

Business Resource: Websites that engage customers and clients: the why and how tips



Tips for Building a Great Website

Starting a Business? Have a Business and don't yet have a website? Or have a website that needs to be updated? With some simple tips the process can be easier for you to navigate, and help you to have a website that helps you connect with your customers or clients. Here are your first steps.

1. **Purchase a Domain name** that best matches your Business Name. Where possible use your Business name or something slightly abbreviated. Stay away from really long domain names. People need to be able to recall it and also type it in to find you. It's also important to purchase the .com.au so your customers know you are in Australia. Godaddy is a cost-effective provider to purchase domain names from.
2. **Secure reliable hosting.** Your website files need to be hosted somewhere online, so choosing a reliable host to host your domain name, your website files and emails is important. We don't want lots of down time and websites getting hacked easily. Ask Maganda Makers for hosting referrals.
3. **Tagline and Business information** – Make it clear on the home page who you are and what you do. People often make their decision about your brand within the first 10 seconds of visiting your website.
4. **Choose a Website platform that suits your Business** – There are a number of website platforms that can be used but as a general rule, if your Business is predominantly e-commerce, a Shopify website would be the easiest to use (though Wordpress can also be used with the right know-how). If you are a brand that would have mostly information, with some e-commerce capacity, or just informational, Wordpress offers a great solution. We find that Wix and Squarespace can be quite limited functionality and design-wise. If you need help selecting a platform that works for you get in touch with the Maganda Makers team.
5. **What features on a website** would speak to your target market the best? Include these.
6. **Engage a trusted website designer** to work with you. There is more to a website than just images and text. Websites need to be set up for SEO (Search Engine Optimisation). Speak with someone who can give you what you need for your stage of business, not one that wants to sell you a big expensive package. Aim for 2-3 quotes to get a good indication of what can be offered to you. Ask for referrals.
7. Ensure you have regular backups being automatically saved into your hosting account.

A good website tells a story about a brand, builds vision, adds value, has good visual appeal with photos and videos, and educates & builds trust.

Website Design Tips

ENGAGING & CLEAR HOME PAGE

Create an interesting, memorable, and engaging website home page – Remember we've got 10 seconds to get someone's attention! You need high-quality images, easy to read text, clear call to actions (eg. what do you want visitors to do when on your site – 'Shop now?') and make it easy to navigate. More on this shortly!



Select Page



Welcome



A Kimberley Indigenous Women's led grassroots initiative nurturing, championing and supporting Kimberley Indigenous Women in Business (aspiring, emerging, established and growing).



HOME ABOUT MEMBERSHIP COMMUNITY RESOURCES EVENTS VENTURES BLOG CONTACT



Welcome



A Kimberley Indigenous Women's led grassroots initiative nurturing, championing and supporting Kimberley Indigenous Women in Business (aspiring, emerging, established and growing).
The Maganda Makers Business Club has been developed through a collaboration of Kimberley Jiyigas, Good Return and the Menzies

RESPONSIVE DESIGN

Websites need to look good on all forms of technology including desktops, laptops, Ipads and Mobile Phones. A website needs to be 'responsive' to all devices.

This means when we design a website we need to be aware of how big files are, how big images are, and keeping things minimalistic where possible. Certain design elements won't work on mobile. You can create a mobile version and a desktop version of certain elements to get around this. Website builders such as Divi make this easy to tweak.

OTHER TIPS

- Use beautiful graphics and easy-to-read fonts.
- Research the competition to see how they have designed and optimized their websites; implement similar components that will work for your small business website.
- Research your target audience to see what they want from your site and make it easy for them to accomplish it.
- Stay consistently on brand throughout your website design.
- Create clear navigation with easy to view menus – check pages and links in menus.
- Publish easily accessible contact information.
- Incorporate obvious call-to-actions (especially "buy now" buttons).
- Create a Privacy Policy so customers know how you will use their information (look online for templates)
- Start with Home, About, Services/Product/Shop, and Contact pages. Add any other additional pages relevant to your specific small business.

