PixelPerfect

Building A Business Online

A Crash Course in Creating an Online Presence for Your Business
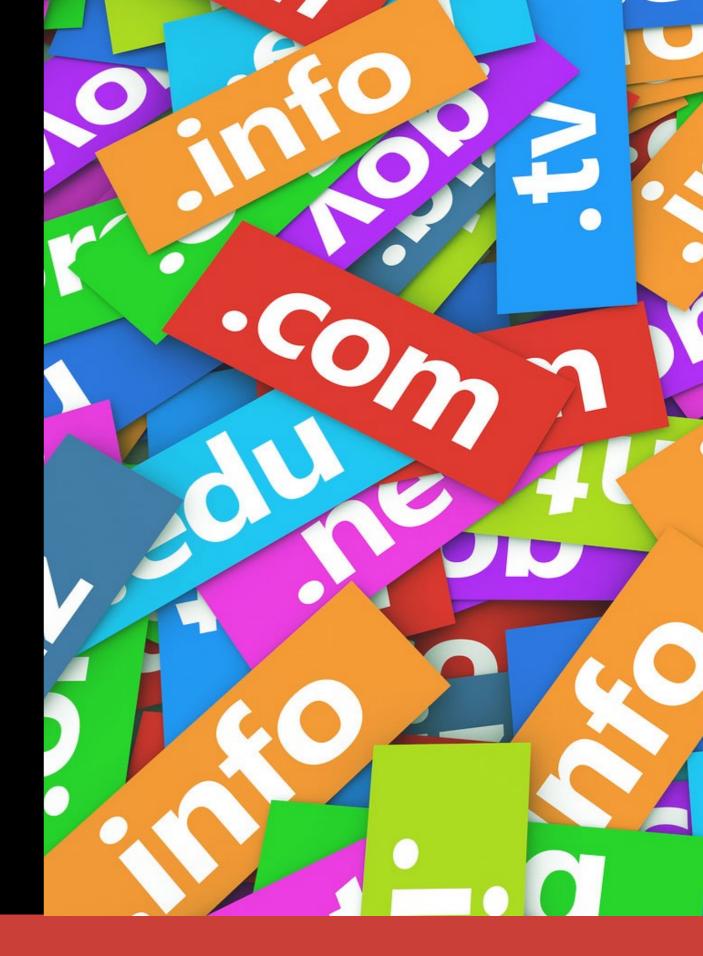
A little bit about me...

▶ Graphic Design graduate from George Brown College

▶ Been in industry for the past 15 years

▶ Experience with clients ranging from local SMBs to national & multinational corporations such as Loblaws & Home Depot

▶ Founded Pixel Perfect in 2017

▶ Star Wars geek

Building a Business Online

Domain Names

What is a domain name?

▸ Domain names are like telephone numbers. These are your .com's, .ca's, etc.

▸ It's becoming increasingly difficult to find good ones!

▸ New vanity domain extensions now becoming more common (eg. .business, .church, etc.)

What makes a good domain name?

▶ Shorter is better (easier to share, type, etc.)

▶ Make it memorable!

▶ Include keywords if possible because it can help with Search Engine Optimization (SEO)

How to register a domain name

▸ Choose a domain registrar (I use GoDaddy.com)

▸ Search for your name of choice – start with .com

▸ It's wise to purchase other available extensions (.com & .ca)

▸ Domain names typically cost between $10 and $30/yr
(most registrars offer savings on new registrations)

▸ If the domain you want is taken, you can do a 'whois' search to
find the owner contact information

Building a Business Online

Hosting

What is website hosting?

▸ Website Hosting is where all the assets (files) for your website are stored online (often referred to as 'the cloud')

▸ Your domain name connects to your website hosting (like how a telephone number connects to a phone)

▸ Your domain name and hosting do not have to be registered with the same company

▸ Common options are Shared Hosting, VPS, & Dedicated Server

Choosing a hosting company

▶ Don't pick the most inexpensive option
(i.e. you get what you pay for)

▶ Many companies use similar language - research and review customer reviews to make an informed decision

▶ Look for features such as daily backups, 24/7 support, 99.9% uptime, fast speeds and enhanced Security

▶ Ask your designer/agency for advice

Email is not always included!

▸ Many hosting companies are no longer offering email

▸ Stay clear of 'POP' email options (it won't sync with your devices)

▸ I recommend Google G-Suite or Microsoft Office 365 ($5/m user)

▸ Zoho.com has a good starter service with a free offering

Building a Business Online

Websites

Options for getting a website

▸ D.I.Y. website builders (eg. Wix, Squarespace)

▸ D.I.Y. purchased template & WordPress

▸ Hire a professional (anything is possible!)

Website design and content optimization

▸ Design should be optimized for your target audience (not you!)

