



A SIMPLE GUIDE
TO GETTING YOUR
**BUSINESS
ONLINE**



CONTENTS:

PLANNING YOUR SITE

BUILDING YOUR SITE

WEBSITE CONTENT

BONUS MATERIAL

ABOUT US

PLANNING **YOUR SITE**



REGISTER A DOMAIN

Your domain name is the name someone puts into their web browser in order to see your website. This is also called a URL.

For example yourbusiness.com

This is purchased from a web hosting company such as GoDaddy, 123Reg or Ionos.

If you are using a self build platform you can purchase through Wix or SquareSpace.

PLANNING YOUR SITE

WEB HOSTING

Our Recommendations for Hosting:

- **1GB Diskspace**
- **Automatic Daily Updates**
- **SSL Certificate**
- **Be aware of limited time offers**
- **Are Email accounts included?**
- **Check Customer Reviews**
- **Be Aware of Limited Time Offers**

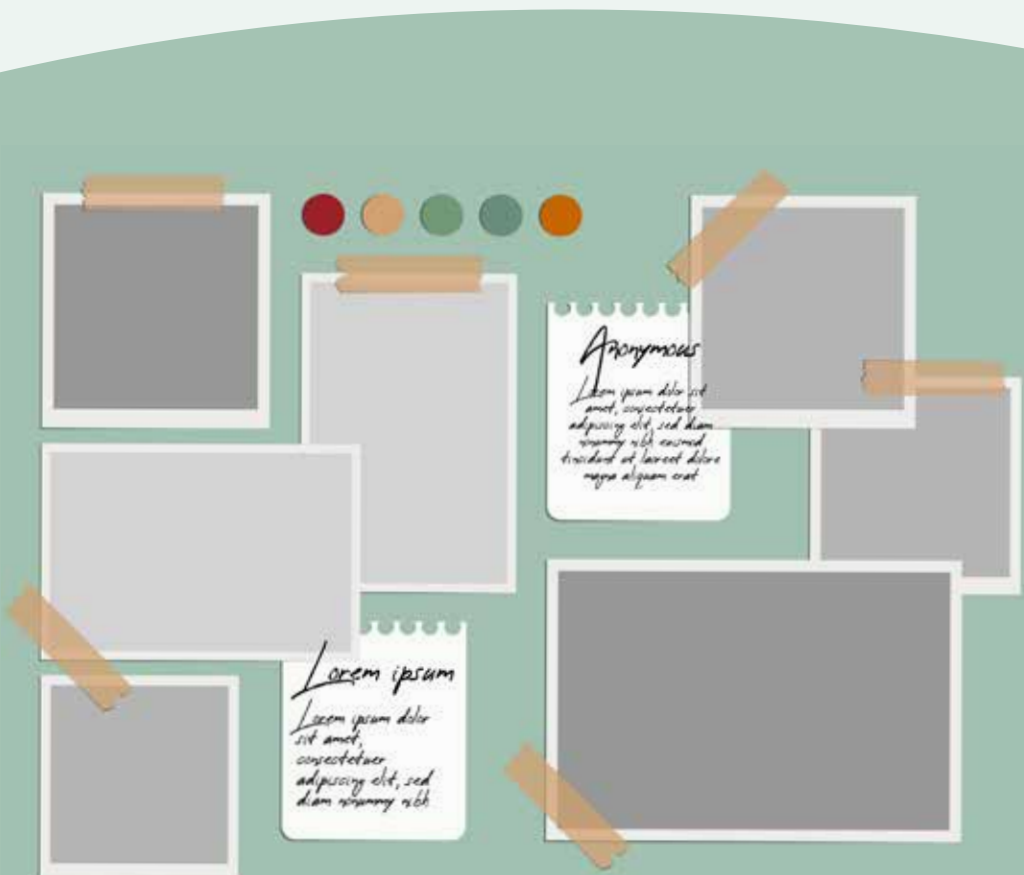
If you are using a self build platform such as Wix or SquareSpace hosting is included as part of your subscription.

