



# **Step 3:** **Establishing Web Presence for Your Business**

**Free, simple, comprehensive.**

**biizly**

## Step 3: Establishing Web Presence for Your Online Business

(Mobile Version)

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*“Websites promote you 24/7: No employee will do that.” — Paul Cookson*

### **Key points in Step 3:**

- To establish your web presence you need a domain name, hosting and a website builder/system.
- Finding the right domain name (\$15/year) is not an easy quest since all the good names are already taken.
- Eventually, you will pinpoint a decent domain name using your creativity (or help).
- As website management system, our suggestion is to use WordPress (besides some other options) since it is easy to use, free, reliable, flexible, most widely used and can meet all your needs for a website.
- Acquiring a reliable hosting for your website won't cost you much (>\$5/month) but is one of the key investments in you online business.
- Start your initial website fast (initial settings, some content and social media profiles), afterwards build your online business gradually (Steps 4, 5 and 6).

# Step 3: Establishing Web Presence for Your Online Business

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## Step 3: Establishing Web Presence for Your Online Business



### Introduction

Now that you have selected your best [online business idea](#) and you have outlined [the business concept](#); it is time to dive into the (not so) deep waters of the web business environment. The first two steps of [the guide](#) were meant to prepare you for the definite start of your online venture in this step. Here in Step 3 you will actually begin to see the first outcomes of your effort. You may go a long way until you fully implement your business concept online but establishing your **initial web presence** is the first tangible step toward that goal and you should do it **as soon as possible**.

Besides creating a website for your online business venture, you may need to establish **web presence for your traditional (offline) business** too. Having a website is a must for every business nowadays since the modern consumers heavily rely on search engines and maps to find products, services, information and locations.

To establish web presence, or to start the website for your business, you will first need to **register a domain name** and get/install a website management system (**website builder**) together with a **hosting plan**. This is actually much simpler than it may sound for a rookie. You (yes you in particular) could put your initial website up and running for 30 minutes or less\*.

To complete your initial web presence, after providing the above mentioned essentials (domain + hosting + web system), you will need to make some basic adjustments on the site, add some initial content like simple homepage, description, about page, contact information etc., and to set your social media profiles.

There are several reasons why you would like to start your initial web site fast. First of all, it will give you the filling of creating something of value and you will prove yourself that starting a business online is a no-brainer. All of that will highly motivate you to go further and carry out the steps that follow. The other reasons for going online as soon as possible are described later.

Having an online business doesn't always imply that you must have your own website and a domain. You can simply sell products on eBay or Amazon. You can sell your handicrafts at Etsy, or you can sell your arts and designs on sites such Fine Art America, Cafepress or Zazzle. You can also offer your services on freelancing sites like Fiverr, Freelancer or Upwork, you could become a Youtuber or you can place your e-books or apps on App Store or Play Store. Anyhow, regardless of these online earning opportunities, it is always a good idea to start building your own e-brand with an appealing domain name and a nice website.

## 3.1. Naming Your Online Business and Registering a Domain Name



*“Domains have and will continue to go up in value faster than any other commodity ever known to*

### **At a Glance:**

Should you register a company or get the domain first?

Good domain names are hard to find but there are still some opportunities.

Approaches to find the perfect domain name.

One of the best things when starting an online business is **that you don't need to register a company (right away)** in order to start your operations. You can fully operate your online business as an individual and earn for living, or even make millions. Since registration of a company may involve additional costs, many online entrepreneurs decide to skip or postpone the



registration of a legal entity and operate as individuals.



Having the advantages in mind, we recommend that you go **as an individual** first, and **register a domain name only**.<sup>\*</sup> The

registration of the domain will mark the official start of your online business. The domain can then be used/perceived as a name for your online business too. If you decide to incorporate later, you can transfer the ownership of the domain name, if necessary, to the newly registered company.

Regardless of the approach you choose, naming your legal business and registering a domain name are two separate procedures. Anyhow, if you want to match your business name with your domain name, you should select/register the domain name first, since it is fairly hard to find a desirable domain

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<sup>\*</sup> From time to time we recommend the best available (and affordable) services for your business. For recommending some of these services we may receive affiliate commission, but you won't pay a higher price for the products.

name that is available. Afterwards, you can name your legal business accordingly, incorporating the legal requirements for a business name in your country. For example: As the domain is Biizly.com the name of the company could be “Biizly.com Online Investments Ltd.” or “Biizly Web Consulting Gmbh.” or “Biizly Publishing Inc”.

