

The WebCentral Process



The WebCentral Process:

The Fast Track to Success

You can't afford to waste time when it comes to getting online. The internet is fast-moving, and more and more businesses are realising how essential it is to have an online presence. The kicker is that it isn't enough to just have any page – your website needs to be optimised for mobile, easily found on search engines, professionally designed and up to date. A poorly-designed website can actively put people off your business, and damage your brand and its credibility. Worse, it could drive customers straight to your competitors if they compare you and find you wanting. More and more customers are choosing to research and make their purchases online; if this is the avenue they choose and you have no representation or a poor one, you may miss out on the sale.

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The WebCentral process is designed to be the quickest, easiest way for you to get online and start selling without having to undertake a degree in website design and programming. We get you on the web quickly, but we don't stop there. Once your website is live we perform regular analysis of its performance and can perform unlimited updates and design changes as required.

Our service is designed to be flexible and allow you as much input into your website as you desire. You can adopt an almost completely hands-off, approval-only role; you can make suggestions, request changes and even perform updates yourself using our Content Management System; or you can switch back and forth between the two depending on your workload at the time. It's up to you! Whichever you choose, your website will remain fully functional and never be forgotten.

Your Free Consultation:

Discovery Call and Goal Setting

Everything starts with your free consultation. During this call, our experienced team will get to know you, your business and your goals. All you need to be an expert in is your business; we know all the right questions to ask to determine the best online strategy for you. No previous knowledge or experience required!

These are the types of questions we will walk you through during your free phone consultation. If you aren't completely sure of the answers to some of these, that's not a problem; our team will be happy to help you out.

We'll get to know your business and your goals:

- What would success look like for your business? What do you want to achieve: enquiries/sales leads, online orders, brand awareness, increased traffic?
- What is unique about your business? What are your strengths?
- What does your brand stand for? What is important to you?
- Do you have any new products or services coming up?
- Is there anything about your competitors' websites that you would like for your own? Are there other successful brands you have been inspired by?

We'll work to understand your customers:

- Who is your typical and/or ideal customer? What do you know about them?
- What is your geographic focus? Are you hoping to attract local, national or international custom?
- What keywords would a potential customer use to find you? What questions would they be asking?
- Do you have any special deals, offers, or resources to help attract and convert visitors?

We'll explore avenues for current and future website content:

- Do you have any existing content like customer testimonials, reviews, or case studies?
- What's happening in your industry that customers might be interested in? An unusual trend, or new technology?
- Do you have specialist knowledge or experience you could share?
- Does your business have any special milestones coming up?

The Design and Building Process

Once we have a good understanding of your business and your goals, our web design and development team will start working on your website. You can have as much control and input in this process as you like to decide on the right colours, fonts, layouts and images. We can include existing copy, if you have any, or we can write it all for you from scratch.

Your website will be designed with mobile responsiveness in mind, and built from the ground up to incorporate the best practices in search engine optimisation. This will act towards ensuring your customers can find you when they're looking for you, no matter what device they're on.



Measuring Success

Getting your business online is only half the battle; so much more goes into success than just putting up a page and leaving it there.

Every month, we send you an analytics report detailing several metrics through which we can measure your site's performance, including statistics like the number of visitors you are getting, the number of pages they are viewing, and how long they are spending on any given page. Using this information, we discuss any potential adjustments that may be required to increase the flow of traffic to your site.

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Updates and Revisions: **Content Management**

Successful business websites aren't stagnant entities and their managers don't sit idle. They are constantly reviewing and updating their content and strategy to stay ahead of the competition, remain relevant to their customers, and attract positive attention from search engines. This is part of the battle many businesses face when it comes to maintaining a successful website; they can spare the time initially to get it live, but it becomes harder and harder to prioritise dedicated "website management time" going forward. They get busy, they lose track, and before they know it so many changes are required to catch up that it's too big a job for them to manage.