SIMPLISTIC AND MINIMALISTIC DESIGN

Current design trends point towards simplistic and minimalistic websites because it is easier for visitors to your website to see very quickly who you are, what you offer and how they can engage with you with simple call to actions. Eg. Purchase now, Book Now.

Less is more in marketing and this trend will only get stronger for years to come.

Big long paragraphs of text, are now carefully worded grid sections, one liners with icons, and a read more, linked through to appropriate pages.

HIGH QUALITY IMAGES AND VIDEO

Images need to be clear and high quality. Technology in mobile phones these days allows you to take high quality images that look great on a website. A picture tells a thousand words so consider reducing the amount of information on a website, and aim to tell a story with the overall design, images and video's.

For product based businesses it's important to have high quality photos. You always have the option of removing the background so its just the image (eg. use someone on Fiverr). Styled images with appropriate decorations can also look good. Other general images can be stock photos.

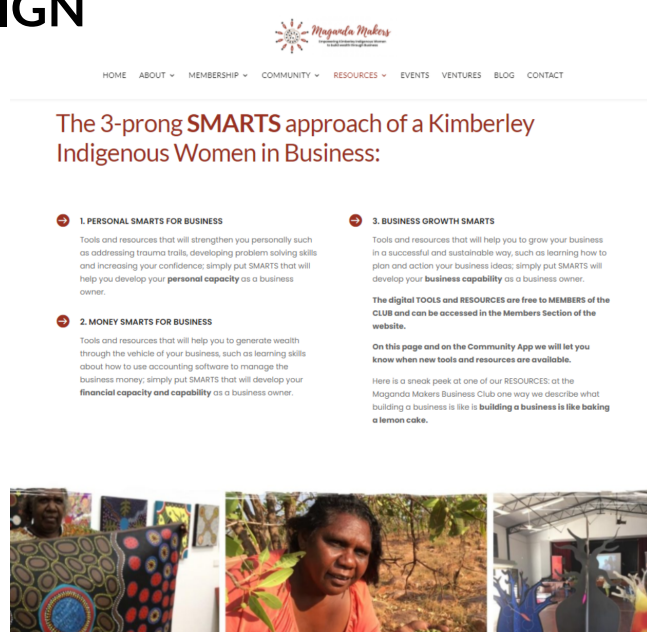
For service based businesses it's important to use images that portray what you do. If you don't have your own, you can purchase stock photos from sites like Deposit Photos who regularly have a great deal where you get unlimited downloads for 12 months for \$99. You can also purchase Audioblocks (songs) and Videoblocks.

Speak to a local Photographer for a quote if needed.

SEO (SEARCH ENGINE OPTIMISATION)

It's important to optimize your small business website for Google and the search engines. Your customers need to be able to find you online so once your website is built and live, its important to submit it to Google for indexing, and optimise it for search engines. Some of these strategies include:

- Keyword research and implementation
- Optimal website code
- Website load speed (if it takes too long to load, customers might move on)
- Being secure and having an SSL certificate installed (Security Certificate)
- Having lots of positive reviews online (Google, Yelp, Facebook, etc.)
- Using internal links throughout your site to keep people clicking and reading
- Using social media icons to link your website to your socials (LinkedIn, Twitter, Facebook, Pinterest)
- Having at least 300 words on your main pages for Google to index
- Photo's named correctly with Meta Tags etc



Tools & Resources



About Us



The Maganda Makers Business Club is an initiative that has been established to empower Kimberley Indigenous Women to build wealth through business. The Maganda Makers Business Club sits under the umbrella of Kimberley Jilygas: www.kimberleybirds.com.au; a movement of Kimberley Indigenous women united in their passion to lead and speak in order to influence social change within their communities, region and nation.

What we do

The Maganda Makers Business Club has four core ACTIVITY categories:

1. Community + Networking
2. Tools + Resources
3. Events
4. Ventures

CAPACITY TO NAVIGATE THROUGH | CAPACITY TO MOVE BEYOND

The activities of the Club are designed to unlock your capacity as a Kimberley Indigenous businesswoman to **navigate through** personal challenges and setbacks, such as addressing trauma trials; along with unleashing your capacity and potential to **move beyond** a nano/micro business to a wealth-generating business.

