

Digital Marketing Recipes



A step by step guide to building an effective website for your small business...

Conversion is about turning visitors to your site into paying customers. A fantastic website which engages and attracts visitors is key in this process – allowing you to inform potential leads before driving them through to a sale or nurturing them for the future.

Objectives

An effective website has two main objectives – it should be a positive reflection of the business it is representing and be able to capture customers, inform them, and route them towards sales.



Digital Marketing Ingredients



Design Template	Hosting	Planning	Web Development	Content Loading	Go Live
<p>Objective</p> <p>Choose a design template that will form the design structure of your online presence.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Template selected that will best represent the company brand and website size • Choose a template that will best represent the content to be used <p>Deliverables</p> <ul style="list-style-type: none"> • Template design selected and setup 	<p>Objective</p> <p>Decide between one of three hosting packages on offer.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Choosing a hosting package that will best suit your online objectives <p>Deliverables</p> <ul style="list-style-type: none"> • Hosting setup 	<p>Objective</p> <p>Collate sitemap, name and number of pages that will represent your business.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Sitemap is logical and easy to navigate • Sitemap provides positive user experience • Name of pages that are SEO friendly • Number of pages that promote the business in the best way possible <p>Deliverables</p> <ul style="list-style-type: none"> • Logical sitemap designed • Website page structure determined 	<p>Objective</p> <p>Development of a fully functional website that adheres to the approved design.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • A consistent scheme and appearance • Content templates made with editable pages and features • Template built to follow project parameters • Easy to use project management system <p>Deliverables</p> <ul style="list-style-type: none"> • Logical sitemap setup • Website page structure setup and created • Full template created that adheres to project parameters 	<p>Objective</p> <p>Compile and collect images and content. Websalad upload all content for you.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Initial content loaded into the system • Content is consistent with the template and sitemap <p>Deliverables</p> <ul style="list-style-type: none"> • SEO optimised content • Content populated on website 	<p>Objective</p> <p>With your domain name ready to go Websalad makes your website public for the world to see.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • All website functionality operating correctly • DNS redirect/ new domain directed • Website is active and visible on live hosted server <p>Deliverables</p> <ul style="list-style-type: none"> • Live website • CMS details provided • Easy to manage CMS