

SMALL BUSINESS WEBSITE



OUR AGENDA

WHY YOU NEED A WEBSITE

DOMAIN NAME

WEBSITE HOSTING COMPANY

WORDPRESS

CONTENT

Why you need a website?



BUSINESS WEBSITE

Your small business needs a website
because the Internet is where your potential
and current customers are.



**Professional
Appearance**



**24/7/365
Presence**



**Shown in
Search Engine**



Analytics

BUSINESS WEBSITE

Contact & About Info

Explain Services or
Products

Show Pricing



BUSINESS WEBSITE

Show Past Work

Show examples of past projects or services performed.

Display Testimonials

Show examples of client reviews.



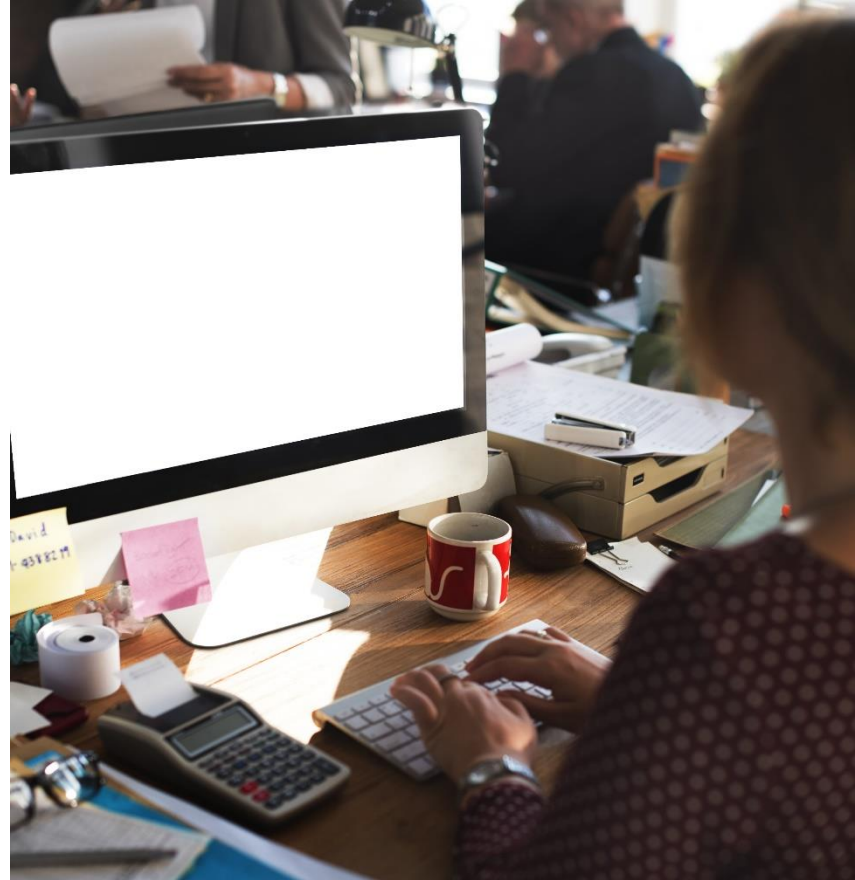
BUSINESS WEBSITE

Get Leads

Provide contact information or a form to submit.

Make Sales

Integrate an ecommerce solution.



