



Mudgee Region Business Enterprise Centre

Business Express to the Information Super Highway

Getting Your Business Online



*This is an Australian Government funded initiative under
the Small Business Online program*

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Business Express to the Information Super Highway

- A Mudgee Region BEC project
- Free I.T. skills development, training and mentoring:
 - Group workshops
 - Online support and advisory services
 - One-on-one consultations
- BEC Staff and contracted personnel
 - Industry experts, small business owners

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e-Business

Conducting business activities online:

- Email
- Online Business Directories
- Website
- Banking online
- Buying and selling online (e-Commerce)
- Online marketing, research, training...

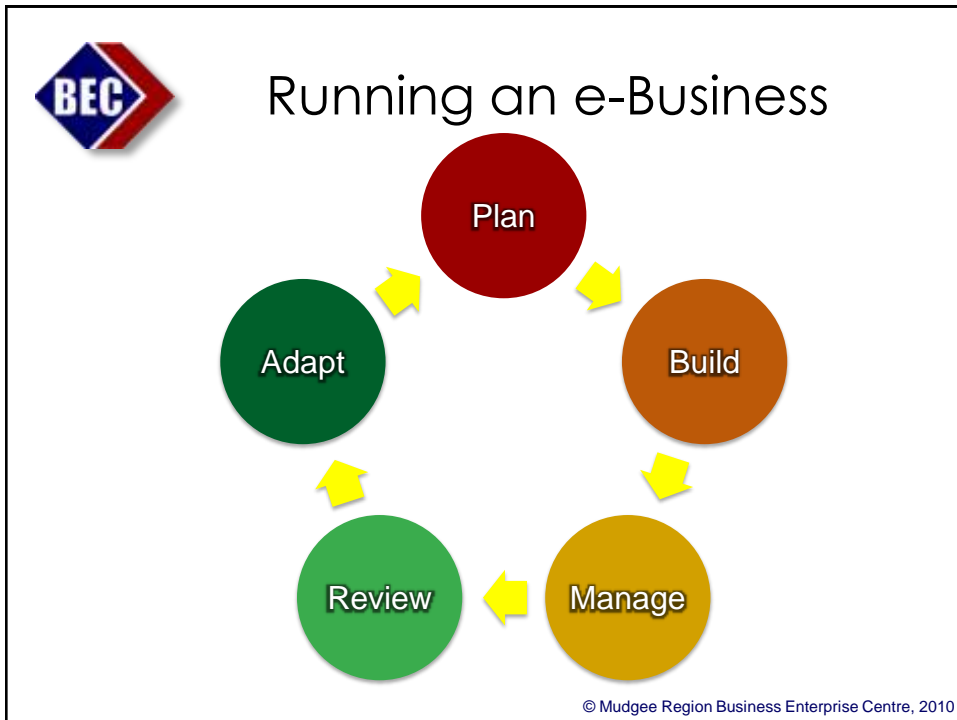
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Getting Started: What you Need

- Computer and Internet connection
- Software:
 - Email
 - web browser
 - anti-virus
- Email Account
- Ability to use all of the above

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Before you do ANYTHING else

- Register your domain name
myGreatBusiness.com.au
- Register with an Australian company
- Get an Australian domain
(.com.au, .net.au, .org.au)
- Search for “domain name registration”

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Have a Plan

- Identify the needs of your business
- Set clear goals and aim for them
- Keep control of your projects
- Monitor the success of your plan
- Learn from your experiences
- Share your plan with professionals
- Go to www.e-businessguide.gov.au

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Email

- Email etiquette
 - Keep it professional
 - Use a business email address
 - Use full sentences
 - Check spelling and grammar
 - Keep attachments small where possible
 - Use Cc and Bcc where appropriate
- Fit in with existing channels
- ALWAYS FOLLOW UP!
- Use a signature

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Signatures in Outlook

- Open Microsoft Outlook or Outlook Express
- Top menu > Help
- Search for 'create signature'
 - Results will include : 'Create and include a signature in outgoing messages' or similar
 - Click on link and follow instructions
 - Include your name, the business name, contact email, contact phone numbers, logo

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Online Business Directories

- Free service
- Provide detailed information
 - What you do
 - Opening hours
 - All contact details
- Include images where possible
- Link to your website (if you have one)
- Examples: Google Business Solutions, HotFrog, Logon Local, Aussie Pages...

