



QUICK IMPACT INITIATIVE

Building a website that can bring in leads

Do-It-Yourself Guide to creating a great business website

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Introduction

A website is the lens through which the world views a company today. It is the first touchpoint for all stakeholders who want to know about your company and your products and services. Be it customers, vendors, employees, government agencies, consultants, or anyone else, they will invariably Google your company name when they want to learn more about you. And as they say - 'you don't get a second chance to make a first impression', you need to have a great website to create that great first impression. And with everyone going online today, and availability of quick and economical solutions to building great websites - there is just no excuse for not having an impressive website. Build one and you will immediately see the difference it makes to your business.

Target Audience for this Guide

This QII has been developed primarily for product based B2B or B2C SMEs who will be able to avail the full benefit of a great website and eventually use e-commerce as a sales channel. However, it is equally applicable for services or process industry SMEs as they can utilize this QII to learn how to create a good online presence to improve their lead generation mechanism and have better engagement with their customers.

Benefits of Implementing this Guide

SMEs who adopt the internet for business activity report



Expanded Reach

E-commerce eliminates the geographic limitation that physical outlets impose, enabling you to sell your products nationally or even globally.

Better Visibility & Customer Engagement

Search Engine Optimization techniques or SEO can be used effectively to boost your product visibility to potential customers while they do their online search. E-commerce offers low-cost engagement with current customers and promoting the business to new customers.

Lower Operating Costs

An online store is completely automated. Depending on the model chosen, inventory management and logistics can also be automated.

Drop-shipping options can free-up cash that would otherwise be spent on inventory stock. Money that may previously been invested in a physical store can now be used in other areas of the business.

Data Analytics for Smart Selling

The information generated through online sales provides SMEs an easy way to evaluate the effectiveness of sales promotions, measure success of marketing campaigns, understand customer buying patterns etc.

Detailed Steps

A great website is one that has the following components:

- **Superior aesthetics**, i.e. excellent look and feel
- **Intuitive navigation** that leads the user to the desired information within a short time
- Provides **comprehensive information** to allow the user to make a decision
- Provides **a way to connect with the business easily** if the user wants to any additional information or wants to take a subsequent buying decision

The following are the detailed steps that one has to go through to build a top-class website

Step 1: Information Gathering

Following is all the information you will need to gather before you start building your website.

Company information

- Company History
- Mission & Vision of the firm
- Leadership Team
- Employee story
- Product or Service Offerings
- GSTIN

Product or Service information

- Professionally photographed products images
- Technical Specifications
- Product/service features & benefits



- Downloadable product/service brochures

Customer Endorsements

- Key customers
- Customer endorsements

Contact Us

- Email ID that will be regularly monitored
- Phone number or WhatsApp number
- Company Address

Step 2: Registering Your Domain Name

Your domain name is your identity for your website and will also be your email ID domain. It will represent your brand. For your external stakeholders to easily remember your website and your email ID, you should choose a good, and simple domain name. If the exact name of your firm isn't available, choose something similar but avoid putting in numbers and unnecessary characters in the domain name. It is not only difficult to remember but also portrays a very unprofessional look. Also pay some attention to the domain name extension such as ".com" or ".in". Preferably use one of these and not ".co.in" as they are not popular. It is also recommended that you research names that sound similar to your company name but represent something completely unrelated and worse still unsavory.

Tips for selecting Domain Name

1. Stick with .com
2. Use keywords in your domain name search
3. Keep your domain name short
4. Make it easy to pronounce and spell
5. Keep it unique and brandable
6. Avoid hyphens in domain name
7. Avoid doubled letters
8. Use domain generators for clever ideas
9. Act quickly before someone else takes it

Register your domain name as early as possible to prevent somebody else grabbing that name. For tips on choosing the best possible domain name, click [here](#)

Step 3: Selecting the Right Platform

Using a pre-built platform

Today there are many pre-built website solutions which enable SMEs to pick a theme and get up and running in just a few hours. This is the recommended option as it is fast and cheap and come with a lot of advanced features.

Some examples of popular pre-built platforms are [wordpress](#), [www.wix.com](#), and [GoDaddy](#).

