

Get your business website online in 5 easy steps



netregistry

Faster reliable websites
Cloud hosting since 1999

5 easy steps to get your business online



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If you are reading this - congratulations. It means you have taken the first step towards launching your business online. Every day, hundreds of Australian businesses discover how powerful a website can be in generating sales, driving enquiries or building a customer base. Now you can too, by following the five steps in this simple Netregistry guide.

Since 1997, Netregistry has helped over 200,000 business owners get online with the tools, expert advice and round-the-clock Australian support you need.

We hope you find our Five Step guide a useful, quick read. Put aside ten minutes now to read this e-book and you could save yourself hours later.

Better still, you can start building right now - today.

If you have any questions, call us on 1300 638 734 or visit www.netregistry.com.au.

Step 1. Register a Domain name

What is a domain name and why do I need it?

A domain name is a crucial first step in launching an online business. This is the address for your website and allows customers and visitors to locate your site on the internet - www.yourbizname.com.au.

Your domain name can also be used for your business email addresses – for example; your.name@yourbizname.com.au. Choosing the right domain name is therefore very important as it becomes a regularly quoted part of your brand - the sign above the shop.

How do I register a domain name?

Visit Netregistry.com.au and use the domain search bar to see if your ideal domain name is available. Enter the domain name, select the domain type from the drop down menu (.com .com.au, .net.au, etc) and click [Check Availability].

If the domain name isn't already registered to someone else, the search results will show that it is available. Otherwise, the results may suggest different related domain names that you may choose instead.

If the domain name is available, you will be asked whether you would like to register it. Follow the prompts, complete your details and within a few clicks, the domain will be yours.

Please note: Some domain name types require specific eligibility criteria. For example, to register a .COM.AU domain name, you will need to provide a current ABN number and the chosen domain will need to bear a strong relationship to either the business name or specific products or services of that business. Details of these criteria can be found on the Netregistry website.

“Domain registration is a quick process through Netregistry and their pricing is very competitive.”

Step 2. Plan your website and hosting

It's important to have a very clear strategy in mind before going any further. By understanding exactly what you want from a website and, more importantly, what your customers want, you can choose the right features and select the appropriate web hosting package.

Websites come in a wide variety of types, styles and functionalities. Do you want an information website or an e-commerce online store?

Information websites

Many businesses don't need to sell online and merely need a website to inform customers and drive enquiries. Information websites are perfect for:

- Dentists, personal trainers and other health services
- Handymen, gardeners, cleaners and other household services
- Restaurants, entertainment venues and clubs
- Hairdressers, beauticians and other personal services
- Artists and photographers in need of an online portfolio
- And a whole lot more.

Typically only a few pages in size, an information website allows you to showcase your services - sometimes with an image gallery, explain a little about who you are and provide easy forms of contact.

Depending on how much content you wish to include in your website and how often you plan to edit or add to this content, you may need a content management system (CMS). However, if your online brochure is unlikely to change much, a basic website - sometimes called a 'static' site - is far easier and cheaper.

E-commerce websites

If you want to sell products online rather than driving enquiries, you need an e-commerce website. This type of site uses a shopping cart to allow customers to select products and pay for them - all online. By adding a payment gateway, those payments are automatically transferred into your bank account. E-commerce websites are perfect for;

- Retailers of all kinds; books, toys, crafts - if it can be posted, it can be sold online
- Online bookings - take reservations and payments for cruises, theatre tickets & more.



Step 2. Plan your website and hosting (continued)



All e-commerce websites use a content management system (CMS) to help administer transactions, update content and control the website.

A good e-commerce website can give you a strong second source of revenue into an existing business or provide a great platform for a new business without the expense of renting bricks and mortar or hiring staff.

What is web hosting?

Everything contained on the internet has to be stored somewhere. Web hosting describes where the website data 'sits' – stored as individual files on computer servers (Think of very large hard-drives connected to the internet). When someone visits your website by using your domain name or following a link, the correct data is transferred from the server to be assembled and displayed in their web browser.

There are different types of web hosting to cater for different website functions. If you are planning a basic information website, a hosting plan like Netregistry's Economy Hosting is perfect. If you need a content management system or e-commerce site, then you will need Netregistry's Business Hosting plan.

What is a content management system (CMS)?

If you don't want to go back to the person who built your website every time you need to make a change, a content management system (CMS) can help. A CMS is an application that allows you to manage your website online very easily. Once the software is installed on your server, you will be able to use it to administer, add and edit your website quickly, reducing ongoing maintenance costs and the risk of mistakes.

Simple tools allow you to edit copy, images and layout without having to work with a web designer's complex code. This makes a CMS the most practical choice for businesses looking to grow and develop their website without extra expense.