CREATE A MOODBOARD

Take cuttings or screengrabs you may have and create a moodboard.

This will help you to identify your brand and how you want your website to look.

Look at other websites including your competitors to better understand what you like or don't like about them.



PLANNING YOUR SITE



WHAT IS MY BRAND?

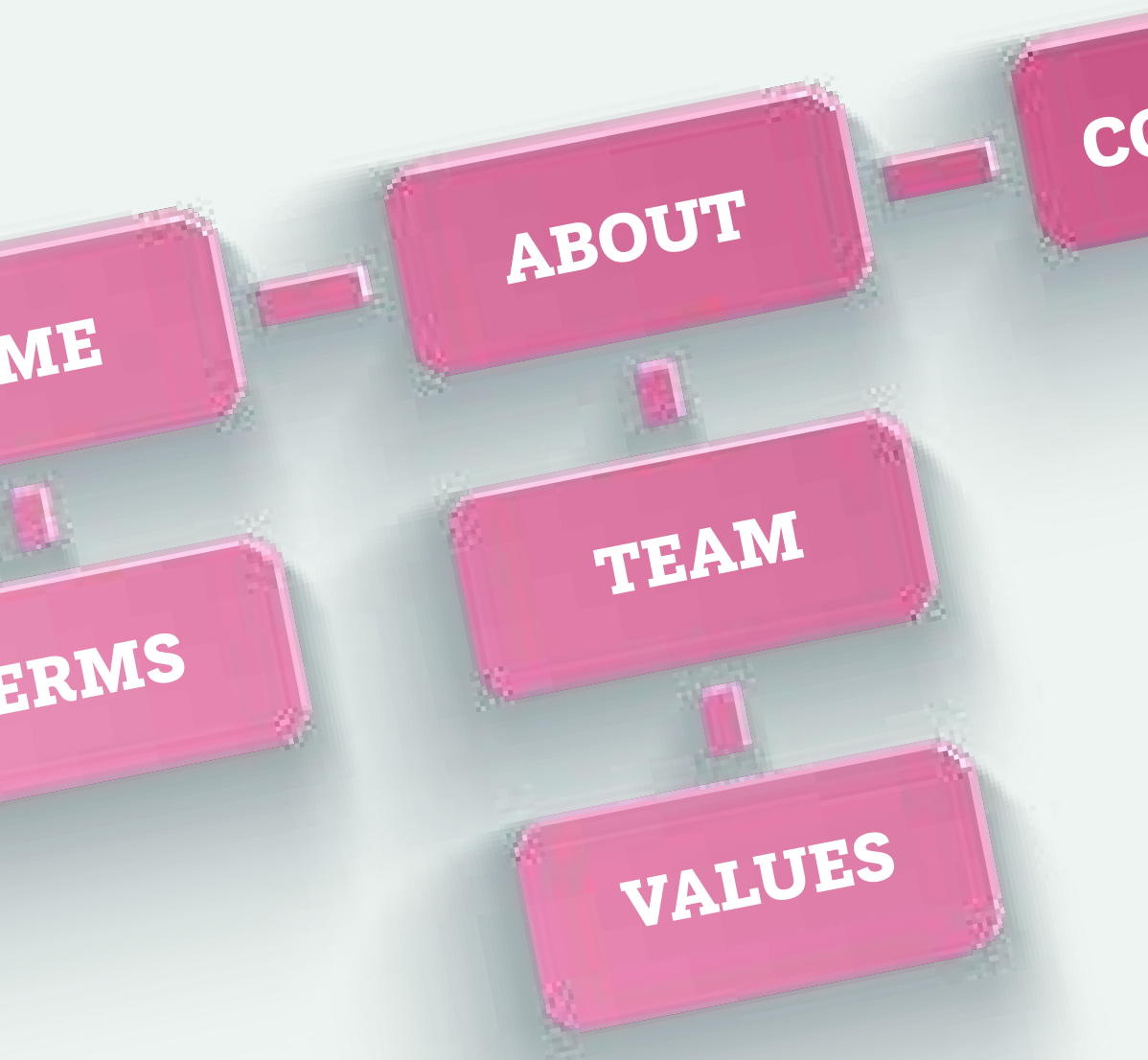
Your brand is the personality of your business.