It is not uncommon that a company owns more than one domain. In such case the domains may represent, not the company itself but different projects or different brands owned by that company. The same thing applies for individuals too. You may own as many domains as you wish and can have more than one online project or brand.

## SEARCHING FOR THE PERFECT DOMAIN NAME.



*“I often get questioned about how we came up with the name Weebly. We all know that all of the good domain names are already taken, and we had neither the desire nor budget to try and fit our business into a pre-existing word – so we made one up.” – David Rusenko*

Since the domain name is very important for your online business, the effort you will put to find an appealing one is completely worth it. Anyway, let's get straight right ahead. Finding a good domain name for your online business is damn hard. You may even realize that finding whichever name can be difficult, unless it is a jumbled meaningless word. You may encounter many advices what to do or what not to do when you want to register a domain, but in reality, you don't have much choices.

The quest for an available domain name should start at one of the well-established domain name registrars as GoDaddy, Name.com, Domain.com, or at some reliable hosting companies as [BlueHost](#) or [Hostgator](#) \*. The real price for a domain name is about \$15 dollars per year, but sometimes you can get it for less for the first year or free if it is included in the hosting plan. Our suggestion (at this moment) is that you [go with Hostgator](#) since you can easily establish your web presence there

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\* For recommending these services we receive affiliate commission, but you don't pay a higher price for the products. If you decide to make a purchase through these links we would be thankful and would consider it as your credit for our effort to serve you with high quality content.

(Domain + Hosting + WordPress) at affordable rates.

When searching for a reasonable domain name at any of the above-mentioned providers, here are some realistic (not always the best) options at your disposal:

### **MAKE UP A WORD**

This is probably the best option you have. Many successful online businesses have made up words as their domain names. Take for example Google, Tumblr, Pinterest, Etsy, Weebly, Zillow, and many others. Our domain Biizly is just another example in the list.

When you use a new word as your domain, just make sure it's short, easy to read, spell and remember, but it should also not imply to something inappropriate. Ideally, the newly coined name should indicate your offering like Weebly or Shopify do, for example.

If you struggle to coin your own word, you can use this handy [tool for generating new words](#).

## **COIN TWO (OR THREE) WORD PHRASE**

The shorter the domain the better. Anyhow, while it is almost impossible to find an available single-word domain with a meaning, it is still possible to find a domain with two words, especially when one of the words is made up. There are many successful websites that use two words in their domain name like: Facebook.com, Kickstarter.com, Statcounter.com, Godady.com, SoundCloud.com, DropBox.com, Hostgator.com etc.

If you struggle to find the perfect domain for your business even with two words combo, you can try using a three-word phrase or go for a hyphenated domain name (a dash between words) like in coca-cola.com or mercedes-benz.com. However, long names and [hyphens are not recommended](#) for several reasons.

## **USE NUMBER(S) IN YOUR DOMAIN.**

This is not (always) a recommended option because it's hard to verbally communicate your domain if it has numbers in it. Anyway, since the promotion of a web business mostly goes online and sometimes

the numbers have some purposeful meaning for your business it's not always a bad idea to include numbers in the domain. Here are some examples 1800flowers.com, news24.com 99designs.com, 7-eleven.com and w3schools.com.

## **USE UNCOMMON EXTENSION**

The most commonly used domain extensions (TLD) are .com, .net and .org. When you plan to start a website, or an online business, almost everyone will advise you to get the .com version, but that's easily said than done. (If your target audience resides in a specific country you should consider using the country's specific extension (us, co.uk, de, jp, ru, fr, es, eu etc).)

So, if you run out of options to get an attractive .com (or country's specific) domain you may decide to go with another extension. The extensions available nowadays are countless. You may start your consideration with .net, .org, .co, .us, .it, .ly, .be, .is, .ltd. Then you may look for extensions like .site, .info, .biz, .me, .tv. You may even buy domains that end in .accountant, .gift, .guru, .band, .shop, .deals,

.travel and many, many more. These new, keyword extension domains, may seem a little bit odd today but they may get more attention and value in the future. Anyway, be extra careful with these options since the internet users are still used to the .com extension. They may get skeptical when they encounter unusual ending of a domain name.

