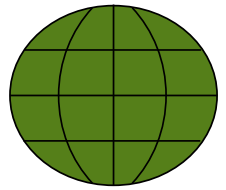


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# Why Do I Need A Website?

## A Free Guide



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## Why do I need a website?

Or should the question be: Why do I need a *professional* website?

The internet is the fastest growing new medium in the history of the world. The number of internet users has more than doubled since the year 2000, and in 2007 there were over 1.1 billion people online worldwide. As of December 2007 there were 15,300,000 Internet users in Australia, which is 74.3% of the population (statistics courtesy of International Telecommunications Union).

In the past, when your customers were looking for a product or service, they would use the Yellow Pages to search for a store or company in their area that provided the product or service they were looking for. Today, that same customer can go to a search engine (such as Google or Yahoo) and be presented with a list of businesses that fit their requirements with links to their web pages. Those web pages can include product images, price lists, contact details, and even online shopping facilities which allows the customer to order products and services online. All without leaving the comfort of their home or office.

**Consider this: How much business are you missing out on because you are not online?** If you are marketing a product or service and you are not advertising where your competition is, you will find yourself left behind.

A website is as important as having an answering machine, a phone and a fax . A Website provides you with the benefits of all of these methods of staying in touch and getting your message out to the community.

**For all marketing purposes**, the Internet combines the strengths of print and television advertising - text and graphics - but eliminates the time and space restrictions associated with these forms of marketing. Unlike magazines and TV, the Internet is interactive, making it a cost effective, one-to-one marketing tool. And unlike printed material, the information on your website can be updated regularly and should never go out of date. All for a fraction of the cost of traditional means of advertising.

A website will help you get more customers. **A well designed professional website will help you get the right customers**, that is, the ones who want your service. Having a website is like having a salesperson who never sleeps.



## What can a website do for me?

Regardless of what type of product or service you are offering, a website allows you to:

- Your website is constantly **advertising** you
- Open **24hrs, seven days** a week - a website doesn't need sleep!
- It is far easier and quicker to keep your website **up to date** than traditional print media such as catalogues and brochures.
- Increase product **awareness**
- **Communicate** with customers efficiently
- **Sell** products direct
- Generate and qualify leads which can **save your business time and money**
- Gather **feedback**
- **Promote** your company online through web advertising, newsgroups and e-mail newsletters
- **Reduce your communications, customer service and administrative costs** by using e-mail and providing Frequently Asked Questions and Answers

If you have a service oriented practice such as accounting, law, or medicine that's already doing well you may be wondering why you would need a website.

**Put simply, not having a website is like not having a listing in your local Yellow Pages.**

Even if your best business comes by word-of-mouth, your potential customers may want to check you out.

**A well designed, professional website can give you added visibility and credibility.**

**Convinced?** Read the next page to find out what to do next...

**Questions?** Go to page five for Frequently Asked Questions.

**Ready to get your own website? Read on for the next step.**



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## OK, I need a web site .....what do I do now?

First, you need to decide what information you would like to offer on your site. This can be as brief as one page describing who you are, where you are, what you do, and how to contact you, or it can be as comprehensive as you wish. You can include as many pages as you like describing your products and services or offering information you feel is relative to the needs of your customers and the general public.

You need someone to design your web site for you. That's us! We take your information and pictures, brochures, or other graphics and combine them to make attractive, readable, professional pages. We'll work closely with you to make sure you get what you need and want.

The next step is to publish your website to a server so it is accessible on the World Wide Web. To do this you will need a web host and a domain name. We can organise these for you and incorporate these costs into your quote.

Once your web site is up and running, it will probably require some regular changes. You may wish to change some prices or other details. Perhaps you need to make a few changes in the text of your pages. We can help here too, for a small hourly charge. Or alternatively ask us about our easy to use Content Management Systems.

On the next page we have put together a New Website Checklist to help you get started with your new website.

## But I can get free webspace already!

Yes you can. But have you ever thought what it says about your business to have a web address of [www.mycompany.freespace.freewebhosts.com](http://www.mycompany.freespace.freewebhosts.com)?

It is the equivalent of sending out a shoddy brochure, or driving a car with someone else's details on.

Even if you are able to use a proper domain name with the free webspace, your site may end up sharing a server with several thousand other websites, which can slow down the performance time of your site - very frustrating for your customers!

And you will not get any help, support or advice from the free companies.



## New Website Checklist

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Domain Name: \_\_\_\_\_ Registered: Yes / No

Hosting Requirements: \_\_\_\_\_

Website Due Date: \_\_\_\_\_ Ecommerce: Yes / No

Purpose of Website: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Site Features: (eg forms, searches, database, flash): \_\_\_\_\_

No of Pages: \_\_\_\_\_

Logos/Graphics: \_\_\_\_\_

Photos: \_\_\_\_\_

Below is a list of information which will be useful in putting content together for your website:

- Company Profile - Company Logo(s) - Full Contact details - Product and/or service details
- Any other content you would like on your site - Your new email addresses and passwords

To give you an idea, typical pages that are created on a site could include but not limited to:

- Introduction (A simple description of who you are and what you do for the front page. (Usually one or 2 paragraphs. You can provide detail on the About Us page)
- About Us (a detailed description of your company and what you do)
- Your Products and Services (include prices if you like)
- Contact Us
- Map & Directions

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## Frequently Asked Questions

### **What is a Domain Name?**

A domain name is an address that is used on the Internet to locate web sites or email addresses. You need a domain name to be able to access your website on the internet.

### **What is Web Hosting?**

Web Hosting is essentially data storage space, accessed via the Internet, usually used to host web sites and data files. Every website requires a Web Host to store their website on.

### **How Much Will A Website Cost?**

There are quite a few factors that are going to affect the ultimate cost of your web site. These factors include how many pages you are going to have, if you will sell products on your website, the graphic work involved, and how interactive your future web site will be. A simple two or three page website can cost as little as a few hundred dollars. Please contact us to discuss your requirements and we will be happy to provide an obligation free quote based on your individual requirements.

### **How long will it take for my website to be designed?**

The timescale of a website design project is often dictated by the client. If you have a deadline in mind we will endeavour to meet it for you. The most common delay in the creation and completion of a new website is waiting for content (text/images) to be sent to us by the client.

### **How do I update my website?**

There are many different methods which can be used to update websites. The method you choose and the functionality we build into your website design is solely up to yourself although of course we will be glad to advise you which method will suit your needs.

If you have a small website consisting of just a few pages and will only wish to make changes very infrequently, then usually it is more cost effective simply to ask Total e Solutions to carry out these changes for you. We can provide an online content management system where you can either update individual products/pages/services or particular sections of your website. e.g. company news. We are happy to discuss your requirements.

### **Why can't I find my web site in the search engines?**

Once your site has been submitted to the top Search Engines they may require several weeks, or even months to actually spider and list your website in their directory. How fast your site is listed depends on each individual Search Engines database update schedule.

**Are you ready to take your business online? Call us now to make it happen!**