

# Need a Website, Where to Start!

During this course we will discuss how to take a business online, save money, and potentially grow the bottom-line.

Businesses, large and small, are heading online. **But where to start?** There are many things to consider domain name registration, hosting space, search engine marketing and the actual website design to name a few. This course will arm you with a checklist and helpful tips to make your online journey as easy as possible.

## Lesson Plan

- Step 1. Register domain name/s that have marketing value Domain Name Registration .....*
  - Domain name Registration .....**
  - Strengthen and grow your brand .....**
  - Registration of Generic Names .....**
  - Own and protect your space.....**
    - Task 1 – Brainstorm a domain name for your business or business idea .....
    - Task 2 – Check the availability of your chosen domain name/s .....
- Step 2. Use an email address that means business .....*
  - Re-enforce your domain name in your email address .....**
    - Task 3 – Brainstorm an email address for your business or business idea.....
- Step 3. Choose a good web host. ....*
  - Hosting your Website**
    - Task 4 – View the Website Statistics for beechworth.com .....
    - Task 5 – Compare hosting packages .....
- Step 4. Build a website that suits your business needs .....*
  - What type of website do you require? .....**
    - Task 6 – Consider the type of website required and the navigation.....
- Step 5. Be found on the web.....*
  - Increase the traffic to your website .....**
  - Things to remember.....**
    - Task 7 – Consider Search Engine content for your website.....