▸ There should be a well thought through home page and internal page strategy

▸ Don't forget the 'calls to action'

▸ Good photography, copywriting, and on-page styling matter

Must have features for your website

▸ Responsive design (i.e. mobile optimized)

▸ Built-in management tools (i.e. Content Management System)

▸ Visitor tracking (eg. Google Analytics)
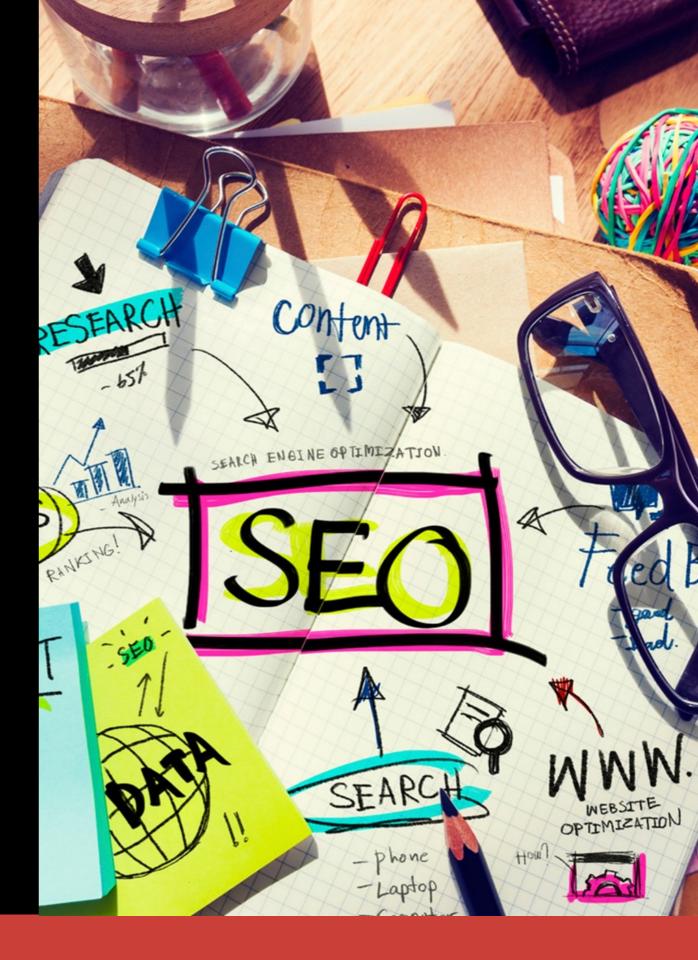
▸ Accessibility (research AODA laws)

How to hire a web designer or agency

▸ **PSA:** There is no license or governing body for web designers – anyone can claim to be an expert

▸ Find out what technology they will be using (eg. WordPress)

▸ Pricing, quality and expertise can vary dramatically

▸ Ask respected colleagues for referrals, look for reviews, etc. (ask about the results/ROI they received)

▸ Have an exit strategy

The bitterness of poor quality remains long after the sweetness of low price is forgotten.

— Benjamin Franklin

Building a Business Online

Search Engine Optimization (SEO)

What is SEO?

▸ It's the practice of optimizing your website to rank high on Google (...and Yahoo, Bing, etc.)

▸ Includes on-site and off-site optimization

▸ The 'rules' are always changing

▸ SEO requires ongoing effort

Tips and tactics: On-site SEO

▶ Think about Keywords (what is most relevant for your business?)

▶ Local SEO is key for small business

▶ Your website should have optimized code and media (eg. structure, page loading speed, etc.)

▶ Develop a blogging strategy (i.e. inbound marketing)

▶ Make sure your website is responsive (mobile optimized)

▶ Use a fast hosting provider (slow servers are bad)

▶ Add a SSL Certificate (i.e. little green lock in the address bar)

Tips and tactics: Off-site SEO

▶ Get backlinks (directory listings, links from other sites, etc.)

▶ Setup a 'Google My Business' profile (and get reviews!)

▶ Submit a sitemap to Google

▶ Develop a Social Media strategy

▶ Leverage larger networks (eg. LinkedIn articles, Medium, Influencer websites, etc.)

▶ Explore options on YouTube (owned by Google and the world's #2 search engine)

Building a Business Online

Social Media

Why use social media for business?

▶ It's where your customers are

▶ Your competition is there too!

▶ It's a 'free' form of advertising

Tips and tactics

▸ Your business may not be appropriate for every platform

▸ It's better to be really good at one vs being mediocre at many

▸ Develop a strategy (don't just post sales messages)

▸ Images and Video convert better than text

▸ LIVE Video & daily 'stories' are very effective

▸ If you're not consistent, don't actively ask people to follow you

What to post on each social media platform

▸ Facebook (videos, curated content)

▸ Twitter (news, blog posts, gifs)

▸ Instagram (hi-res photos, quotes, stories)

▸ LinkedIn (jobs, company news, professional content)

▸ Pinterest (infographics, step-by-step guides)

▸ YouTube (video)

▸ Google+ (blog posts)

Building a Business Online

Digital Marketing

Online advertising vs traditional media

▶ Improved measurable results

▶ Better customer targeting

▶ Typically lower cost with higher ROI

Options for paid digital advertising

▸ Social media advertising (eg. Facebook Ads)

▸ Search Engine Ads via Google Adwords

▸ Website Banner Advertising (eg. Influencer websites)

▸ Video advertising on YouTube

▸ Re-Targeting (check out adroll.com)

▸ Sponsorship (video, podcasts, etc.)

Tips and tactics

▸ Google provides free one-on-one services to help use AdWords

▸ Strategy is everything (i.e. Facebook ads are easy to setup, but that doesn't mean they will work)

▸ A/B test your online ads

▸ Be flexible on your budget (if something is working, keep going)

▸ Seek out expert help

Questions & Answers

More resources available at pixelperfectweb.ca/scec

THANK YOU!

PixelPerfect

Stay Connected?

www.pixelperfectweb.ca/scec

[instagram] [linkedin] larrychartier

[email] larry@pixelperfectweb.ca