

**Lucky Cat Studio.**



THE ESSENTIAL GUIDE TO  
GETTING YOUR  
*BUSINESS*  
ONLINE





# hey there!

My name is Pippa Keane and building websites is my jam. I started out in this business with the technical know how, but I found myself blindly guessing my way through the set up on the business side of things. I spent many hours on Facebook groups and Googling to get answers.

After documenting my process, I have created this essential guide to take away the guesswork, and give you something tangible to work from (and who doesn't love a good checklist?!)

I hope this gives you motivation and clarity to level up your brand with a strong digital presence. You got this!

*Pippa*

PS. This guide contains affiliate links in which I may receive a small commission at no additional cost to you. I only recommend products I enjoy using and that I believe to be quality offerings.

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## WHAT YOU NEED TO DO

### REGISTER YOUR BUSINESS NAME

Once you have thought of your biz name, it is very important to check with your country's registration provider (ASIC in Australia, your local and state government in the US) to ensure no one else has registered this name. If your name is available, go ahead and lock it in!

### PURCHASE YOUR DOMAIN NAME

Domain names are an asset of your biz so choose wisely. Generally the shorter the better, and try and grab the .com as well as the country extension where possible. I recommend Namecheap.com to purchase domains as they have a user friendly interface and excellent customer service all at very competitive prices.

### ARRANGE BRANDING

Here comes the fun part! A strong brand is an integral part of your business. Hiring a graphic designer will help communicate your offering and build trust with potential customers.

Your grapho should provide you with all the file extensions and variations of your logo that you may need for print and digital eg. Black, white, colour, logo only, type only etc.

You don't have to put up with the dreaded blurry logo on your website! Hiring a pro is the way to go.

### SORT OUT LEGALS

Sorry, but with fun stuff comes the boring stuff! All websites are required to have terms & conditions of use, a disclaimer, and a privacy policy. Also if you are doing business in the EU, your website needs to be GDPR compliant for collecting data.

If your business is registered in Australia, there are some great templates on [legal123.com.au](http://legal123.com.au) that can be customised to your business. For the US and Canada I recommend [termageddon.com](http://termageddon.com). Otherwise if you have a lawyer arranging your other business affairs, it might pay to get them to draft these documents for you.





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## BOOK A PHOTOGRAPHY SHOOT

Whether you are in e-commerce or offering a service, professional photography will inject your personality and branding into your website and other collaterals. This will build trust with your potential customers and help you display a quality offering.

There is nothing worse than visiting a website that has dodgy iPhone photography! This is your opportunity to shine. Choose a photographer that aligns with your brand values and is experienced in your industry.

Images that are not used for your website and printed collaterals can be used for sharing on social media so you get plenty of bang for your buck!

## APPOINT A WEB DEVELOPER

There are many DIY platforms where you can make your own website using templates, but these cannot compare to a professionally designed and developed website. They can make it seem easy, but in reality there is a whole lot more to building a website than dragging and dropping imagery and copy.

Having a custom design will make you stand out from the multitude of ordinary websites online. Your developer should be using best practice SEO, UX principles, and design know how to create your dream website in order for it to streamline your processes and make conversions.

The most scalable platform of all is WordPress and being open source, it is also the most comprehensive in terms of functionality and customisation. WordPress may seem daunting to a DIYer, but to a developer it is pure gold.

A website is undoubtedly your hardest working employee. Start off on the right foot and you will be repaid for years and years to come.

## PLAN YOUR WEBSITE COPY

Your website copy can cleverly convey your offering with character which can allow your business to flourish. If you are a master wordsmith, this may be something you can do yourself. If you find yourself staring blankly at a blinking cursor, you might want to engage the services of a professional copy writer.

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Copywriters can research your industry and competitors, include appropriate keywords for SEO, and really bring out your brand voice. Most offer website packages that can be tailored to fit each page on your website.

## SET UP YOUR SOCIALS AND ZOOM ACCOUNT

Create business accounts for your Facebook, Instagram, Twitter, Tik Tok, Pinterest, Zoom, and any other social media and communication platforms where your potential customers hang out.

Ensure your branding is consistent across each platform by using the same profile picture so your biz is easily recognisable. Make it easy for your clients to contact you by filling in all relevant information and visibly displaying your website link.

Make your handles (url name) as similar as you can to your business name. You may not be able to register the exact same handle across each platform if they are already in use. If this is the case, underscores can be utilised to separate words, for example if [instagram.com/abcco](https://www.instagram.com/abcco) was not available for business ABC CO., they could use [instagram.com/abc\\_co](https://www.instagram.com/abc_co).

## SCHEDULE SOME SOCIAL MEDIA POSTS

There are a few nifty tools on the market that can help you to schedule social media content in advance. Later, Hootsuite, Planoly, and Buffer are all very useful platforms with free options available. Try and post at least 3 times a week and engage with your followers daily.

## CHOOSE AND SET UP A CRM

A CRM (Customer Relationship Manager) is great way to manage customer data, and leads. It can also automate emails, quotes, and invoices which saves time and possible errors. If you have an e-commerce business, CRMs are great for recording customer notes, assigning tasks, and streamlining processes - especially good if you have a team working with you. I use [Dubsado.com](https://dubsado.com) which is an awesome organisational weapon!

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## SET UP EMAILS AND A MARKETING CAMPAIGN

Still got your old abcco@gmail.com email address? Bin it, stat! Your business needs to ooze professionalism, and by having a legit email address like kate@abcco.com or hello@abcco.com, you will be well on the way to greatness.

Once you have bought and verified your website domain name, you can set up emails with Google GSuite, Microsoft Office 365, or your website hosting provider. Most web developers can provide this service if you are unsure.

Next step is to set up a good email marketing service like Mailerlite or Mailchimp. You can create professional, branded emails to target your mailing list with information and offers.



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# online essentials to do list

PRINT THIS OUT, PUT IT ON YOUR WALL, AND  
CHECK THESE BABIES OFF WHEN THEY ARE  
DONE. OH SO SATISFYING!

- register business name
- purchase domain name
- arrange branding
- sort out legals
- book photography shoot
- appoint a web developer
- plan website copy
- set up socials, zoom
- schedule some social media posts
- choose and set up a CRM
- set up emails and a marketing campaign

# get in touch

HAVE QUESTIONS? DROP ME A LINE!



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