

# Superfast Business Wales



# Business Guide

## Creating a Successful Website

The widespread adoption of Superfast Broadband by consumers and businesses means that you can include more features on your website, which in turn makes it more likely that website visitors will interact with your site and become clients of your business.

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## Creating a Successful Website

### Why Should You Have a Website?

The simple answer is that so many people in the UK use the internet for information, research and shopping that you cannot afford to miss out.

An Office of National Statistics report (Internet Access-Households and Individuals, 2012) put the number of UK households with an internet connection at 21 million (2 million more than the previous year) with 67% of UK adults using the internet every day. The same report stated that 32% of adults accessed the internet via a mobile phone every day. These figures for both internet usage and mobile internet usage are increasing every year.

The introduction of Superfast Broadband with its fast download speeds means your business can include more features on your website, which in turn makes it more likely that website visitors will interact with your site and become clients of your business.

In 2012 it was estimated that 67% of UK adults bought goods or services online. This figure has grown every year since records began. (Source: Office for National Statistics)

## Understand

### How Will My Business Benefit?

#### Cost savings

A website costs money to create and there are annual hosting fees and the costs of renewing your domain, so how does it save money?

Your website can save you money on advertising as it becomes your online advert and will typically be found by more people than from using more traditional advertising methods. You can reduce costs of printing by having downloadable versions of factsheets, catalogues and brochures online, you can even design your website so that the pages have a print version to fit standard home printers.

#### Up-to-date information

Your website can be used to showcase your latest news, special offers, new business areas you are branching into, changes to contact numbers and much more. A content management system allows you to do this easily and instantly, which is not the case with printed media.



## Increased sales

A well optimised website can put you in touch with more potential customers than any other method of advertising. Making it easy for website visitors to contact you direct from the website will increase the number of visitors converting to customers, as will the inclusion of some feature-rich content that is made possible by the download speeds provided by Superfast Broadband.

## 24/7 availability

A website means you can pick up customers 24 hours a day including Xmas Day and other Bank Holidays. Customers can contact you directly via email, book services and purchase goods at any time.

## Increased geographical spread

Not everyone wants customers on the other side of the world but if you are selling goods online, taking hotel bookings or providing a service that can be used across the globe then your website allows you to do that without the need to travel. How else could a small business effectively get its products or services known by people on the other side of the world in a cost-effective way?

## Adopt

### How Do I Get Started?

A new website won't launch you to the top of the search engine rankings and generate a huge income overnight. In order for it to be a success you need to plan what you want to achieve, decide who your target audience is, where they are, what they are looking for and what would make them likely to become a customer.

#### What will your website be used for?

The first question is to be clear what you do and then decide how your website will let people know about your products and services. You may want a brochure site that advertises your goods and services, you may be selling goods and services online, you may want to exchange documents with other businesses, you may require an online ordering system for business clients or other interactive content. Whatever the purpose it is important that your site engages with visitors, is up to date and provides 'calls to action' that make it easy for visitors to convert to contacts, sales or customers.

#### Choose a domain name

There are two main routes to take in choosing a domain name:

- Firstly you can register a domain that is your company name such as yourcompanyname.co.uk This has the advantages that it is obviously your company, it prevents others from registering it and all of your email accounts will be from @yourcompanyname.co.uk.
- The second approach includes what you do and also a geographic area if your market area is localised such as mytrademytown.co.uk. This has the advantage of helping with search engine optimisation, and is the option used by many small local businesses.



## Choose a web designer

There are many good web design companies. Get more than one quote and take recommendations from people you know. Ensure they have experience and the skills required to build the kind of site you want before you choose. Also check what the payment terms are, that there are no hidden extra costs and that you will own the website and domain.

## Agree a design

If you already have company branding you should ensure that is included in the design and the colours are matched. You will need an idea of the look and feel of the website and this will very much depend on what you do and who your market is. Does a corporate design reflect what you do? Or should it be much more friendly and relaxed?

Your web designers should agree an outline design with you ideally from images showing proposed layouts. Once agreed, these should be converted to a draft design that can be viewed in a browser and then confirmed before the website is built.

Depending upon budget your designer may produce a completely bespoke design from scratch, or may adapt existing themes or templates for your needs. The latter approach can create great websites on a budget that will still be unique to you and your designer should let you know which approach is being used.

## Create content

Your web designer will be an expert in web design but not in what you do, so it is your responsibility to ensure the words and pictures match what you want. If you need help your web designer should have access to content writers and photographers or stock images that can be used for your website. Bear in mind that these services will often incur extra costs and ensure that you do not infringe copyright and have permission to use any images.

