

Business Websites: The Necessary Components

Building a website to compliment your business can act as an effective marketing tool. Understanding the necessary components to build your website is important. In order to provide essential and easy to understand information for your target market, you will need to research and include the necessary components to make your website effective.

Get a Domain

Your domain name is the first thing people will notice about your website. It is, in essence, your brand on the World Wide Web. Your domain name can set you apart from competition when search sites such as Google and Yahoo add your URL to their database. In order to purchase a domain, go to domain sites such as www.godaddy.com or www.hostway.com. These sites can cost as low as \$9.99 a year and look far more professional than third party sites such as Word Press or Blogger.

Design your Website

Once you establish a domain, you will need to purchase a host to help you design your site. You no longer need to pay a lot of money to have your website designed. There are now several cheap and easy programs available to help you build your own website, sometimes in as little time as an hour! Many of these hosting sites provide several design templates to choose from and can cost as low as \$5.00 for a basic design. Domain sites such as www.godaddy.com offer both domain and hosting options, providing you with an all in one solution.

Include Informative Pages

When you have determined the design for your site, it is now time to include content. Divide your content in to different pages to make it easy for your potential and current customers to navigate through your website.

- **Homepage**

Be sure to include all of the information you wish your customers and potential customers to know about you. Your homepage may detail what your business is all about, who you serve and what products or services you deliver. You want potential clients to know they came to the right place the minute they reach your website.

- **About Us**

Include information about you, describing who you are, what your qualifications are and why you decided to open your business.

- **Services and Rates**

Include information about your products and services and if you wish, incorporate your rates for each service or product pricing.

- **Contact Us**

Make it easy for potential clients to find your phone number or email address. Include all contact information on its own page, detailing your phone information and/or email address and mailing address. To simplify things further, you may wish to include your contact information at the bottom of every page on your website as well.

- **Additional Information**

In addition to basic information, you may wish to include samples of your work, and testimonials from happy clients. This proves you are experienced and builds your credibility as a professional in your field.

Offer your Visitors Something

When people visit your website, provide them with a reason to leave their contact information or to contact you. Providing a newsletter, free report or ebook or even a chance to win a couple hours of your services will increase interest and will establish yourself as a professional. When people leave their contact information, you will have a database of potential clients to work with.