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SO YOU WANT TO BE ON THE WORLDWIDE WEB?

WHAT'S YOUR GOAL?

There is usually four clear reasons, or a mixture or all four. Be clear about your goal, think it through.

- To verify the business
- To provide information
- To service customers
- To attract customers

WHAT'S YOUR NAME?

You will need a name. A domain name. Most businesses use their real name, It's of course the best option. SHORTER IS BETTER. But what if its a common name? eg Steves Fencing. In that case you can change it to something catchy, add in a location or an acronym of your business name.

B2B Annual domain registration costs around \$30

WHAT'S YOUR HOSTING?

A web hosting service is a type of Internet service that allows organisations to make their website accessible via the World Wide Web. When a hosting provider allocates space on a web server for a website to store its files, they are "hosting". Web hosting makes the files that comprise a website (code, images, etc.) available for viewing online. A server is a computer that connects other web users to your site from anywhere.

B2B Secure hosting from \$12.50 month *i

WHAT'S YOUR DESIGN?

When it comes to design, best to leave the look & usability to the professional designers.

- Some designers who use drag and drop platforms, like WordPress giving a boxy type look.
- There are design coders who build from the ground up, using a platform like bootstrap.
- Design your own using online software, beware the ongoing monthly charges.

B2B prefers Bootstrap & Wordpress platforms

WHAT'S YOUR WEBSITE SIZE?

- Content IE what do u want to tell your audience
- Imagery & photos
- B2B has a unique and fast way of gathering most of the information upfront in less than 30minutes.

B2B Average 4 page fixed price website is \$649

WHAT'S YOUR DIGITAL MARKETING PLAN?

If your plan for your site is to attract new customers then you will definitely need a digital marketing plan. You will need consider factors such as the number of customers you want, from where, when and the budget.

This budget can stretch from almost zero if you want to do some Fb postings yourself or thousands of dollars if you want your site to be top of the rankings all over the world or likely somewhere in between.

B2B incorporate additional parameters to help people find your site like

- Search Engine Optimisation eg Geo mapping, common terms in google search, google business.
- Social Media eg Facebook Activity, Instagram etc.

If you want more, then you WILL need to seek out the services of a SEO expert who can tailor a digital program to suit your budget. This may not be as expensive as you think and may require paid advertising, like Ad words. Time spent by an SEO expert is a worthwhile investment and cost can be compared similar to that of print ads.

B2B Facebook Activity Plans from \$65 per month*

*i Paid on an Annual basis