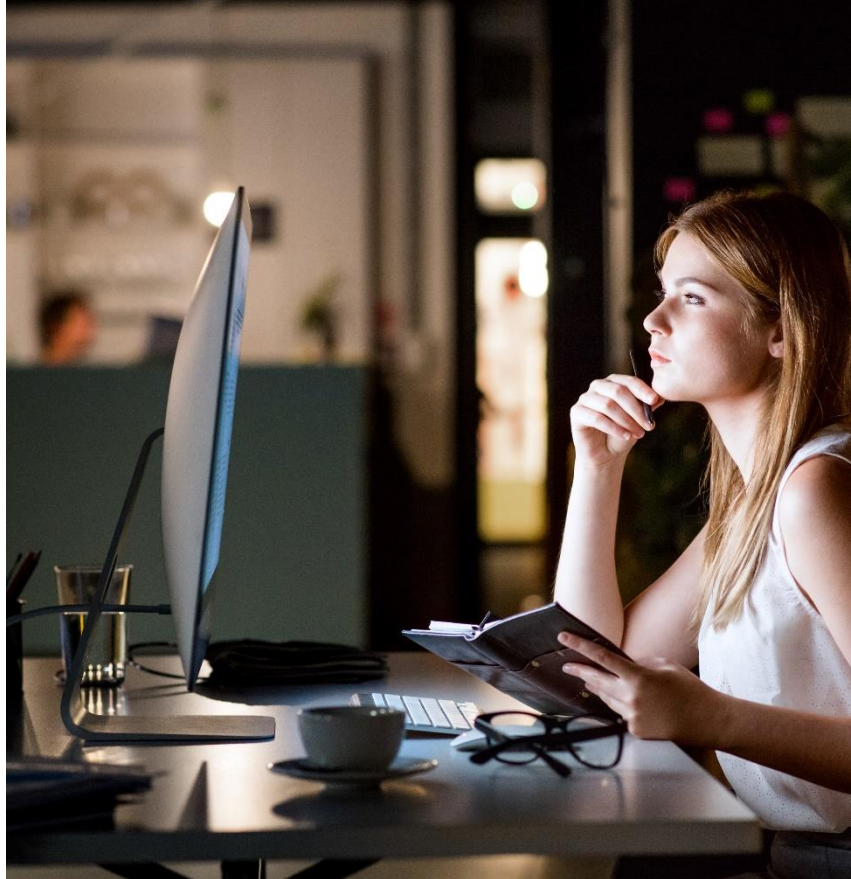
BUSINESS WEBSITE

Mobile Friendly

Use responsive design to show the same on computers and smartphones.

Website Performance

Optimize to display website quickly.

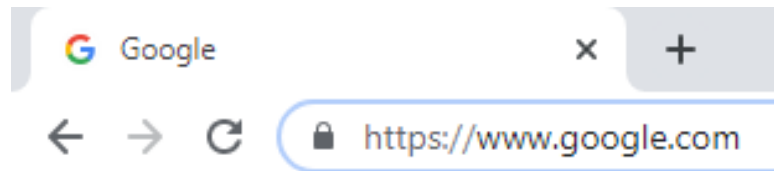


Domain Name



WHAT is a DOMAIN NAME?

- Address on the Internet
- URL (Uniform Resource Locator)
- `https://www.companyname.com`
 - “www” is host name
 - “companyname” is domain name
 - “com” is top-level domain



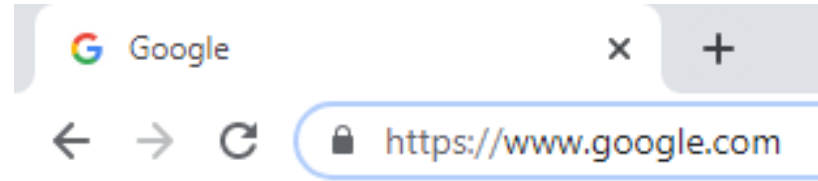
TOP LEVEL DOMAINS

Highest level of domain name

Examples: .com, .net, .org, .edu

Countries: .us, .uk, .ca

New ones: .biz, .online, .pro, .co, .io, .shop



BRAINSTORMING TOOLS

Domain name registrars and dedicated websites offer search or suggestion tools

- Namestation
- DomainsBot
- Domainr
- Nameboy

The screenshot shows the Namestation website's 'Keyword Domains Generator' interface. The header includes the Namestation logo and navigation links for 'DOMAIN SEARCH', 'NAME CONTESTS', and '+ HOLD A CONTEST'. A search bar in the header prompts the user to 'Look up a domain or keyword'. The main section features a form with 'Enter keyword(s)' (containing 'car') and 'Extension' (set to '.com'). A green 'Generate Names' button is present. Below the form, there are checkboxes for 'Include related words' and 'Include popular affixes'. A row of domain suggestions is displayed: 'car', 'auto', 'machine', 'vehicle', 'truck', 'van', 'vehicles', 'driver', 'cruiser', and 'cab'. A green banner below the suggestions states 'Get names from our community 7957 businesses named' with a 'Hold a Name Contest' button. Below this, it says '2678 names generated' and 'Hide Taken Domains | 20 per page'. A table lists generated domain names with their status and a 'Check All' button.

☆ Cars.com	similar	Check All	Whois
☆ Car.com	similar	Check All	Whois
☆ TheCar.com	similar	Check All	Check
☆ WebCar.com	similar	Check All	Check
☆ AutoCar.com	similar	Check All	Check
☆ CarWeb.com	similar	Check All	Check
☆ ShopCar.com	similar	Check All	Check

DOMAIN NAME COSTS

Domain Name costs include the initial signup fees and then annual renewal fees.

