

# WEBSITE DESIGN & SEO

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# WELCOME – TODAY WE WILL DISCUSS

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- WHY YOU NEED A WEBSITE
- CHOOSING A DOMAIN
- DESIGN CONSIDERATIONS
- WEBSITE SOFTWARE
- CHOOSING A WEB DESIGNER
- DIY WEBSITES
- GOOGLE / SEARCH ENGINE OPTIMISATION

# WHO IS CATH KOCH

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- BUSINESS OWNER
- MUM / PARTNER / FRIEND
- PASSIONATE WEB DEVELOPER
- HOBBY PHOTOGRAPHER
- OCCASIONAL ARTIST
- CATH HAS BEEN BUILDING WEBSITES FOR OVER 15 YEARS



# WHY DO YOU NEED A WEBSITE?

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- TO BE FOUND ONLINE
- TO CREATE A PROFESSIONAL PROFILE FOR YOURSELF OR YOUR BUSINESS
- MODERN DAY BUSINESS CARD
- A PLACE TO PROVIDE INFORMATION ABOUT YOUR PRODUCTS OR SERVICES
- TO ANSWER QUESTIONS
- TO SAVE YOUR OWN TIME PROVIDING INFORMATION OVER THE PHONE

# A WEBSITE IS YOUR NUMBER ONE MARKETING TOOL

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- OPERATES 24 HOURS A DAY, 7 DAYS A WEEK
- PRESENTS THE BEST VERSION OF YOU OR YOUR BUSINESS EVERY DAY, NO MATTER HOW BUSY YOU ARE
- SUPPLIES INFORMATION ABOUT YOUR BUSINESS WHICH IS CURRENT
- ALLOWS POTENTIAL CLIENTS TO FIND YOU, YOUR PRODUCTS OR SERVICES WHILE YOU'RE SLEEPING
- OPENS UP MARKETS WORLDWIDE

# CHOOSING A DOMAIN - INTRODUCTION

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- KEYWORD DOMAIN VS BRAND DOMAIN
- .COM OR .COM.AU (OR SOMETHING ELSE?)
- LONG VS SHORT
- BEWARE THE ACCIDENTAL WORD IN THE MIDDLE OF YOUR ADDRESS
- OTHER CONSIDERATIONS

# KEYWORD DOMAIN VS BRAND DOMAIN

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- [www.lornajane.com.au](http://www.lornajane.com.au)
- VS [www.activewear.com.au](http://www.activewear.com.au)

# KEYWORD DOMAIN VS BRAND DOMAIN

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FOR EXAMPLE

LET'S LOOK AT THE EXAMPLE OF A COMPANY LIKE LORNA JANE

[www.lornajane.com.au](http://www.lornajane.com.au) versus [www.activewear.com.au](http://www.activewear.com.au)



# KEYWORD DOMAIN VS BRAND DOMAIN - 2

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ANOTHER EXAMPLE

LET'S LOOK AT THE EXAMPLE OF ANOTHER COMPANY - BS & KM JONES

[www.bskmjones.com.au](http://www.bskmjones.com.au)

versus

[www.asbestostransport.com.au](http://www.asbestostransport.com.au)

# DOMAIN - .COM OR .COM.AU

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- Why choose a .com domain
- Why choose a .com.au domain
- Why choose something else?
- Other domains - .biz .online .brisbane

# DOMAIN – SHORT VERSUS LONG

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- CHOOSE SHORT WHENEVER POSSIBLE
- ACRONYMS AREN'T GREAT
- AVOID WORDS WHICH ARE DIFFICULT TO SPELL
- – JUST ASK MY REFRIGERATION MECHANIC CLIENT

# DOMAIN – BEWARE THE ACCIDENTAL WORD

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FOR EXAMPLE

WWW.CAMILLALIVewithPASSION.COM

WWW.CAMILLALIVEwithPASSION.COM



Welcome to **expertsexchange.com**

Popular Categories

**Insurance**

- ▶ Term Life Insurance
- ▶ Health Insurance
- ▶ Travel Insurance
- ▶ Dental Plans
- ▶ Business Insurance
- ▶ Home Insurance
- ▶ Auto Insurance

**Education**

- ▶ Online Courses
- ▶ Business Schools
- ▶ Home Degree
- ▶ Distance Learning
- ▶ Colleges
- ▶ Online Training
- ▶ Adult Education

**Jobs**

- ▶ Online Education
- ▶ Work From Home
- ▶ Business Opportunities
- ▶ Home Business
- ▶ Make Money
- ▶ Human Resource
- ▶ Careers

**Travel**

- ▶ Timeshare
- ▶ Romantic Getaways
- ▶ Cruises
- ▶ Hotels
- ▶ Discount Travel
- ▶ Golf Vacation
- ▶ Vacation Rentals

**Internet**

- ▶ Domain Names
- ▶ Web Hosting
- ▶ Parental Control
- ▶ Popup Blocker
- ▶ Web Design
- ▶ Internet Service
- ▶ Spam Filter

**Business**

- ▶ Business Credit Cards
- ▶ Business Opportunities
- ▶ Business News
- ▶ Incorporate
- ▶ Merchant Accounts
- ▶ Franchise
- ▶ Ecommerce

Experts Exchange

WWW.EXPERT**SEX**CHANGE.COM



Speed Of Art

WWW.SPEEDOFART.COM

# PEN ISLAND

[Home](#) [Sample Pen](#) [Customize](#) [Pre-Designed](#) [Contact](#)

[Ads by Google](#) [Promotional Pen](#) [Fountain Pens UK](#) [Promotional Pens](#) [Personalized Pens](#)

Welcome to Pen Island, the best place to get custom made pens on the internet!

Don't be fooled by those imposters at [www.penisland.org](#), or [www.pen-island.net](#), we're the real deal!