A CMS also allows visitors to interact with the website; for example, adding reviews to product pages, leaving comments on articles or creating personal profiles. All of this is achieved by storing all the elements of each webpage in fragments. The CMS assembles each page like a jigsaw puzzle for each individual website request.

Step 3. Building your website

Now the building can begin, but it probably won't be as complex or as expensive as you might think. If you have the time, you can even build your own with the right tools, ready-made designs and very little skill required.

Build your own

All Netregistry hosting accounts come with the free DIY SiteBuilder application, suitable for building your own basic information website. If you need an e-commerce website, Netregistry's StoreXpress service has everything you need, including a CMS and hosting too, for \$59.95 per month.

Using a simple online wizard, select an appropriate design and adjust the elements as you wish. The tools will help you add your own copy and images and build extra pages as required. You can create, edit and publish finished webpages to your hosting server without the need to understand complex code.

With hundreds of designs to choose from, you can find a layout and design that best suits your industry and brand.

Have a website built for you

If you haven't the time to build your own or need something a bit more complex, then Netregistry can do the hard work for you. Simply choose your ideal website from the hundreds of ready-made designs available, provide the content to be included, and the experienced team will do the rest.

The best designs attract the most leads. By choosing a professionally created ready-made design, your website can emulate the best layouts shown to work effectively. Plus, by choosing a design first, it means you can be confident that the finished product will be exactly what you want.

"Netregistry have been extremely flexible and always happy to help. When the Wicked website first went up, it just went through the roof. The Jersey Boys website was similarly busy. Those sites are running smoothly which is fantastic."

Ellie Adam and Penny Horsley

ACMNM

Step 4. Website content

The design and construction often takes most of the attention - and the budget. But no matter how fantastic a site may look, if the content isn't also of a high quality, the website won't achieve much.

Content includes everything from the words (copy) to images, video, audio, downloads, etc. It is worth spending some time to produce great words and pictures and it's always a good idea to gather all the content together before building begins.

Content checklist

Depending on the type of website you are building, you may need a little or a lot of content. Either way, there are certain basics you should start off with.

- A brief description of your business. Why should someone choose you?
- Your business location and contact details. Sometimes, including a map and directions is a good idea.
- Related images. These could be your art portfolio, your shopfront or photos of the products you are selling
- Your business logo and related images
- A brief description of each product or service
- Ordering instructions (if required).

If you choose to build the website yourself, simply cut and paste your copy into the relevant fields in DIY SiteBuilder or StoreXpress. Each also contain tools to upload your own images.

However, if Netregistry is building your website, you will need to email all copy, images and logos to us before work can start. Netregistry will populate all of your content for you, delivering a fully completed website ready for you to use.

Step 5. Go live!

Before you launch, there are a few final checks you can do to make sure your website has the best chance for success.

Error checking

No matter how careful you are, mistakes can still slip through. It is always worthwhile doing one final check of every detail rather than allowing an unprofessional mistake to go live.

Check:

- all copy with a spell checker
- each link takes you to the right place
- all prices quoted are correct
- phone numbers and contact details are correct

User checking

Your website may look great to you, but what about your ideal user? Have a few different people unfamiliar with your business test the site for you without any instructions. If they can't find the right products or information easily, you may need to consider adjusting the structure, changing the navigation (menus) or tweaking content to make the site more user-friendly.

Search engine indexing

Once your website is live, it becomes just one of millions of websites available. Helping people find your website is a vitally important next step. Search engines like Google and Yahoo! help people easily find what they are looking for. But search engines can take a while to discover and index your new website. Netregistry's GoLive service helps get your website indexed by the major search engines within days instead of weeks or months, meaning customers can find you sooner.

Plan your next step with Netregistry

Now you understand the basics, it's time to take the next step. Choose the right action plan from the following chart.

How Netregistry can help.

With your own five step plan, you can get your business online quicker and cheaper.
 Call Netregistry on **1300 638 734** or visit **netregistry.com.au** to put your five steps into action.

"I want an information site"

"I want to build it myself"

1. Register a domain name
2. Choose StoreXpress with free DIY SiteBuilder
3. Gather your content
4. Choose your design
5. Follow the steps to build

"I need help to build it"

1. Register a domain name
2. Choose a hosting plan
3. Decide if you will need a CMS
4. Talk to Netregistry about Basic Website (no CMS) or Professional Website (includes CMS)
5. Supply all content

Let Netregistry do the rest

"I want an eCommerce site"

"I want to build it myself"

1. Register a domain name
2. Choose StoreXpress with included hosting
3. Gather your content
4. Choose your design
5. Follow the steps to build

"I need help to build it"

1. Register a domain name
2. Choose a hosting plan
3. Talk to Netregistry about eCommerce website
4. Supply all content
5. Add a payment gateway and online merchant bank account

Let Netregistry do the rest