Digital Enterprise

DIY website success

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Find out the full range of our Digital Enterprise training activities at www.digibiz.net.au

Events.….Workshops.….Digital Champions…..Case Histories…..Online Resources

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DigiBiz DIY Website tips

1. **Use templates**
   Research small businesses free templates or pre-set designs to establish a web presence-get hints. *www.freewebsitetemplates.com* or *www.freewebtemplates.com*

2. **Create an easy to use navigation system**
   Ensure visitors can find what they are looking for easily. A navigation bar on the left or at the top is the general rule. An additional navigation bar at the bottom of each page can save visitors scrolling back to the top.

3. **Choose a colour**
   Use your business colours or choose two or three complementary colours. Don't change colours on every page.

   The most common colour schemes include:

   - Red, yellow and white
   - Blue and white
   - Red, grey and white
   - Blue, orange and white
   - Yellow, grey and white

4. **KISS**
   'Keep It Simple Stupid' is an established principle of marketing. Audio, spinning graphics and logos often distract from the content, and can take too long to download.

5. **Choose a background**
   Ensure text can be read i.e. no black writing on dark blue background or yellow on white. Make links visible before and after being visited. Generally the default for links is blue (before being visited) and burgundy (after being visited). Keep links light if a dark background is used.

6. **Be smart with external links**
   Where possible, open links to other websites (external) in a new window- so visitors can easily return to your site.

7. **Create a site map and search feature**
   If more than 15 pages have a sitemap or a website "Search" feature to ensure visitors can easily find information.

8. **Content is King**
   Create useful and unique content backed by promotion using ethical means. Higher search engine ranking and larger volume of relevant visitors can be generated by managing and updating content e.g. blogging/key words.

   If you want to design a professional looking website, *stay away* from:

1. Flash intros, revolving globes, bevelled line separators, animated mail boxes
2. Loads of pop up or pop under boxes, auto play music
3. Hit counters which say "you are the 27th visitor"
4. Date and time stamps (unless your website is updated daily or weekly)
5. Busy backgrounds

Chris' tips for online success

1. **Google Analytics**

   Use Google Analytics to achieve an understanding of how your 'customers' interact with your website *www.google.com.au/analytics*

2. **Search Engine Optimisation (SEO)**

   Relevant information, No dirty tricks! Think about possible search terms

3. **SEO**

   Add a unique Page Title and Meta Description to your web pages & products

4. **Social media**

   It's the newest and fastest moving marketing tool- aim to entertain and inform your target audience.

5. **Generating leads with social media**

   No sales-speak. Share and engage with your audience.

6. **Images sell more than words**

   Quality images engage website and social media users more than plain text and links. On Social include links with your image post and include your logo where possible.

7. **Monitor conversations on social**

   Use a platform like Hootsuite to monitor activity on multiple social pages. Auto-schedule posts for evenings and weekends. *www.hootsuite.com*

8. **Email marketing**

   Build quality email lists and incorporate with social media/websites. Send bulk email campaigns with MailChimp – *www.mailchimp.com*

9. **Enhance images**

   Optimise your images for products, web pages and social media posts with popular platforms including *www.pixlr.com* and *www.flikr.com*

10. **Optimise and split test**

    Consider the best times to post on social pages and experiment with different options for your website and product pages.

Gerrie's tips for online success

1. **Don't slog it, blog it**

   Get a website/social media presence. Use a blog, Facebook page or website that tells where/when purchases can be made. Use Customer Mailing Lists to email and SMS new product or special offers/stall location. Invite pre-orders. *Invite customers to 'like' you. Post photos of your stall. Ask for testimonials and publish online.* Let your customers become your social media advocates.

2. **The medium is the message**

   How you communicate to prospects and to customers is vital to success. Align and ensure congruency from personal presentation, colours and branding. Ensure your social and web presence makes a statement that is about brand not just product.

3. **Use images and video**

   You don't have to spend a ton of money to get your name out there. You can make a splash on a much smaller budget. The US based Dollar Shave Club made a splash in March 2013 with a low-budget viral video featuring the company's CEO Michael Dubin. The video had a budget of $4,500. The subscription razor service had five million views on YouTube, 12,000 subscriptions in two days, and scored $1 million investment from Venture Capitalists

4. **Network and learn**

   Find a business mentor. Join your local business association. Find out what FedUni TAFE and Meredith Community Resource Centre offer in computing and business courses.

5. **Surf the web for online tips**

   If you would like to view some case histories that demonstrate the use of broadband technology by micro and small business entrepreneurs, or have online business needs around simple eCommerce, website design and content, you will find loads of information and downloads through the free resources from the Australian government's Digital Business website.