

# Your Business Website: 10 Point Checklist and Resources\*

\*For a more detailed version of this checklist (and, if you have printed this, intact links) go to <http://www.youronlinebusiness.com.au/checklist/>.

## 1. Keyword Research

- Find customer search phrases
- Define niches and competition
- Focus your search engine marketing program

Use the [Google Keyword Tool](#)

## 2. Assess Competitor & Similar Sites

- What strategies are they using?
  - Who links to them?
  - How do they rank for search terms?
- Don't just copy competitors – your business may lose its market edge!*

Free tools - [SEOBook](#)  
For an integrated toolset see [Raven Tools](#)

## 3. Content Management System (CMS)

WordPress is free and state-of-the-art, with the highest rate of adoption of any CMS. Go to [WordPress.org](#) for more info or to download.

WordPress uses templates called *themes*. A popular paid theme is [Thesis](#), while [Atahualpa](#) is a great free theme.

## 4. Domain name, Hosting, Security

- Avoid cheap hosting services
- Server speed and support are both important
- Self-hosting of your website gives you most control

In Australia we recommend [Digital Pacific](#).

## 5. Content Creation

Your website content should be:

- Relevant to your business
- Of value to your customers
- Correctly structured with keywords from your research

*Plan to create new content on a regular basis.*

## 6. Search Engine Optimisation (SEO)

Programs to cover the following areas:

- On page SEO
- A backlinks program
- A content creation program

To manage your SEO program try [Raven Tools](#).

## 7. Ecommerce

A WordPress plugin may be adequate for a few simple products. [Magento](#) and [osCommerce](#) are scalable and better suited to larger catalogues with more options.

[osCMax](#) is an excellent full-featured version of osCommerce

## 8. Social Media

Most online businesses focus on Facebook, Twitter, YouTube and LinkedIn. There are benefits beyond simply getting additional traffic. Links from your social media accounts to your website will also assist your site's search engine rankings, and give your business a larger internet 'footprint'.

## 9. Paid Advertising

There are many options for getting paid traffic, including:

- Pay per click advertising (PPC)
- Banner advertising
- Micro media buys
- Social media advertising
- And more...

Start with PPC using [Google Adwords](#) and [Yahoo Search Marketing](#) (YSM), for the following reasons;

- You get immediate highly targeted traffic to your site
- You obtain valuable market intelligence
- You can back up your keyword research with *real* traffic data for your website

## 10. Analytics and Tuning

- Use Google Analytics to monitor all your site traffic, sales and significant events.
- Monitor the ROI on your SEO and advertising
- Set Goals & SEO Performance Metrics

Go to [Google Analytics](#) for more.

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.com.au *plan to be first.*

*Yes, this document contains affiliate links for Raven Tools and Digital Pacific, but these are services we use extensively and recommend.*

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