Domain Name Registrar

- GoDaddy
- Namecheap
- Google Domains
- Hover



DOMAIN NAME **PRIVACY**

WHOIS

Look up details about domain name.

Domain **Privacy**

Included or additional cost to hide personal information like name and address.

WHOIS LOOKUP



google.com is already registered*

Domain Name: GOOGLE.COM
Registry Domain ID: 2138514_DOMAIN_COM-VRSN
Registrar WHOIS Server: whois.markmonitor.com
Registrar URL: <http://www.markmonitor.com>
Updated Date: 2019-09-09T15:39:04Z
Creation Date: 1997-09-15T04:00:00Z
Registry Expiry Date: 2028-09-14T04:00:00Z
Registrar: MarkMonitor Inc.
Registrar IANA ID: 292
Registrar Abuse Contact Email: abusecomplaints@markmonitor.com
Registrar Abuse Contact Phone: [+1.2083895740](tel:+12083895740)
Domain Status: clientDeleteProhibited <https://icann.org/epp#clientDeleteProhibited>
Domain Status: clientTransferProhibited <https://icann.org/epp#clientTransferProhibited>
Domain Status: clientUpdateProhibited <https://icann.org/epp#clientUpdateProhibited>
Domain Status: serverDeleteProhibited <https://icann.org/epp#serverDeleteProhibited>
Domain Status: serverTransferProhibited <https://icann.org/epp#serverTransferProhibited>
Domain Status: serverUpdateProhibited <https://icann.org/epp#serverUpdateProhibited>
Name Server: NS1.GOOGLE.COM
Name Server: NS2.GOOGLE.COM
Name Server: NS3.GOOGLE.COM
Name Server: NS4.GOOGLE.COM
DNSSEC: unsigned
URL of the ICANN Whois Inaccuracy Complaint Form: <https://www.icann.org/wicf/>
>>> Last update of whois database: 2019-12-16T19:49:23Z <<<

Website Hosting Company





WHAT is a **HOSTING COMPANY**

Your website needs to be placed on a computer that is always on the Internet.

Hosting companies provide hosting plans with many options and features.



WEBSITE BUILDER

A website builder helps you to build a website using a drag-and-drop interface.

Examples:

- GoDaddy
- Squarespace
- WIX



CONTENT MANAGEMENT SYSTEM (CMS)

Originally, websites were made up of different files that could be displayed in a website browser. These were limited especially when making changes.

A CMS allows for a dynamic website made up of a software program and content stored in a database. Changes can be made to the program or content and the website is automatically re-combined.



WEBSITE HOSTING **TYPES**

There are a number of website hosting types:

- Shared hosting
 - Virtual Private Server (VPS)
 - Cloud Servers
 - Dedicated Servers
 - Managed Servers
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WordPress



WHAT is **WORDPRESS**

WordPress is a popular CMS that was originally a blogging platform. Special content can be added via menus, sidebars and widgets. WordPress can be modified with themes and plug-ins.



WORDPRESS INSTALLATION

Many hosting companies provide a 1-click installation routine.

To manually install WordPress:

1. Create a blank database
2. Copy WordPress files
3. Open website URL and follow installations



WORDPRESS THEMES

The appearance of WordPress can be changed by installing and activating a theme.

Themes can be changed without effecting the content.

There are free and paid themes. Or, you can make a completely custom theme.



WORDPRESS **PLUGINS**

Additional features can be added to WordPress by installing and activating plugins.

Plugins can be free or paid.



Content





TYPICAL **PAGES**

A website typically has the following pages:

- Home
 - About
 - Contact
 - Services or Products
 - Portfolio or Past Work
 - Privacy Policy
-



WEBSITE TEXT

Text can be used to communicate about your business to website visitors.

Some text content examples are:

- Company history
 - Service or product description
 - Blog posts
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WEBSITE IMAGES

Images can be used to display information about your business to website visitors.

Some image content examples are:

- Service or product photos
- Company location
- Behind-the-scenes company information



WEBSITE **VIDEOS**

Videos can be used to communicate about your business to website visitors.

Some video content examples are:

- Product reviews
 - Service demonstrations
 - Customer testimonials
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Conclusions





BENEFITS of a **WEBSITE**

- 1** Internet Presence
 - 2** Complete Control
 - 3** 24/7/365 Salesperson
 - 4** Raise Awareness
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