Popular sites with uncommon domain extensions for example are: Who.is, Scoop.it Twitch.tv.

### **BUY AN EXPIRING DOMAIN (DOMAIN NAME BACKORDER)**

Many domain names are registered (taken) but are not in use. If the owner fails to renew the domain, it will again become available for registration. If nobody else wants that name you can easily buy it at any registrar but if an expiring domain is attractive for you, it may be attractive for others too and they could get it before you. It also happens that the domain name registrants automatically buy any expiring domain names that are considered valuable and wanted. Backordering a domain means using a backordering service to

acquire an expired domain as soon as it becomes available. To increase the chances to get a desired domain name you can use more than one backordering service.

[Here](#) you can find some details on [backordering domain names](#).

Backordering a domain name is a good option since you could find an attractive name at a fair price. The negative thing is that there is no guarantee that you will get the domain so you need to opt for more names in order to increase the chances of getting one. If there are other interested buyers, the backordering service will place the domain(s) into an auction where the price can go high. Another negative thing is that you can't buy an expiring domain right away. You need to wait for it to expire. Anyway, since finding a good domain is hard, it might be worth waiting.

## **BUY AN EXISTING DOMAIN**

When you search for a domain name you may find out that some of your desired names are taken but on sale. Depending on the attractiveness of the



domain, the prices may range from \$50 up to thousands or even tens of thousands of dollars. If you have a nice budget for a domain and you encounter a perfect domain for your business within that budget, go for it.

## GET HELP

If you find the process of finding decent domain name for your online business overwhelming, ask for help. Actually, you can go on Fiverr and starting from \$5 you can [get some suggestions](#). You can also [place a contest](#) for \$10+ on freelancer for the same purpose and choose from several suggested names you will get.

### Summary:

- Finding a good domain is hard, but there are still some available options.
- To (closely) match your business name with the domain name, register a domain first (even if you decide to register a company right away).
- To start a business online you don't need to register a company (soon), so now focus on your domain name.

- The best option for a domain name is to make up your own word and use the “.com” extension.
- Since it’s hard to find a good domain name take some time, invest resources and/or find help.
- To simplify the process of starting a business online we suggest that you get a domain and a hosting plan at the same provider.

### **Task:**

- Get [a domain name + hosting plan](#) (Take some time)

### **In-depth readings:**

[Assessment: Identify Your Entrepreneurial Personality Type](#)

[9 ways to know if you have a great business idea](#)

[Porter’s Model of Generic Strategies for Competitive Advantage](#)

## 3.2. Website Builder (and a Hosting Plan) for Your Business Website



*“What separates design from art is that design is meant to be ... functional”*

*– Cameron Moll*

### **At a Glance:**

A website to operate needs (1) Domain name, (2) Hosting, (3) Website system.

Available Website Builders / Management Systems (WMS).

WordPress as a website builder and its features.

Installing WordPress.

Establishing your online presence is the first tangible step of your online business journey. Building a website nowadays can be very easy with the modern and affordable **website builders**

otherwise known as Website Management Systems (WMS)

If you want to get online, you have to take care of **the three basic elements of a functional website** that include: **1) domain name, 2) hosting plan** and **3) a website management system (WMS)**. A Website Management System (WMS), or simply Website System, is a software that will help you build and manage your website, a website hosting is a place on a server (computer), where your website (and the website system) will reside. The domain name is the address that will lead the visitors to your website.

You could arrange (get) all these three important elements in a bundle, but foremost you should reserve (purchase) your domain name since it can take a lot of time and energy. Taking care of the website system and the hosting plan afterwards is much simpler. Usually the hosting providers let you register a free domain name if you purchase a hosting plan too.

## POPULAR WEBSITE SYSTEMS / BUILDERS

The modern website systems like WordPress, Joomla, Drupal, Blogger, Weebly, Wix, Shopify, Magento, Moodle etc, are more or less intuitive, user friendly, customizable, expandable, affordable, safe and so on. In other words, these systems could help any regular internet user to create an appealing website according to his/her business needs. All these systems (and many others) can help you build a website, but they may significantly differ in their core purpose, features and associated costs. For example, Shopify and Magento are specialized as online shops while Moodle is an e-learning platform.