These platforms offer you readymade templates - designed according to the kind of online business you wish to run. For instance, if your online business is to do with fashion, then the

template will be one which is colorful, has appropriate space for a lot of visual content, including a page to place shipping orders should you want to integrate online sales at some point.

Building a website from scratch

If you are particular about the look and feel of your website specially if you have a premium product and want to clearly differentiate it, then your best bet is to go for a custom designed website. There are many website developers who can do this for you. Many such developers are a part of the Wadhvani Advantage ecosystem. These developers have been vetted by our team and you can rest assured that they will provide good quality service at a competitive price.

A word of caution is that custom development will be much more expensive than using a pre-built platform. Also, due to the custom nature of this activity, it can be expected to take up to a month for this activity to be completed.

But the advantage is that you can design it exactly the way you want it. And over a period of time you can add a shopping cart and integrate it with a payment gateway.

Your website represents your brand and is usually the first connect a prospective customer has with your company. Hence, no amount of detail is too small - from the color to the font and the images - everything should portray your brand. So, do think carefully evaluate all pros and cons of the above two options before deciding.

Step 4: Hosting Your Website

Again, we emphasize that your website represents your brand and corporate image to the outside world. It is a dynamic portal that should be regularly updated and monitored. It is also important that there are no technical glitches that prevent customers from accessing it. Hence it is wise to outsource its management to a professional agency.

Step 5: Clearly Specify Terms & Conditions

It is most important to ensure your customer has a great experience when he or she visits your online store. Hence it is very important to clearly define the terms and conditions of your services to prevent any misunderstanding leading to customer dissatisfaction.

Ensure you have a clear section on your website comprising of all your policies and conditions of sale as applicable to your customers.

Your Terms and Conditions of Service must include the following:

- Purchasing policies and conditional criteria for purchase
- Product return, replacement and refund policies
- Shipping and delivery policies
- Payment and security policies

Step 6: Test and Publish Your Website

Before announcing that your site is live on the web, make sure it works on all major browsers, like Internet Explorer, Microsoft Edge, Firefox, Safari and Chrome. Click through each page and feature on every browser to ensure images show up, links are correct and the format looks smooth. This will take some time, but the effort you put in now will save future complaints from visitors. You should also ensure the website is mobile friendly and renders the content well on a mobile phone too.

Here you can find 6 things to check before launching your website:

- Proofread your website
- Homepage loads fast
- Ensure all the links are working
- Test the forms / call to action buttons on the website
- Contact information mentioned is correct
- Test your website on a mobile phone browser

For detailed information regarding testing your website before launch, please click [here](#)

Below are the Top 10 Features of a Great Website. Make sure you think through each one of them while following the above steps and also re-validate that these exist once the website is up and running.



Summary

If the above steps are followed diligently, there is no reason you should not have a great website for your business. A great website is the foundation stone for a great Digital Marketing Strategy and Enabling Ecommerce. For more information regarding these two topics, refer to the following Quick Impact Initiatives which are available on our website and mobile app.

7 Simple Steps to Digital Marketing

Start online sales through e-commerce marketplaces

Checklist

SL. No.	STEP	APPROX. DURATION	STATUS
1.	GATHER ALL THE INFORMATION FOR WEBSITE CREATION	2 DAYS	
2.	KEEP ALL THE BUSINESS DOCUMENTS READY	1 DAY	
3.	REGISTERING THE DOMAIN NAME	1 DAY	
4.	DEVELOP THE WEBSITE ON A PRE-BUILT PLATFORM OR GET AN EXPERT TO DEVELOP THE WEBSITE & HOST IT	2 DAYS 20 – 30 DAYS	
5.	TEST THE WEBSITE	2 DAYS	
6.	MARKET YOUR WEBSITE (REFER DIGITAL MARKETING GUIDE)	ONGOING	

Important Links

These are the important links/resources that have been referenced in this document:

- Tips for choosing the best possible domain name: [here](#)
- Create website with Pre-built website platforms: [GoDaddy](#), [Wordpress](#), [Wix](#)
- Test and publish your website: [here](#)
- Must-have features of a great website: [Must have features of a Homepage](#)
- Download the Wadhvani Advantage App to connect to service providers including digital marketing experts, website developers and more.



We wish you all the very best in implementing this quick impact initiative. Should you need any assistance, please contact us at takeadvantage@wfglobal.org