

Helping small business grow

REDPLANETDesign

Website Design
Print Design
Copywriting
Search Engine Optimisation
Small Business Branding

The Mystery of Small Business Websites... Finally Explained



Red Planet Design has prepared this information to assist you in selecting the right services... to enhance your client attraction and portray a professional image. We work as partners to the small business, enabling better results from their website and marketing materials.

What is the Return on Investment of a New Web site?

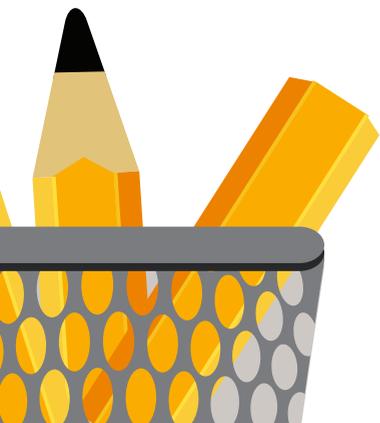


Some business owners still categorise website design as a cost, something that they do just because everybody else is. But many of our clients new to the Internet have found that an optimised and content edited website provided a source of hot new leads, for a low one-off cost.

Unlike Yellow Pages advertising, a well-designed website can last five years+, evolving with minimal costs.

“Around 70% of our business now comes through our website”.
- Peter, Greenscene Gardenscope

Low Cost Optimised Website Design



It pays to focus as much on being found in Google as on good web design. So we put a lot of thought into every client's website:

- All websites are of a clean design. Dynamic elements do not interfere with the search engine's ability to find your page.
- Page titles and descriptions are optimised: they appear in bold in searches, are a relevant factor in page ranking, and titles will also be the bookmark for returning visitors.
- Well-written first paragraph and headings, satisfying readers and search engines alike.
- Optionally we can research your industry, analyse the competition, and find the best keywords for you, all with our software.

- Links can be set up in online directories and Google Maps.
- Further options to gain incoming links to your site include article submission, a blog, and blog commenting.

What is SEO?

Think of search engine optimisation as building your shop front with clear signage. If you don't have certain words, titles, and crucial files (e.g. Site map) in place, your website might not be found naturally in Google. If in a high-competition category, the right words, the right structure, and ethical links into your site are crucial to ranking success.

How Does Google Work?

Google has search-bots that go out to find all the new and updated websites. When website updates take place, Google places it higher in the queue. Hence the need for updates!

Googlebots index only the pages it can find, and these results are listed in a user's search query. (We use website tools to ensure all pages are indexed). An indexer tracks 'keywords' on web pages, for returning in search queries.

When a user types in a phrase, Google searches its index to find the most **relevant** results. Relevancy is determined by over 200 factors, one of which is the PageRank for a given page. PageRank (0-10) is the measure of the importance of a page based on the incoming links from other pages.

Once your new website has been uploaded onto your Domain, it is ready for the bots to come find it. A little while later you can test your various searches.

Search Engine Use... The New Advertising



Why Keywords are Important

Search results depend on which words the user puts in the box - these are called 'keywords'. If you type 'Flowers' you will get different websites come up than if you type 'Flower delivery Brisbane'.

Say you are a florist and there are 75,700 results for 'Flower delivery Brisbane'. What will make your website rise to the top? Two things: Relevant keywords and popularity.

The only thing searchbots read are plain text, so targeted keywords must appear in the body text, titles, heading, description, and some internal hyperlinks.

Popularity means that many other RELEVANT websites are linking to your website pages. These other websites need to be reputable, so a PageRank score helps as a quick judge of reputation.

As part of a website project we may ask you for keywords. No idea which are the best? That's OK, as we can do a live search. We find the top five word strings searched for in your arena with special software. These words are then used over the whole website. (We do not recommend over-repetitive keyword insertion, as this can be penalised by Google).

Copywriting is the art of writing business text to be persuasive, concise, and create an emotional connection with the reader.

