



How to Create A Successful Web Site (Introduction)



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Update 2005



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❖ Introduction

Welcome to the Introduction to How to Create a Successful Website. This is the brief version of the full e-book How to Create a Successful Website, a 26-page book packed full of advice and information to help you create the best site for your business.

In the full book you will discover the secrets that make a site really work, from the basic design, through to running your site successfully.

In this version, you will find a brief outline of each section in the main book, so you know what you will be getting.

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Before a business gets it's new Internet presence, there are a number of questions that are commonly asked.

What are the benefits to my business?

What are the steps to putting my business on the Internet?

How long will it take?

How much will it cost?

How much extra work will it create once it's set up?

Will it make me any money?

In this book, we'll answer these questions, plus provide you with detailed information to help you decide if you want a web site for your business, how it should be structured, what features you need and how to go about making your idea into a reality.

Small and medium sized businesses are discovering that their customers expect them to have a web site equally as much as they expect a bricks and mortar store, a phone and a fax. Many consumers now research products via the Internet before they make their purchases. They shop around, compare products, features and prices, then when they are ready to buy, they head into the traditional store well informed and ready to make their purchase.

Creating a web site for your business needs planning. You need to define a 'look' then when it's actually out on the web; you have to tell people it's there. The myth of 'if you build it they will come' is simply not true. There are millions of sites out there, competing for attention. Before you begin, you need to know what you want your site to achieve. It may simply offer answers to your customers frequently asked questions and display your contact details, it may show your product range with more detail than a simple brochure, or it may be a full e-commerce site, selling your products with real-time credit card processing.

If you already have a web site you think needs more attention, or if you are looking at the options of getting your message to new and existing customers through the Internet, then please read on.

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❖ Who are we and what can we offer you?



Breal is a web design and development company located in Brisbane, Australia. We offer web solutions to customers worldwide. To help you get an idea of what you want your web presence to look like, our site www.brealweb.com has a range of interactive tools and questionnaires to help you. We can offer tailor made web packages for your business with

loads of friendly, personalized service and prices you will love. We can host your site at very reasonable monthly rates and offer preferred customer pricing on hosting to customers who choose to have us design their site.

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❖ What is the web, really?

The web and www are an abbreviation for World Wide Web. The web is found on the Internet, which is a huge network of computers linked together all over the globe. It was originally a US government venture sharing academic information that began in 1969, until the ability to share e-mail in 1983 made it interesting to the mainstream public for exchanging documents. By the 1990's business had noticed it's potential for commerce and began a new way for people to find information and purchase goods. During the mid '90's the Telecommunications companies began to offer mainstream access to the public in the USA with the rest of the world closely following. Currently more than 65% of the world's population is able to use the Internet and workplaces in the western world have changed forever with personal computers gaining easy access to global information. The growth has been incredible and continues to expand, with around 100 million computers connected to share information.

Every computer connected to the Internet has a unique address, known as an IP (Internet Protocol) – a group of four numbers separated by a period. For example, Breal's IP address is 216.58.174.210 and is known as static IP address as it does not change. A dial up connection you may use to connect to the Internet may be dynamic, that is you're assigned a free IP address from the large number that your ISP (Internet Service Provider) has purchased.

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❖ But is it really profitable?

Business uses the Internet for sharing information, business-to-business sales and customer sales. In Australia alone, revenue from web based trade reached AU\$43 Billion (approx US\$26 Billion at time of printing) with over 70% business-to-business revenue. With revenue increasing at a rate of 33% per year, it is certainly a valid reason for all businesses to consider their inclusion. However, less than 21% of Australian businesses allowed their customers to purchase products or services online, showing enormous potential for new business to gain their revenue share.



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❖ How does it all work?

This section describes the processes used to create web sites and how they are used.

❖ Websites, URL's and your business.

A brief description a web site, URLs and how you use them along with more detail on how you design a web page.

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❖ 19 reasons your business should have a web presence.

In this section, we provide you with 19 detailed reasons you business should have a web presence, including costing versus a traditional business, the ability to sell to your customers when it suits them. Your ability to increase the number of businesses you have and how you can create a larger marketplace for your product.

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❖ 7 Steps to creating your web site

In this section we discuss how you actually create a web site, from the first idea to getting the site up and running on the Internet, ready for your customers. The seven steps include

- Planning,
- Improving on your competition,
- Designing your site,
- Sales and e-Commerce,
- Hosting your Site,
- Registering your domain name
- Marketing your completed site.

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❖ Tips for improving rankings in search engines

Once you have a site up and running, we give you suggestions on how to improve the rankings in search engines so your customers can find your site. In this section, you will find five topics, including

- Keywords and Meta Tags
- Relevant Pages
- Alt Tags
- Links
- Search engines

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❖ Other advertising methods

In this section we discuss three options for attracting customers to your website.

❖ Taking care of your customers

A customer with a poor experience can do a lot of damage. In this section we'll give you five suggestions to help ensure your customer comes back and brings friends.

❖ Glossary

This section helps you with easy to understand descriptions of 36 of the jargon words often used in conjunction with web sites and web marketing.





❖ Resources

Three sections describe other resources you may find useful to further your education.

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