The costs when using the above-mentioned web systems may vary from \$0 to \$30 or more, but you need to plan at least \$5 a month if you want to get a domain name, decent performance and features for your website. Regarding the system you choose, there will be a need (or no need) for a separate hosting plan. Namely, Weebly and Shopify go together with hosting and cost \$12 (with domain) and \$29 per month respectively. WordPress,

Joomla, and Magento are free open source systems but you would need a reliable hosting plan (self-hosted) that could start from \$5 or up. Blogger is hosted (no need for a hosting plan) and free platform but is least customizable then the other available options and is mainly used for blogging.

## **WORDPRESS AND IT'S FEATURES**

As we have mentioned several times before, we suggest you use WordPress together with an appropriate hosting plan for your online business website. There are more than few reasons why we warmly suggest WordPress (WP). First of all, WordPress is advanced, user-friendly website system that, at the same time, is open source and free. WordPress is the most widely used tool to build websites worldwide and has a large support community, wide selection of themes, widgets, plugins, regular updates etc.

You can use WordPress to build different online business models like informative websites (blog, news, magazine), online services, online shop, classified ads, social network and more. You can

even find affordable WP developers to create a custom features/plugins for a unique online business you may have in mind, based on the WordPress platform. (Don't confuse WordPress.org self-hosted WMS with WordPress.com that is hosted blogging platform based on the WordPress website system)

Within the last several years, WordPress become more and more user-friendly and more easily manageable by regular internet users. You don't need technical knowledge (nor HTML or PHP) in order to set, arrange and manage your website. Anyhow, some other website systems like Wix, Weebly and Shopify may be simpler to use especially if you want a plug and play online store, like one, for example, you will get if you go with Shopify. These systems, that come with a monthly plan, will also have 24-hour support what is not the case with the free WordPress option. If you encounter a problem with WordPress you would need to rely on Google search, community support, video tutorials or affordable help from freelancers,

what is not a bad option at all, especially if you are really dedicated to your online business.

Another reason we suggest you use WordPress is that the instructions that follow in this Guide, the next section and in Step 5, Building and Managing a Website, are mainly based on WordPress and its features. It doesn't mean you can't follow the Guide If you decide to use another system but choosing WordPress will simplify your journey.

## **HOSTING PLAN**

As mentioned above, if you decide to go with open source website systems like WordPress, Joomla, Drupal Magento or Moodle you would need a reliable hosting plan. Most of the hosting providers out there, included the plans, enable one-click installation of these website systems at no additional cost.

If you followed our suggesting in the previous section, you possibly got a domain with a hosting plan where you can easily install WordPress in one click. If not, you could follow this [link](#) where you can



get the [domain + hosting](#)\* since you will need them for the next steps.

If you already have purchased only a domain name here are some options for a hosting plan: at [HostGator](#) or at [BlueHost](#)\* both with one-click WordPress option. When purchasing domain name and a hosting plan on different providers you will need to set the DNS addresses at your domain name provider to point to your hosting plan. This is why we recommend you get them at the same provider in a bundle.

If you decide to go with another open source system than WordPress, you can also use the above-suggested hosting options

## **INSTALLING WORDPRESS**

Once you have a domain and a hosting plan you can easily install WordPress, (or any other open source system).

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\* For recommending these services we receive affiliate commission, but you don't pay a higher price for the products. If you purchase a hosting plan through our links feel free to [ask for some help](#) and directions.

In Hostgator and other hosting providers that use cPanel you should look for a button like this one:



where you could follow the simple instructions.

(cPanel is a web hosting control panel and you will get link, username and password to login there after you purchase the hosting plan. Keep these in a handy and safe place)

Alternatively, regarding the hosting provider you have chosen, in order to finish the installation of WordPress watch the appropriate video tutorial (links below) to install WordPress. As you can see in the videos , the process is really simple. Prior to the installation you will need to login to the hosting panel using the username and password.