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Websites

- Promote current business activities
- New revenue stream for existing activities
- New business activities
- e-Commerce (buying and/or selling)
- Create a discussion group
- Provide an online resource

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Building a Website

- Technical issues
 - Do you need a database?
 - What security measures are required?
- Design and layout
 - Choose and prepare content carefully
 - Build to your visitors' needs
 - Meet your business needs
- E-commerce - selling via your website

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Building a Website

- Maintenance considerations
 - How often will the site be maintained?
 - Who will maintain it?
- Developing the website
 - Who will develop the site?
 - Budget constraints
 - Is staged development an option?
- Website Statistics

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A Good Website

- Up to date
- Consistent
- Quality graphics
- Most important = easiest to find
- Everything is 2 clicks away
- Makes / Saves you money
- People can find it

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Search Engine Optimisation (SEO)

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What is a Search Engine?

- Online index of 'every' web page on the Internet
- The public search over that index
- Results are displayed in order of relevance
- Sponsored links may also be displayed

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What is SEO?

- Creating/modifying web pages to achieve a high ranking in search results lists
- Refers to “natural” or “organic” search results (not paid)
- SEO is an ongoing process

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How are pages ranked?

- Small programs (crawlers or spiders) trawl the web, following links as they go
OR
- A website address is submitted for evaluation

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How are pages ranked?

- On-page considerations:
 - Keywords/phrases are identified
 - Use of keywords in 'metadata' is checked (title, description tags)
 - Use of keywords in page content is checked
 - Page is ranked against other pages with the same keywords

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How are pages ranked?

- Off-page considerations
 - What other pages link to the page being ranked?
 - How good are the rankings of those pages?
- SEO guidelines are on the web
 - Check for new articles, blogs etc. often

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How can I improve my rankings?

- Target each page separately
- Choose words and phrases carefully
- Give images meaningful names – DSC001.jpg should be replaced by farm_stay_accommodation.jpg
- Add meaningful links between pages on your site (don't use 'click for more')

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How can I improve my rankings?

- Have reciprocal links with relevant websites
- Keep your pages current, relevant and if possible, unique
- Register your site EVERYWHERE – free online directories

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Good versus bad optimisation techniques

- Good techniques get results over long periods of time
- Bad techniques may work short-term but not long term
- Bad techniques:
 - Keyword stuffing
 - Link Farms

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How the BEC can help

- Further workshops
 - Making the most of email: creating online newsletters and using mailing lists
 - Website planning and design
 - Options for maintaining your own website
 - YOU decide: Tell your BEC what you need!
- Individual consultations
 - Online: via email
 - Face-to-face

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How the BEC can help

- Business registration
- Get an ABN
- Optimising your PC (make it run faster)
- Training: Microsoft products
- Software recommendations and installs
- Email set up and management
- Virus removal
- Brochure, business card and logo design
- Online newsletters and mailing lists
- Creating an e-Business plan
- Budgeting and cost estimates
- Website design
- Search engine optimisation (SEO)
- You tell us!

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Online Resources

- Business Licence Information Service (download forms – e.g. business registration): <http://blis.fairtrading.nsw.gov.au>
- Australian Business Register (apply for an ABN): www.abr.gov.au
- e-business guide www.e-businessguide.gov.au
- Google 'Search Engine Optimization Starter Guide'
- www.becmudgee.com.au/sbo
- Email: sbo@becmudgee.com.au

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