Many companies specialize in custom pens in bulk orders of 500+, but where do you go if you want just one or two customized pens for that special gift? You come to Pen Island, where we exist to make sure you get the exact pen you want, a pen that is as unique as you are.

We understand that some people don't have the time to design their own pens, and for those people we offer our pre-designed line of

## Your Pen Is Our Business

**SAMPLE PENS**

We are currently out of free sample pens and have no immediate plans to...

WWW.PENISLAND.COM

# OTHER DOMAIN NAME OPTIONS

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- There are a wide variety of options now available when choosing a domain name



# DESIGN CONSIDERATIONS

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# DESIGN CONSIDERATIONS (2)

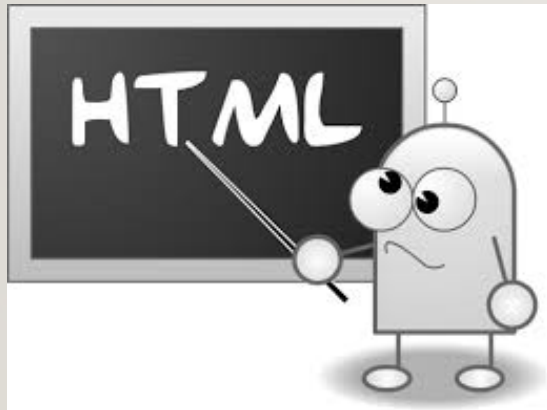
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- Your design needs to be cohesive and have a definite purpose
- Choose a simple set of colours and stick to them. Too many colours can make a design messy.
- Choose no more than two fonts. A fancy font for headers and a legible font for the remainder of the text. Be consistent in the use of headings and paragraph text.
- Repetition helps to make a cohesive design, but don't take it too far. Repeating the same thing over and over will make the design too busy.

# WEBSITE SOFTWARE

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- HTML / CSS
- CONTENT MANAGEMENT SYSTEMS (CMS)



# CHOOSING A WEB DESIGNER

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- MOST EXPENSIVE DOES NOT = BEST
- CHEAPEST DOES NOT = BEST
- Choose a web designer that you can relate to, someone who takes an interest in your business
- Check the portfolio – carefully
- Ensure that once your website is built, you own it and you're not locked into a contract with that supplier and no-one else can help you with your website

# DIY WEBSITES

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- GOOD IDEA OR BAD IDEA?
- A badly built website can be more harmful to your business than having no website
- When done correctly a DIY website can look really good, but there are some traps to watch out for....

# SEARCH ENGINE OPTIMISATION (SEO)

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# SEARCH ENGINE OPTIMISATION - LINKS

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- Social Media eg. your Linked in Profile, your Facebook Page, your Google Plus page, Tumblr, Twitter, Pinterest etc.
- Create a Google Business Page formerly Google Places (shows up in Google Maps)
- Create a Google Plus Page
- Create a Linked In Business Page
- Create a Facebook Business Page
- Create links from Directories
- Link from partner business websites



# SEARCH ENGINE OPTIMISATION – ORIGINAL CONTENT

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- Google loves original content and actually knows when content is repeated.
- Create original content which showcases your expertise and add this content to your website or blog.
- If your content answers a common search query you are winning!
- Don't forget to post a link to your content from your social media pages. Your connections will see your content and if your content is useful, your connections will share your content with their network and your audience has expanded.



# SEARCH ENGINE OPTIMISATION – IMAGES

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- Use images to convey an idea and to keep the user interested.
- Use “alt” text



# SEARCH ENGINE OPTIMISATION – TITLES

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- The titles you use for your written content should be **descriptive** and include your keywords. If you have written content around keywords then it makes sense that these words would also appear in your **article title**. If your content explores your subject fully, these keywords will by necessity appear throughout your content.

# SEARCH ENGINE OPTIMISATION – SOCIAL MEDIA

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- The more your original content is shared, the more your content is read, the greater chance that your target clients will find you and the goods or services that you provide.
- The steps are:
  - Create original, engaging content
  - Add this content to your website or blog
  - Promote this fabulous content via social media
- The 80/20 rule



# SEARCH ENGINE OPTIMISATION – SPEED

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- How long are you willing to wait for a website to load?
- Have you ever waited for a website to load and then decided not to bother, or even decided to look at the next search result rather than waiting for a site to load?
- Google doesn't want to waste your time with slow loading websites and will give priority in search results to fast loading sites

The Google logo is displayed in its standard multi-colored font (blue, red, yellow, green, red).

# SEARCH ENGINE OPTIMISATION – RESPONSIVE

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- IS YOUR WEBSITE MOBILE FRIENDLY?
- Websites need to be “responsive” and adapt to the device upon which they are being viewed.
- You shouldn’t have to pinch and zoom to read a website on your mobile phone.



# SEARCH ENGINE OPTIMISATION – TECHNICAL

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- There are a number of technical aspects around Search Engine Optimisation which wouldn't be appropriate to discuss in this forum
- REALLY? YES, HOW MANY HOURS DO WE HAVE?
- If you would like to find out more about the technical aspects of SEO, I recommend visiting one of the many SEO websites which have literally thousands of articles on the subject.



# SEARCH ENGINE OPTIMISATION – LOCAL

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- Local search is important and can be a great source of website traffic
- It's free to set up Google for Business, but you have to give Google a physical address
- Add your local address to your website
- Encourage your clients to give you a Google review

# WILD CAT DESIGN – BASED IN SHELDON

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- WEBSITES
- LOGOS
- SEARCH ENGINE OPTIMISATION
- GRAPHIC DESIGN & PRINT
- NEWSLETTERS,
- ONLINE ADVERTISING
- LEAD GENERATION



ANY QUESTIONS?

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