



925 Website Creation Service

www.websites.925businessservices.co.uk

**Your Free
925 Website Guide
July 2016
Part 2**

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Introduction

As we advised in Part 1 building your first website can be a daunting task especially if you have limited or no experience of using multiple and diverse software packages. Well done if you are now reading Part 2 of our guide.

In Part 1 we mention that there are some important considerations you need to think about before you actually commit to designing your website or asking someone to do it for you and hopefully you have completed your wish list and identified where your strengths are.

A point of clarity. These guides are not detailed step by step instructions on how to use any particular software and were never intended to be. This is something you would have to be prepared to learn for yourself. If we are building or have built you a website we will help you with the software your site is built on if you decide to manage your website yourself.

In this guide we will be looking at the topics below as these are 4 areas that really do overlap in very significant ways. The choices that you make early on can be difficult to manage if they weren't the right ones.

Part 2

- Website & Domain Names
- Email
- Email Marketing
- Payment & Shopping baskets

So let us get started



Website & Domain Names

Probably everyone in the UK has heard a domain name even if they didn't know that's what it is called. Advertising on TV 'check out our offer on www.cheapmotors.co.uk' is an example of a domain name. Domain names are usually purchased from a domain name provider such as www.123-reg.co.uk or www.names.co.uk both of these providers also provide a number of other services including building websites. Before we look at purchasing a name we should really look at name choice as this will be the first question asked if you visit either of these websites.

Domain names .com, .co.uk, .net, .org etc are extension to your name that indicate something for example .com is USA or global, .co.uk is for the United Kingdom and .org is used by organisations. You can usually purchase your name with any of these extensions and a whole lot more .xxx being the latest for explicit adult type websites. Choose something appropriate for you and your website.

'What's in a name' is often asked as TNT don't sell dynamite and Yell don't shout a lot either, so is the name important? Well there are a number of differing opinions on this as this question relates to how Google the largest of the search engines actually finds relevant websites to searches and as their algorithm is top secret only they know the answer. Having said that if the name you choose does reflect what you do it can only help, maybe. On the other hand if you want to choose a name like Small Elephant Medium Elephant (this is the name of a company we know) because you like it Google imply that it will make no difference as they search content on your website to bring up relevant websites to searches. A more cynical view is Google make a vast fortune out of advertising and maybe it's this that drives the results and search engine optimisation (SEO). Companies usually start with 'pay per click' Google's advertising division as a way to get your website high up in the list. So W.H.Smith, Boots, John Lewis and many other large and small businesses only get found because they either pay or their website content is exactly what the search engines are looking for or both. We can only say you will have to decide which you believe to be most likely as in truth only Google knows for sure. We have found that there are ways that seem to work well and we will be sharing these in Part 3 of these Guides. Right you have chosen a name now you need to check it is available to register but before you do this you should check out what the registration company allows you to do or is included in the price of registration (they are all slightly different). Some include email for example whilst others offer this as an add on. There are too many variables to go into them here, our advice is to compare well before you buy. Things to look out for are email, email aliases, transfer fees, support or help, domain aliases or sub domains, free software and good help pages on their website. Registration from here is simply a few clicks to decide how long 12 months, 24 months etc and payment of their fee and you have your domain name registered for use.

Now you have your name you need to decide where the website will be hosted and this means whose computer will it reside on. It is possible to do this yourself but we wouldn't recommend it. Look for what the host is going to give you for your money, band width, space, email, software to build your site just as above really check out what they are offering. We specialise in using website hosts that give free hosting facilities and to date they have all worked very well. You may also come across a term 'naked domains' whilst you are looking and these are for example <http://www.mywebsite.co.uk> will be <http://mywebsite.co.uk> as the naked domain.



Email

As mentioned in the previous section this is something that you can obtain with your name registration or with your hosting registration but it is something we would recommend you have. Not only does it look more professional but it will allow you to measure, monitor and evaluate the effectiveness of your website. This you can do by having different email addresses for different areas of your website or for different offers that you may have. By channelling the results into email folders you can immediately see what is or isn't working for your website. You will also need to register email addresses with various organisations as you set up your website whether you choose to do this through one email account or set up lots of different accounts is up to you. It will be an important functioning part of your website and business so consider this carefully.

As you will see this subject although concluded for this page will continue throughout the rest of this guide in the following sections.



Email Marketing

Having your own website enables you to collect the email addresses of visitors that are interested in your products or services. Collecting the information without doing anything with it is a total waste of the effort you have put in so far. This is an activity you need to become acquainted with or have someone to handle this for you. You can contact your already engaged visitors by email at a frequency that suits you and them with offers that you will need to establish and timetable to maximise your results.

The average return on a mailed letter to prospective customers results in about 1% or 2% uptake so 1 or 2 people from every 100 letters on average. What you don't know is there is no way of telling which batch of 100 letters will give you this result. For example you send out 100 letters 10 times of the course of 2 months so a total of 1,000 letters on average you could expect 10 or 20 responses but these could come entirely from the last batch of letters or from the first and you are now hooked into sending them out to try and achieve this average response rate. This of course assumes that what you are sending out is the same letter each time and you haven't changed it in some way which is better or worse than before.

You now have the opportunity to send out a free from cost offer letter to a number of people that have told you they are interested to hear more about what you do. Your results should increase 10 fold or more given that you have arrived at the right message to send them. Whilst this is dependent on the message you send out you can vary the message until you find the formula again with zero cost. If you don't take this opportunity we hope you can see what a waste that would be.

We use a reputable host for email marketing services that starts free up to 1,000 emails a month good enough to get you started and good enough for you to perfect the message being sent. You could of course sit at your computer, mobile phone or laptop creating these emails with what ever software you have but how will this look to your awaiting public. The services we refer to allow you to develop plain text and HTML type email messages and schedule them to be sent at a specific time and day. It also allows you to provide this option to your registered website visitor, what time is best for you morning or afternoon?, for example would allow you to split your list of email listeners into to groups and deliver to them your email at the best elected time for them. These providers will also manage subscribing and unsubscribing visitors to your website so only send information to visitors who want to receive it.



Here is a sample of a typical design from one of our marketing hosts. This particular email was sent to 127 registered website visitors at 8pm on the 20th October to maximise the chances of them seeing it. There are other features included like who deleted without opening and who has opened it. There is a tracking cookie included with these emails to provide this data and it can be downloaded to spreadsheet for further analysis. It even reported on which link was used to visit the website. We now know that the photograph link was used more than the text link provided.

Lets move on to the next chapter



Payment & Shopping Baskets

Part 3 of our guide will be covering:

- **Artwork**
- **Directory Listings**
- **Website Translation**

Make sure you stay on the mailing list to get your copy!