[Installing WordPress at Hostgator](#) (Video)

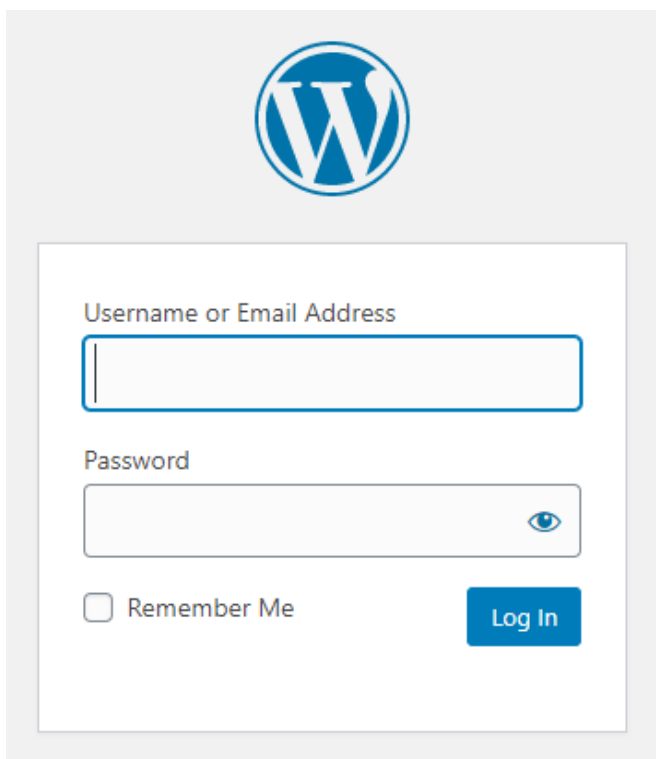
[Installing WordPress at BlueHost](#) (Video)

[Installing WordPress at Godaddy](#) (Video)

If you used different hosting provider, search for tutorials at Google using the search term "Installing WordPress at <<YourHostingProvider>>". If your

hosting provider does not support one click installation of WordPress you should download the WP package at WordPress.org, upload it to your hosing using file manager or FTP software and them manually install it.

When you finally get your WordPress website installed, you can follow the link <http://yourdomain.com/login> (*change yourdomain.com to your real domain name*) to log in to the dashboard of your site.



The login interface to your WordPress website will look like this:

To login to your site's dashboard you will need to use the admin username and password acquired

during the WordPress installation process, different from the cPanel platform (also keep them in a handy and safe place).

(You might need to wait up to 24 hours after the purchase of the domain in order to access your website since the DNS addresses need to update worldwide.)

Now you are fully prepared to finally go online. Your WordPress site is now functional, but you need to do some initial adjustments and to add some content before you announce the official start of your online business.

### **Summary:**

- Modern WMS are intuitive, user friendly, customizable, expandable, affordable, safe.
- Depending on your preferences and goals you can choose from a wide selection of website management systems (WMS) in order to build your website.
- We suggest to use WordPress with a reliable hosting plan (This guide is mostly focused on WordPress website)
- WordPress, Joomla, Magento, Moodle, are free, open source systems and additionally require a reliable hosting plan that would cost at least \$5 per month.

- Weebly and Shopify come together with hosting, could be easier to operate but cost at least \$12/\$29 per month.
- Blogger is self-hosted blogging platform that is free and reliable but with limited customizability.
- To avoid the trouble of setting DNS addresses manually get a domain and hosting at one provider where you can install WordPress in a very simple process.

### **Task:**

- Install WordPress on your hosting plan (first [get a domain + hoisting](#))

### 3.3. Initial Website Build and First Outreach

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*“You Never Get a Second Chance to Make a First Impression.” – Will Rogers*

#### **At a Glance:**

Reasons to establish your initial web presence fast.

Initial website adjustments.

Initial contents to create

Initial outreach for partners and (potential) customer

As soon as you get your domain name (and the hosting plan) you should start working to put your initial website online.