The trouble is, most people quite naturally write from a 'we' perspective. Most copywriting is from a YOU perspective. There is a reason why humans like the YOU approach better – we're interested in ourselves. This is a tricky skill to master; copywriting is something you should consider before struggling to write it yourself.

It helps if you tell the writer about your target market. What do they need? What are their prime concerns? These concerns allow us to write a headline and copy that connects immediately to the reader's interest.

Be real. Instead of pretending a one or two person business is a corporate, it is better to connect with the reader and talk as a trusted friend.

Your name, picture, your special methods and philosophies, all help to build trust. The Copywriter also uses credibility indicators, like: years of experience, qualifications, testimonials, client list, awards, courses, again to build trust.

A call to action on each page is vital (contact us or subscribe here). Creating a sense of urgency is also helpful.

Please consider copywriting for any website or print project. Call Jen for a project quote.

What is Copywriting?



Choosing Your Domain Name

Many people have already bought a Domain name (e.g. www.ABC.com.au) for a two-year period. You retain this ownership.

While it's useful to register a domain name in your company name, it can be beneficial to work your service "keywords" into it, e.g. 'smithsbusinessconsultant.com.au', rather than 'www.smiths.com.au'. If you can do it without it becoming overly long, go for it, as search engines will use the URL for relevancy.

The name is held with the domain registrar until you purchase website hosting. At that time we will use your login to change the DNS numbers and assign it to the new Web Host.

Web Hosting is the location of where all your web files are stored and accessed by Internet users.

You are given an allocation of space (say 200 MB), and a Bandwidth (500 MB) for the monthly traffic. Both uploads of files and downloads by users use bandwidth. Normal web files are low users – typically people use only 25% of our maximum allocation.

Red Planet Design takes care of your website hosting, so that you don't have to bother with FTP, database support or domain transfers. We set up any email addresses you wish to have at no extra cost.

Website Hosting



Why Worry About Update Costs?

We offer a monthly Hosting & Maintenance plan, so Business Hosting setup is included, email accounts setup, and you won't have to pay extra to have your files and photos updated every 2-3 months (from \$25-40 per month). Hosting issues are all taken care of by Red Planet Design.

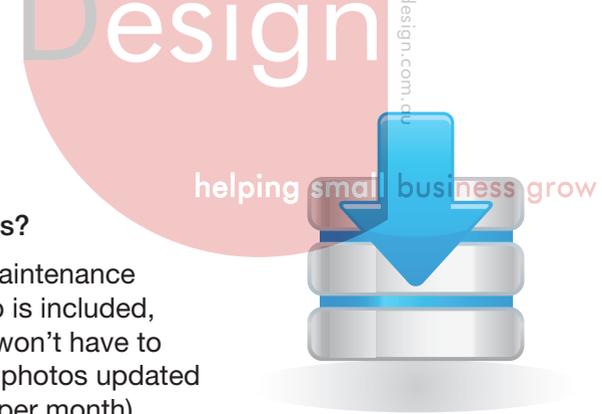
We offer a free 45 minute website consultation, at no obligation. In our visit, Gino or Jen will discuss your online goals, any current website, and possibilities for improvement.

If interested, we then ask you to fill out a Website Evaluation form in your own time. It is quite detailed, so that we can get the best tailored solution for you.

And finally, it's important to remember a website doesn't have to be an expense – it can be a marketing tool with a high return.

For Design, call Gino now at 07 3103 2204.

For Copy or SEO, call Jen at 07 3103 0238.



What Happens Next ?





redplanetdesign.com.au

Website Design
Print Design
Copywriting
Search Engine Optimisation
Small Business Branding

Red Planet Design

Brisbane Office

Level 7
127 Creek Street
Brisbane 4000

Redcliffe Office

21 Baringa Street
Clontarf
QLD 4019

Telephone: 07 3103 2204
Mobile: 0401 735 235
Email: info@redplanetdesign.com.au
Web: www.redplanetdesign.com.au