



## A Guide to Getting Your Small Business Online

Start with listing fundamental information about your company. A web designer will need to know who you are and what you do. Some areas of this template may not be applicable to all businesses.

### Your Objectives

- What do you want your website to do for you?
- What do you want your visitors to know or do?

### Company Information

- Company name, profile or history
- What do you do and what do you do differently than your competitor?
- What makes you unique?
- Provide company stationery, business card, brochures
- Profiles of your employees and management, education and credentials
- Your company's mission statement, goals, etc.
- Recent press releases
- Articles written about your company
- Portfolio of work/projects
- Client testimonials and industry awards
- Contact information, business address, phone, fax, email, maps and directions, hours of operation
- Hiring information
- Employee/Management Bios
- Is your company wheelchair accessible

### Your Products and Services

- Descriptions of services offered
- Descriptions of products to be sold via web site
- Pricing sheet
- Specials
- Product catalogs
- Special events
- Samples of existing marketing materials
- care for products you sell
- referrals to related services
- interesting facts
- how-to's, tips, trends, mistakes to avoid
- glossary of industry terms



## Target Market

Your target markets are those people that you intend to sell your products or services to. You need to know exactly what the people who might be interested in buying your product or service are like, and how many of them there are.

- How old are they?
- What gender are they?
- Where do they live?
- What is their family structure (number of children, extended family, etc.)?
- What is their income?
- What do they do for a living?
- What is their lifestyle like?
- How do they like to spend their spare time?
- What motivates them?
- What is the size of your target market?

## Look & Feel

- Company Logo and colors
- Photos relating to your industry
- Photos of your business
- Photos of your employees/management
- Images of your products
- Photos relating to your services
- Download a template (free web templates are available by entering “free web templates” into your internet browser)

## What Is Your Competition Doing?

- Competitors' web addresses
- What are they doing well?
- What could they do better?
- Sites that you liked (jot down what you liked about each address)

## Web Page Setup

- Make a list of main pages and/or sub pages
- Write content for the pages that answers your objectives and informs or educates your audience
- Tell the visitor what you want them to do
- Create a list of keywords that people might use to search for your website
- Create a domain name that is short and easy to remember



### Things Not To Do

- Unprofessional web design will ruin your credibility
- If users find anything disturbing, puzzling, confusing or unpleasant, they will leave
- Flash takes a long time to load and is hard for search engines to locate them
- Avoid background music

### Things To Do

- Use traditional fonts
- Choose pictures of good quality
- Use colours that are easy to read
- Keep it simple
- Add more content as your business grows

If you have any questions or need some help, feel free to call John Christmas at (905) 336-0259