Softerboom Technologies

HOW TO BUILD AND LAUNCH A SUCCESSFUL BUSINESS WEBSITE

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Introduction

Nowadays, most small business owners can easily bring their businesses online through the several social media platforms. And most of them certainly do get some results just from their social media promotion efforts.

So some of them erroneously conclude that creating a website for their business and incurring the extra cost is not necessary...

But you see, if you are already getting some results from your internet marketing efforts without a website, creating a business website will help you accelerate your online promotional conversion.

Here's why...

On the Internet, your website serves as your virtual office, while the other third party media, serves as your promotional channels or media.

After most customers have discovered your business from the different promotional channels or media, before making the final decision to patronize you…

…They will make further researches about your business, in order to find out if they can entrust their hard earned money with you.

And when it comes to making further researches about your business, your business website, is their first point of call...

When most of your prospects search for your website online and they can't see any, they will not be convinced enough to do business with you. However, a few people may not have the time to research more about your business before doing business with you online.

But a greater percentage of them will always first research more about your business before committing their money to your business.

So if you are a small business owner and you are currently promoting your business online without an official business website, you are definitely leaving a whole lots of money on the table.

So if you are a small business owner, looking to scale your small business online, I seriously recommend you create a business website for your business.

Requirements For Your Business Website Development

As you plan to create a website for your small business, listed below are the essential resources you need to start off on the right footing...

1) **Domain Name**: This is the name with which people will be able to browse to your website. e.g www.softerboom.com

2) **Web Hosting**: After developing your website, to make the website available online at all time, so it can be accessed over the internet by anyone, anywhere in the world, you need to purchase a hosting plan from a hosting firm.

Hosting payment can be paid either monthly or yearly, depending on your choice. An example of a hosting platform is www.namecheap.com

(3) **Web Graphics or Images**: As you develop your website, you will need graphics or images of different types to add look and feel effect to the website. For your web graphics, you can either hire a professional graphics designer or use online graphics designing platforms like www.canva.com to create some simple ones for your website requirements.

4) **SSL Certificate:** To secure your website from data hacking as people browse your website, you are required to install what is known as SSL Certificate.

 As a matter of fact, if your website does not have any SSL Certificate installed, your website browsers will receive an insecurity warning from their browsers. There are free and paid SSL certificates you can choose from.

5) **Sales and Informational Contents:** When people visit your website, they are primarily interested in getting quality information about your business from your website. So you need to be consistently creating and posting useful contents related to your business on your website. Both sales contents for your products and services and also informational contents to educate your customers.

(6) Finally, you also need website building/development skill. If you don't already have the skill, you have to either learn or hire a professional website developer. If you choose to hire a Website Developer for your business, you can contact us at www.softerboom.com/contact.

Website Theme

In the context of web design and development, when someone hears about a website theme, the first thing that comes to mind, is a website template. But in the context of this chapter, by Website Theme, I am referring to the focused, subject matter of your website.

As you plan to develop your business website, it is very important you build your website on a particular theme. Your business may be offering products and services on different fields, but however, as you plan on building your website, you have to bring everything under a single unifying umbrella.

For instance, a business can be into ICT services and training as well as into electrical installations. But when developing a website for such kind of business, only one aspect of that business must be chosen as the major theme for building the business website.

To choose a suitable theme for your website, you should be able to answer this single question "What is Your Business All About?" Your answer to that question in a single, brief statement, should be used as the ultimate theme of your website.

 As a matter of fact, any business that cannot answer that question in a single, brief statement, has a very wrong business model to start with and needs to be re-modelled.

If your business is into several things, you have to choose the major aspect of your business as your website theme. Then you can either build separate websites for the other aspects of your business, or just add them as extra links in your website.

Using our business website – www.softerboom.com -- as an example, we offer allots of ICT related services, which include: Programming Training, Programming Courses, Programming Mentorship, Website Development, Mobile App Development, Internet Marketing Consulting and Copywriting.

So from the list of the services we offer, we had to choose a unifying theme for the website, which is: "Programming Training and Software Solutions"

Now the website theme, does not properly capture all the services and products that our business—Softerboom Technologies—offers, but it does capture our major business focus. And that theme eventually forms our business brand.

Then as for the other services, since they are still related to ICT, we also add them as subsidiary services that we offer.

Like I earlier explained, one of the major purpose of developing a website for your business, is branding. And the major way to achieve that is by building your website around a particular theme.

With your website built around a particular theme, your website visitors will easily be able to understand what your business is all about within the shortest possible time. And as such, they won't be confused and eventually leave your website to your competitions.