This can be how your business is represented visually and can also include your messaging.

PLANNING YOUR SITE

SITE MAP

A Site Map is a simple and effective way to arrange your website. It give you an overview of the website and allows you to consider where you want the content to go.



PLANNING YOUR SITE

FUNCTIONALITY

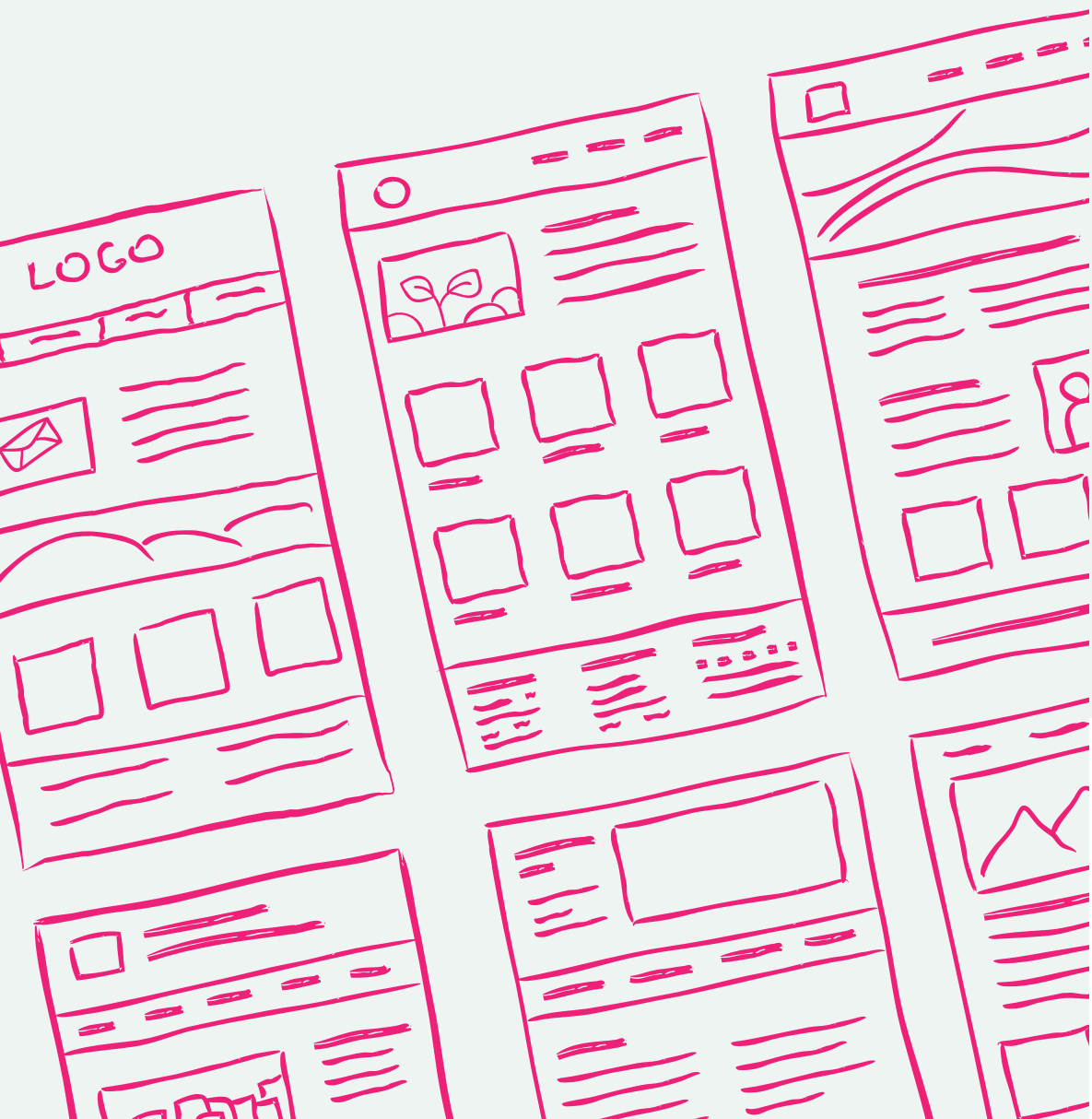
How your website works will depend on the type of business you have. However it is worth considering how you can use your website to compliment your business and to help achieve your goals.



