Module 6 - Building a Web Presence

Your website is an opportunity to highlight your business and provide potential clients with an opportunity to learn more about your products and services, prior to scheduling a consultation.

A website is not a luxury, it is a necessity. Use your website as a vehicle to provide useful information, highlight your skills, tell people about your products and services and keep them coming back for more.

Building Your Website

If hiring a professional web designer is not in your budget, simply register your domain name with godaddy.com or domainatcost.ca and choose a user-friendly website design option such as citymax.com or vistaprint.ca. These options will allow you to create an attractive, professional looking website using basic templates and you can input all of the information in word format. You can also upload your own logos and images. Please remember that as a CANNP member, you are entitled to use the Association logo on your site, in accordance to the provisions you will find under the "For Your Use" section of our website.

1. Select your domain name.

2. Register your domain name.

3. Select a company to design the website or choose a self-serve design option.

> It is important to include information that is of value to the user. You may choose to include monthly tips, blogs, contests, incentives, newsletters, or a FAQ page to keep readers returning to your site on a regular basis. Spend some time researching your competition and what they have done on the web. This will help you solidify your own ideas and approach.

4. Decide which pages you will include on your website, i.e. home page, contact, about us, etc. and if you can, write or design what goes on the page. This will go a long way to saving you money with a web designer.

> Driving traffic to your website is critical. Plan to put your website address on every piece of material you create, i.e. letterhead, envelopes, business cards, and brochures. You should also include your website in paid advertising such as newspaper and magazine articles, directories, flyers, and postcards.

> You may also consider pay-per-click advertising with a major search engine such as Google or Yahoo. Choosing this option would allow you to select the geographic area you would like to target.

5. List the various ways you plan to drive traffic to your website.

Action Challenge Six

Assuming you have selected and registered your domain name and website designer or service, begin to design your website.

1. Select the color scheme and theme for the website.

2. Design your logo, if applicable.

3. Write the content for each of the pages.

4. Have someone else proofread the content.

5. Select the images you plan to use on your website.

6. Input the content or send it to your web designer.

7. Forward your domain name and info to the hosting site, if self-publishing the site.

8. Publish the site to the public.

9. Review and make any necessary changes.

10. Update the site often to keep it fresh and interesting.

 Note: All of your marketing material, including promotional material and print ads, should match the theme and color scheme of your website to enhance your professional image.

Remember, as a member of CANNP, you can ask questions of our web/computer expert, our graphic designer and to others who may have experienced the challenges you are on our chat line Ready, Set, Chat.