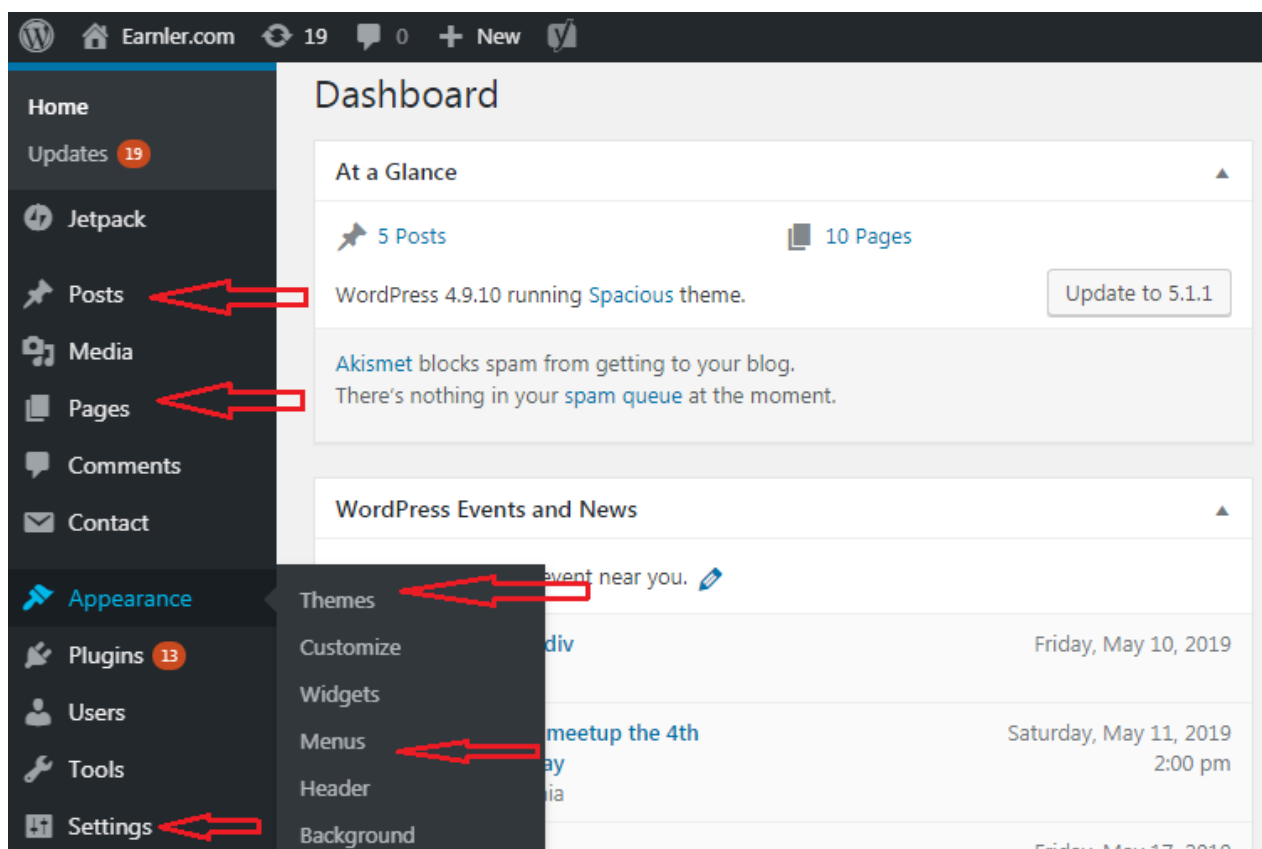


The initial website would not be a fully functional site representing your business idea but is a good

starting point from where you can build your online business, step by step. Such website would not have all the features of your business idea (or the products) but could explain the reasoning behind it to the very first visitors.

There might be several motives why you would like to establish your initial web presence fast. First of all, making a simple website is a no-brainer and **can be done even in 1 hour** or less. Other thing is that, at this stage of your online business journey you may want to **contact potential business partners**, co-founders, team members, employees, investors and so on. You may even want to test the reactions of the first potential customers in order to **validate your business idea** ([with a landing page](#)). To earn the trust of some (or all) above-mentioned stakeholders, you should create a neat initial website, addressing to their points of interest. Communicating your business idea, or your offering, would be much easier if you have a ready website and a **business card** where you will put the web address too.

Another important reason to build an initial website is to **start with the marketing as soon as possible**. It is never too early to start the online marketing effort. It might be too early for advertising though, especially if your site is not fully functional, but there are many other free online marketing activities you can undertake at this point. If you expect any visitors/potential clients at this stage, you may also want to **start building your subscribers list**.



So, if you have purchased a domain and hosting ([in the previous section](#)) and you don't want your website to read "under construction" follow the link



http://<<yourdomain.com>>/login/ to log into the dashboard of your site (see the image above) and start putting the pieces together.

Below in this guide you will find a list, short descriptions and video tutorials of all elements/tasks you should put together in order to establish your initial online presence.