PLANNING YOUR SITE

WIREFRAMES

You can also go 1 step further and create a series of wireframes. This is where you sketch the layout of each page out allowing you to create a more detailed user journey.





HOMEPAGE

Your homepage is the first page people will see when they visit your site. This page should introduce your business and act as a portal to the other pages within your site.

Think of it as the signage you see when you enter a shop. In the same way, the homepage should have links to pertinent and relevant pages on the website.

PLANNING YOUR SITE

WHAT IS A CTA?

A call to action (or CTA) is usually a link or button which is designed to prompt an immediate response to perform a specific action.

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BUILDING **YOUR SITE**

BUILDING YOUR SITE

WHAT IS A THEME

A theme is template used to display the pages on your website. The theme controls the structure/layout or the page as well as the styling and how the page looks.



BUILDING YOUR SITE



WHAT IS A PLUG IN

A plug in is a widget that adds functionality to your website. This may be a shopping cart, a form, a gallery or booking system.

BUILDING YOUR SITE

WORDPRESS

While wordpress is a more complex tool for creating websites, it does allow you more freedom when it comes to layout and functionality.

If you choose to use WordPress then you may want to hire a developer to help you.

That is something we can help with.



BUILDING YOUR SITE



WIX & SQUARESPACE

Self building products can be a good option when building your website, however it is important to understand that they do have limitations and what those limitations are.

Due to the way these platforms are built, you can only use the plugs ins and themes they provide.

BUILDING YOUR SITE



- Easy to Use
- Great for Beginners
- Requires a Monthly Subscription
- Functionality Can be Restrictive
- Ecommerce Limitations



- May Require Help from Dev
- Requires Annual Hosting
- More Add ons (Plug Ins)
- A Greater Range of Themes
- Advance Ecommerce

BUILDING YOUR SITE



RESPONSIVE LAYOUTS

Responsive Web Design is a simple approach that allows your website to adjust its layout depending on the device ensuring your website looks great whether it is viewed on a computer, tablet or mobile.

Testing Your Site

WEBSITE CONTENT

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IMAGE RIGHTS

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The simplest way to do this is to purchase your images through a royalty free image library such as Adobe Images or Shutterstock.

You simply buy credits which you can use to license and download images you can then use on your website or social media.

WEBSITE CONTENT

PHOTOGRAPHY

If you have the budget and want to take your business to the next level you can hire a photographer.

Photography is a great way to capture the essence of your business and let people into your business.

WEBSITE CONTENT

WEBSITE CONTENT

BONUS MATERIAL

HIRE SOMEONE

Branding and Web design can be daunting and it isn't for everyone.

You may start with the best of intentions and either become too busy, or you may not be achieving the results you are after.

In this instance, it would be a good idea to hire someone to help you move the project along and achieve the results your are aiming for.

Get in touch and we would be happy to help.

MARKETING ECOSYSTEM

ABOUT THE AUTHOR

We are Smash Digital.

**A small design agency based in
South Queensferry, Edinburgh.**

**We work to create websites and
branding that gives your
business the edge online.**