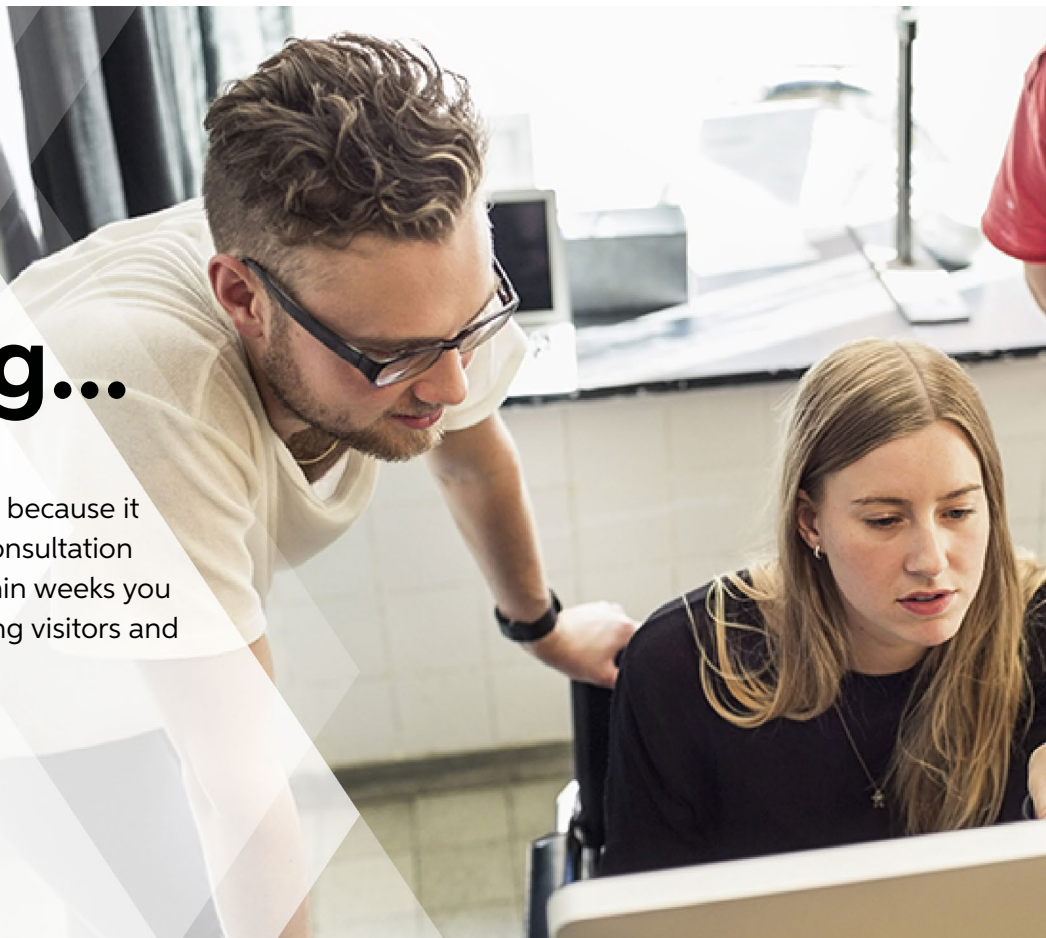
WebCentral will perform unlimited website updates and design changes as and when you require them. These might be in response to

particular trends showing up in the analytics reports, or it might just be that you feel like a change. All you need to do is tell your account manager what needs to be done, and we will take care of the changes for you. We also have a user-friendly Content Management System (CMS) you will be given access to, so if desired you can even make changes yourself.

The key is that you can have as much or as little input as you like; you can suggest and implement changes yourself, or you can leave it to us to make the suggestions and perform any approved changes on your behalf. You can even alternate enjoying the best of both worlds, depending on the free time or competing priorities you have in any given month.

Get the ball rolling...

If it sounds ridiculously easy, that's because it is. Request a free, no-obligation consultation today and get the ball rolling. Within weeks you could have a new website attracting visitors and converting leads.



Why choose WebCentral?



WebCentral is part of the Melbourne IT Group, which has been helping Australian businesses to compete effectively online since 1996.

Our wide range of products and services have been designed to help you grow your business, from domain name registration to email and website hosting, web design, online marketing and full ecommerce solutions.

When you join WebCentral, you're putting your trust in a team of results-driven professionals that are committed to exceeding your expectations.

To learn more call us on
1800 800 099



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