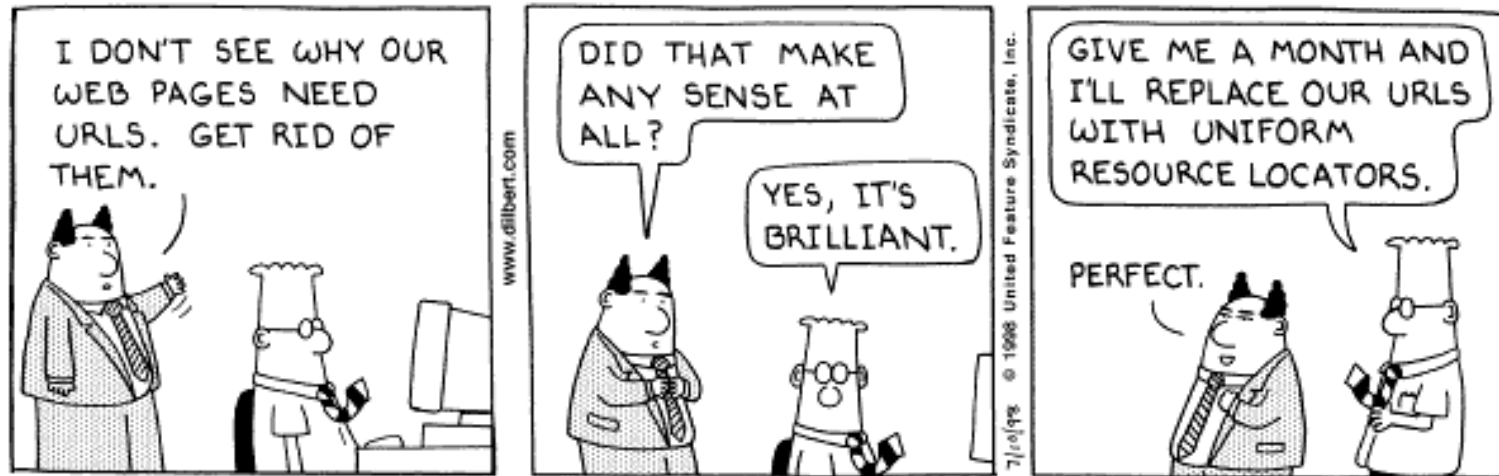
Web Site Business Planning

- Mission/Vision Statement
- The Product/Services
- The Market
- Customer Profile
- The Executive Team
- Pricing
- Financials
- Home Page (Goals)
- Product/Services Featured
- The Market / Differentiate
- **(Customer / Visitor Profile)**
- About Us / The Company
- Pricing and Payment Methods

Some Considerations

- Who is your customer? Behavioral patterns. Usability.
- What do you want your web site to say to the customer? Call to action, provide information, solicit membership, how to convert the visitor into a captive audience.
- Too much information, too little information? Put yourself in the shoes of your customer. The 7 second rule.
- Ways to turn off your customer: hard to type or remember domain name, hard or slow to navigate, or difficult to get to the relevant web page.

Get a Domain Name



Copyright © 1998 United Feature Syndicate, Inc.
Redistribution in whole or in part prohibited

- Different domain name registrars, godaddy.com, namecheap.com, 1and1.com, register.com
- Register yourself as owner of your domain name
- Stick with .com domain names for now

Hosting Provider

- Some of the hosts around: godaddy.com, yahoo, 1and1.com, dreamhost.com
- What to look for in a host:
- At least 100Mb of disk space
- 5 GB of monthly transfer
- Several e-mail accounts
- a database, 24x7 support, backups, FrontPage extensions (in case you want to use FrontPage to build your site)
- Pricing: \$10/month and up
- Reviews and opinions of practitioners :
www.webhostingtalk.com

Basic Web Site

- Available packages: Yahoo, godaddy.com, freewebs
- Popular html WYSIWYG tools: Frontpage, Dreamwaver, Photoshop (graphics), NetObjectsFusion
- Design Considerations: black on white vs gray on white, bells and whistles, Flash
- Do it Yourself vs Contract it Out : the Learning Curve
- www.how-to-build-websites.com, www.useit.com
- (Examples of a gov contracting web site, and a template site)

How to build your Site to become a useful Business Tool

- Set up your online marketing plan

Questions?

Email me at kiem@semplified.com