So as you plan to develop your business website, you must build it around a theme. In other words, your website should be theme-based.

The Topmost 7 Website Builders For Creating Your Small Business Website

If you decide to develop your business website yourself, the easiest way to go about it is to choose one of the topmost website builders available online…

 …learn how to work with it and use it to develop your business website.

Listed below are the topmost 7 website builders for you to choose from...

1) wordpress.org
2) shopify.com(For E-Commerce website)
3) web.com
4) Wix
5) Square Space
6) Weebly
7) Joomla

You can choose from any of the above listed Website Builders for Creating your Business Website…

Then of course, each of them goes with their pros and cons...

However, out of the list, I use WordPress for building some websites for my personal projects and that of our clients, so if you want my opinion on which of the builders you should choose, I will naturally recommend the self-hosted WordPress; which is freely available for download at wordpress.org and also in most shared hosting platforms.

Then if you have the time, you can also learn HTML and any web development languages such as PHP or Python, especially if you will want more flexibility with your website.

As a Software Solutions firm, apart from website builders, we majorly use

several website development languages for developing custom web applications for our clients, based on their specific needs.

Website Blogging

A blog or web blog is an interactive web page for sharing information related to your business on your website with your prospective customers and website visitors.

When people browse websites on the Internet, they are primarily searching for information. And even if people are searching for what to buy online, they will prefer to buy from an expert than any other person.

And one of the easiest ways to present yourself as an expert to your prospective customers, visiting your website, is by sharing helpful information on your business niche with them.

Then apart from brand building for your business, blogging on your website also gives you free traffic through organic search engine traffic.

As you create the blog, you research on search keywords related to your business and write articles based on those keywords and post regularly on your web blog.

Then finally, you should share every of your new blog posts at the various social media platforms you belong to. Such as, Facebook, Linkedin, Instagram, Pinterest, Tumblr, etc. And by so doing, your website will be search engine optimized.

Then to further use your blog to make your website search engine optimized, you should link to other authoritative websites within your business niche. And that is what is known as outbound links.

Then apart from that, you should also link to other contents within your website, which is known as inbound links. You need to do all that in your blog posts because Google uses those criteria to rank your website or web blog posts higher in search queries.

To research for keywords searches, you can use Google's Keyword planning tool and alternatively, you can use keywordtools.io for your content research for your blog posts.

Web Graphics

Web Graphics simply mean the images that you use on your website for different purposes. As you develop your business website, you certainly need graphics for so many aspects of your website...

Web Graphics are used for the following purposes on your website:

- Logo
- Favicon
- Banner
- Featured Images for your blog posts
- Infographics
- E-Covers

Web Graphics play very vital role in your business branding on your website...

Then graphics can also be used to drive home important points in your articles or video contents; and most importantly, graphics are outrightly used to share information in the form of infographics...

Not only in your website, but also in other online branding and promotion media, such as the Social Media.

So How Do You Get Graphics to Use in Your Website?

To get quality graphics to use in your business website, if you don't have any knowledge of graphic design, it is best to hire a graphic designer to help you design your website graphics.

Then if you do have some knowledge of graphic designing, you can sign up for the services of Canva.com so you can be using their templates to create graphics for your website.

Then to be getting free great images that you can be using as featured images for your blog posts, visit: pexels.com or pixabay.com.

Web Development Cost

As you plan to develop your business website, it is very important you understand all the costs of developing and maintaining your website. Developing your business website incurs, both immediate and running costs in order to keep it running.

And listed below are the various costs associated with developing your business website…

(1) **Domain Name Cost**: The standard price of domain name registration is between $14 to $18 per year. And you must understand that as you pay for the domain name registration, you have to be paying the same amount for renewal every year.

 (2) **Web Hosting Cost**: Web Hosting is another cost factor you need to put into consideration as you plan to develop your website. Web Hosting price starts from about $5 per month for shared hosting plan in web hosting platform like namecheap.com.

Then as your website grows in file size and traffic, you will need to upgrade to either, cloud hosting or VPS Hosting. And at that level, the hosting cost can go up from $200 to $300 per year.

(4) **Website Developer Cost**: if you don't already have the knowledge of website development, and you don't have the time to devote to learning how to develop a website, the cost of hiring a Web Developer is another thing you need to put into consideration.

Depending on the complexity of your website, hiring a professional web developer can cost you anything from $100 to as much as $10,000.