## INITIAL WEBSITE ADJUSTMENTS

### *Theme.*

There is a wide selection of free WordPress themes (website appearances) you can use. To set a theme, while at the dashboard (see image above), go to Appearance > Themes > Add New. You can search themes by categories, features, layout and keywords. (After you install the theme, you will need to activate it.) Since there is a huge number of themes available, to save you some precious time, we would suggest you use the Spacious theme by ThemeGrill. This theme is free, simple, easy to setup and appropriate for different use cases. If you need to, you can always change the theme later. ( [Watch Video how to change the Theme](#) )

## **Logo.**

Adding a logo to a WordPress site is a piece of cake. First you need to create a logo yourself or engage a freelancer to do it for you. ([Create a free logo online](#))

After you have the logo just go to Appearance > Themes > Customize > Site identity, where you can add the logo and switch on/off the textual title and the tagline of the site. ([Watch Video](#))

Having an appealing logo is very important since it gives a visual identity of your site and your online business.

## ***Permalinks structure***

On the dashboard go to Settings > Permalinks and change common settings to Post Name. You can use another structure but remember that the URLs should be as short as possible and readable by the users. You should also know that once you choose the structure you shouldn't change it ever. ([Watch Video](#))

## ***Google Search Console***

If you want your site to be noticed by Google, the most important search engine, you should register it at the [Google Search Console](#). Google Search Console tracks your website performance in Google search, but it also speeds the indexing of your pages so that they can appear in the search results. Appearing in the search results is very important since it can bring many potential customers to your website.

## ***Plugins***

The plugins can enhance the appearance and the performance of your site and they can also add new features to the basic WordPress installation. You can use plugins to fight spam, improve loading speed, add sliders, integrate ads, create e-shop and so on. At this point, you could need plugins for statistics, sitemaps, home page builder, and contact form. You will install other plugins later if you need them. To install plugins go to Plugins > Add New (Use the search form to find the plugins we suggest below). After you install you need to activate the

plugins in order to use them. Some plugins would need some setting up to function properly.

### ***Web statistics***

Since you go online you would probably want to know if any visitors come to your website. The simplest way to track your early visitors is to install the **WP Power Stats** plugin. Later (in Step 7) you will learn how to use Google Analytics to track the behavior of your site visitors and the site performance in details.

### ***Sitemaps***

If you want your site to be indexed fast and properly by Google and the other search engines you should have sitemaps. A plugin like **Google XML Sitemaps** will help you automatically generate sitemap every time a new page or post is added to the site. Any time a new sitemap is generated by Google XML Sitemaps it is also submitted to the Google Search Console.

## INITIAL CONTENT

The content is king, as you may know. You will have to continuously enrich your site with interesting and engaging content if you want to attract, retain visitors and turn them into (loyal) customers. At this phase, you should put at least some content that will make you appear as legitimate web business.

### *Homepage*

The homepage of your website should represent the most important aspects of your business. If your website is an informative one at your homepage should be the most appealing content (posts, news, videos etc). If you sell products you should put the bestsellers and/or the current promotions there. If you offer personal or business services you should emphasize your competences (principles of work, portfolio, references, testimonials, etc). If you offer software, you should present the features and the prices with an option for a trial.

There are two basic options for your home page when you use WordPress. (To select, go to Settings

> Reading > Your homepage displays.) The first option is to set your latest posts to appear at your home page. The other option is to set a specific page to be your homepage. To do the later you need to create the page first (Pages > Add New or + New > Page). To get the best out of this option you could use plugin like **Elementor** that can help you add elements and edit the homepage with ease. The elements may include but are not limited to: sliders, galleries, statements, post carousel, testimonials, features, products, videos etc.

### ***About us/Team***

While your homepage mainly presents your offering, the About page will explain who is behind the website or what is the main idea of your business. Not all visitors go to the about page but those who go there really care. By presenting your business in the best light you can earn their trust.

### ***FAQ***

The Frequently Asked Question is usually a very useful page that can help the first-time visitors navigate and use your site, understand your

business concept, learn about your offering and so on. FAQs work the best if they come from real visitors of your site but you can start from your guesses, what they may ask, or from the questions you got while you presented the business idea to your friends.

### ***Contact page/ Location***

Regardless of your business type you should always have contact information and a contact form on your website. This is not only for potential business partners and interested customers to contact you, but also to give more credibility to your online business. If you have phone number, physical address (location) and other options for a contact you will appear as a real and credible business. To add a contact form on the contact page you will have to install a plugin as **Contact Form 7**

### ***Products/Services***

A website is an excellent place to present your products and services even if you have only brick and mortar business. At your homepage you may present only part of your offering and in less

details. Separate page(s) for your products and services will give you more freedom to present and explain the details. If your products are not ready yet you can just announce them or even offer presales. Besides the pages for your products and services you may add pages for your portfolio, references and/or testimonials in order to increase your credibility.