Your web designer should add the initial content you have agreed, but ensure you have capability to add content yourself once the site is launched to keep the site up to date and capable of expanding as your business grows. Your website should also meet legal requirements regarding company information, accessibility and data registration.

## Make sure people can find you

Ensure that your web designer has included all the basic search engine optimisation content to help search engines find you. Importantly, you should also check that they have included analytics code which allows you to carry out a detailed analysis of how your website is performing.

## Make sure people can contact you

Telephone, email and postal address are important but you should also provide feedback forms so that customers can give you information about their experiences with your website, your company and your products and services. Your website should be a tool for customer feedback that is easy to use.



## Exploit

### What Can a Website Be Used For?

Websites are used by a huge array of companies and organisations to deliver information, goods, services and complex functions to their clients. The decision on what you use your website for is determined by your budget and what your business does.

#### Advertising goods and services

The simplest websites are brochures that advertise what you do and provide a means of contacting you via email, contact forms and telephone. As connection speeds have increased it is normal for a website to incorporate image galleries, animation and videos to better promote your services.

Such websites are typical of small businesses, tradespeople and community organisations and are a good way to start out on the web for a micro business that is following a business-to-consumer (B2C) model.

If your primary target is other businesses then your website should be created for this business-to-business (B2B) model and needs to be developed to match your specific market.

#### Delivering services

Your website can allow you to deliver a huge range of services to your clients directly from within your website. Examples include:

- Online completion of documents
- Booking accommodation
- Booking deliveries
- Customer surveys
- Online chat with customer services
- Download of music and video
- Online training courses

#### Creating contacts and sales leads

The purpose of a website is to engage and connect with the people. How this is done depends on what you do but tools range from simple contact forms to complex functionality. By capturing visitor details you create contacts with people who may not have found you by other means.

#### Managing your business

Your website can have a private area for use by internal staff on your premises (an intranet) or for use when off-site (an extranet) and could include facilities for valued clients also. Intranets and extranets can include document exchange and storage such as company policies, purchase orders, invoices, etc.



## Managing your brand

Your website is a focus for maintaining and exploiting the brand image of your business. It can be used to quickly get a branded marketing message out to a wide audience, incorporating social media channels where appropriate. It is also an ideal vehicle for interacting more closely with your customers as it provides a means for them to feed comments and views back to you and then for you, in turn, to react and respond to this customer feedback.

## Selling direct to customers

Whether you sell goods or services it will be possible to sell direct from your website. For those selling goods an online shop is a great option to tap into the large numbers of people who make online purchases. For those selling services, bookings can be purchased online and features such as calendars indicating availability can be included. B2B websites can be used to directly provide content to other businesses, take orders, exchange documents and more.

## Top Tips

### Plan what your website will do

It must match your business and your budget.

### Choose a reputable web design company

Check their work and get recommendations.

### Agree a specification and price before work starts

Make sure everything is agreed, including timescales and ensure there are no extra costs.

### Make sure you own the domain and website

Make sure the domain is registered in your name and the website is copyrighted to you.

### Find out what the cost is for hosting and retaining the domain in future years

Some companies offer cheap (or even free) website design but charge large fees year on year to make more money.

### Make sure your website is optimised so search engines can find it

There is no point having the best website in the world if nobody knows it exists.

### Keep your site up to date and monitor its performance

Analytics tools will tell you how well you're doing; fresh content not only keeps site visitors interested but also helps your search engine ranking.

## Other Relevant Guides

SFBW Guide Optimising your Website for International Trade

<http://business.wales.gov.uk/superfastbusinesswales/optimising-your-website-international-trade>



## NEXT STEPS

1. Register to attend a fully-funded Business Development Workshop.  
[www.business.wales.gov.uk/superfastbusinesswales/events](http://www.business.wales.gov.uk/superfastbusinesswales/events)
2. Make an appointment to see a Business Advisor who will help you create a personal action plan to grow your business.  
[www.business.wales.gov.uk/contact-us](http://www.business.wales.gov.uk/contact-us)

## For further information on Website Development take a look at:

See how other businesses in Wales have exploited Superfast Broadband  
[www.business.wales.gov.uk/superfastbusinesswales/superfast-success-stories](http://www.business.wales.gov.uk/superfastbusinesswales/superfast-success-stories)

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Find out how much your business could save with our  
[www.business.wales.gov.uk/superfastbusinesswales/savings-calculator](http://www.business.wales.gov.uk/superfastbusinesswales/savings-calculator)

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