(5) **Website Maintenance Cost**: The next section of this book focuses more on what website maintenance is all about. So here, you should just know that website maintenance costs from $1000 - $1500 per year.

Website Maintenance

Developing your business website is not a once and for all affair. After developing and deploying your website to the web hosting platform, the website needs to be maintained.

What Website Maintenance Entails

 Listed below are what website maintenance entails…

(1)   Regularly testing of broken links on the website and fixing them

(2)   Regularly testing of web forms to ensure they submit to the appropriate emails and databases

(3)   Regular Script Update: Website Maintenance also include regular update of scripts. No matter whatever website builder you use, you need to be always updating the builder in order to enjoy new features and also to get new security patches…

 Then you also need to be regularly updating your website to meet up with your audience trending needs per time.

Website Security

As you develop and launch your website, the very next thing you seriously need to put in place is Website Security. Because there are many website hackers all over the Internet looking for websites they can hack into and steal data.

Website hacking is a regular case among many website owners. And once your website is hacked, the hackers may contact you to pay some ransom, in order to get your data back or you may lose your website data completely.

 And as such, all your hard work will be gone for good.

So to prevent the loss of all your hard work of building your business website from these notorious miscreants, as you plan to build your website, website security must be your top priority…

 Especially if you opt to build your website with any of the popular website builders such as:

- Wordpress
- Joomla
- Drupal
- Etc..

Popular open source projects such as the ones listed above, are more prone to security threats, apparently because of their popularity. So as you make use of them, you need to take the responsibility of securing them to avoid the loss of your hard work.

To secure your website, you can use the services of Sucuri.net.

Then apart from that, you should also backup your website regularly. If you are using Wordpress to build your website, you can use UpdraftPlus plugin to be backing up your website regularly…

 Then if you are using Wordpress, I recommend you also install Wordfence plugin. Wordfence plugin can help your website against what is known as

Brute Force attacks. Then to secure your web contact forms from bot spam, you should add recaptcha verification logic to them.

Hiring a Website Developer

When it comes to developing your business website, there are basically two options available to you. You can either develop the website yourself, using any of the website builders listed earlier in the chapter on website builders.

When you develop your website yourself, you don't need to pay anyone any development fee. Then you can also be able to manage the website yourself.

But however, learning all it takes to develop a professional website for your website may take some good amount of time, especially if you don't already have any background knowledge of ICT.

So if you are short of time, and you want to quickly launch your business website professionally, it is better for you to outsource your website development task to a professional web developer or a website development firm.

You can hire a professional website developer from the following websites:

- www.softerboom.com (Our Business Website)
- www.fiver.com
- www.upwork.com
- www.freelancer.com

Website Promotion and Advertising

After developing and hosting your website, your prospective customers will not just start locating your website to do business with you. After developing and launching your website, you need to be consistently promoting it, in order to get people visiting your website regularly, and eventually patronize you…

The process of people visiting your website is known as traffic.

You see, developing and launching your business website, is similar to renting a physical office for your business offline...

But after renting your office, decorating it and adding your business gadgets, you need to be advertising or promoting it in order to get people locating your office to do business with you…

…in much the same way, after developing and launching your business website, you need to be consistently promoting it, using different online marketing strategies; so you can get targeted traffic to your website.

And listed below are the various strategies you can take advantage of to be promoting your business website, in order to be getting enough targeted traffic to your website…

    (1)   Social Media Promotion

    (2)   Content Marketing, e.g Blogging and Guest Blogging

    (3)   Pay Per Click Advertising: e.g Google Ads and Facebook Ads

    (4)   Influencer Marketing: Where you approach influencers to help you promote your business

    (5)   Email Marketing and Marketing Automation

(6) Question and Answer Marketing: Using Social Media and other platforms like Quora and Yahoo Answers

(7) Cold Email Marketing

(8) Consulting, etc.

Conclusion

So as you plan on developing and launching your business website, you can take advantage of the tips presented in this short report to start off on the right footing.

 Then if you do have any more questions to ask before developing and launching your business website, you can reach out to us, by sending an email to emeke@softerboom.com.

Or you can chat us up on WhatsApp with this number +2347035180310.

Resources

Listed below are some resources you can use to develop your business website:

- [Namecheap Web Hosting](): For your domain name and web hosting

- [Sucuri](): For your website Security

- [Sendinblue](): For Your Email Marketing, SMS Marketing, Chat Marketing and CRM needs

- [Getresponse](): For your Email Marketing and Marketing Automation needs

- [Softerboom Technologies](): For Hiring Your Website Developers and other Software Solution and Internet Marketing Resources