### ***Blog posts/Articles/News***

Regardless of your online business model, it is highly recommended that you have a blog that will accompany the site's main content and offering. Especially, with the informative website business model your blog posts/articles will be the main offering. Creating attractive posts on a regular basis will help you bring visitors to your site and earn revenue. While the pages (described above) directly represent/explain your offering or business, the blog posts can give closely or distantly related information that might be of interest to your customers. Other difference between pages and post in the light of the WP platform is that post have time stamp, author, categories and tags what is not



the case with the pages. For now, create at least 5 posts in order to create a better user experience for your initial visitors. To create post, go to Posts > Add New or + New > Post. ([Watch video](#))

## ***Main Menu***

(Editing the main menu is a website adjustment, not content, but since you needed some initial content to link to, we placed it at the end)

The Main Menu or the Primary Menu is usually located at the very top of the site or just beneath the site's logo and/or the header. Since the Main menu is very important for the site's navigation and understanding of the content, you should put links at least to the following pages: Home, About, Products/Services, Blog, Contact/Location. If your site has some important specifics put them too, like we put a Start Here link at Biizly.com. To create and edit menus go to Appearance > Menus. ([Watch Video](#))

(Detailed management of a WordPress website will be presented in [Step 5](#).)

## INITIAL OUTREACH

Now that you have your initial website ready you can start with the marketing activities. It is never too early to **start promoting**, especially now when you have something to show off. Before you fully develop your offering and the website you can set a solid foundation for your future marketing activities. (Something we will discuss in more details in [Step 6.](#))

First thing you can do is to create a **business cards** that represent you online business and you as a founder. For most of the web business models a business card wouldn't be much of a use but is nice to have one. The business cards could be very handy if you go to expos, conferences or if you approach potential partners and/or customers, especially if you target businesses as customers.

Another important thing to do now is to **create business profiles/pages at Facebook, Twitter and Pinterest**. If you find it appropriate and if you have the time, you can also create profiles at Instagram and Tumblr. Make sure you place the links of the social media profiles you have created

on your website at prominent locations as header, sidebar, at the contact page and in the footer. Also, don't forget to share your previously created pages and posts on the social media profiles you have created for your business but on your personal profiles too.

### **Summary:**

- There are several reasons why you would need to set up your website fast.
- With the initial site you can; approach partners, validate your business idea, start the marketing, start building your members list etc.
- Developing an initial website in WordPress is simple and easy (follow our simple directions)
- To finally establish your online presence (after you install the website system -WordPress or other), you should at least do some initial website adjustments, create initial content and create social media profiles for your business.
- Initial website adjustments: Theme, Logo, Initial settings, Plugins, etc.)

- Initial content: Homepage, Products/Services, Blog posts, Contact, About etc.
- Initial outreach:
  - Create a business card
  - Create business profiles at Facebook, Twitter, Pinterest, Instagram
  - Share information and post on all profiles, including the personal

### **Tasks:**

- Do the initial website adjustments (Theme, Logo, Permalinks, Google Search Console, Plugins, Web statistics, Sitemaps, Main Menu.)
- Create initial content (Homepage, About, FAQ, Contact, Products/Services)
- Create/Write at least 5 Blog posts
- Create business profiles/pages at Facebook, Twitter and Pinterest.

### **In-Depth Reading:**

[Exploring the WordPress Dashboard](#)

[11 Tips for Your Initial Website Build](#)

[The Magic to Writing Your Initial Website Content Exposed](#)

[How to Set Up Your Social Media Profiles](#)

## What's Next?

Now that you have a ready website, [promising business idea](#) and an outlined [business concept](#) you are prepared to take your business to the next level.

Everything you need to know for the following steps could be found in our Online Business Startup Guide:

[Step 4: Back Office Operations for Your Online Business](#)

[Step 5: Building and Managing a Website](#)

[Step 6: Online Marketing \(Attracting Online Visitors and Clients\)](#)

**Biizly.com**

Online Business Startup Guide

info@biizly.com

<https://Biizly.com>

