



## What information will I need to set up my Kwikwap web site?

You will need the following, preferably in soft-copy (electronic format) You can type up the text in any word processor, or even a simple application like “Notepad”:

- a) Company details,
- b) A domain name,
- c) Text and pictures for your “About Us” page,
- d) Text and pictures for your “Home” page,
- e) A list of products and services that you offer, with descriptions and pictures,
- f) Text and pictures for your “Documents & Brochures” page,
- g) Additional pictures and graphics for your web site.

a) Company details

This includes your **company name, slogan, logo, contact people** and their individual contact details, and a general idea of your **colour scheme** you want on the web site. It is definitely worth getting at least a quote from a graphic designer to help you create a logo that encapsulates the look and feel you want to portray to your potential customers. Contact your agent to help you select a respected graphic designer. It would also help if you have 5 – 10 **keywords** that describe your business. This is what search engines look for first, when categorising your site.

b) A domain name

Your agent can check the availability of your chosen domain name on <http://whois.co.za>. Then s/he has to let Kwikwap head-office know what your proposed domain name is, and let them register the domain for you. (This should take about 3 – 4 business days.)

In the mean time, you can start developing your site on [www.kwikwap.co.za/mysite](http://www.kwikwap.co.za/mysite), which your agent will register for you. Once your domain name has been set up, your information will automatically be transferred to your new site.

c) Text and pictures for your “About Us” page

This page is where you **subtly brag** about your experience, knowledge, background and history. It is like an expanded CV for you and your business, so list your greatest achievements and milestones here. Keep it factual, and let your potential customers know why they should choose you above your competitors, without hard-selling them. People are more open to accepting “bragging” from a web site, than from a person. Be subtle, yet convincing here. You may wish to enlist the help of a script writer or experienced marketing person for this content.

- d) Text and pictures for your “Home” page  
According to research, you have about 15 seconds to capture the attention of a visitor to your website. **Make the first screen they see do just that – capture their attention!** You can expand and discuss details further down the page, or on other appropriately named pages, but at the top of this page you state clearly what it is you do, or have to offer to your clients.
- e) A list of products and services that you offer, with descriptions and pictures  
Make a list of products and/or services that you want to market on your web site. Give each one a **descriptive heading**, and then write at least a paragraph, sharing as much info as the customer might want. If you clearly state what you are offering, and the advantages they can expect from doing business with you, they will certainly view your web site in a favourable light.
- You should also load a **picture** for each product, showing as much detail as possible. It might be worth-while to invest in having a professional photographer help you with this. Remember: this is your show-room for your products, and people like to see what they are getting. If you are selling a service, get a picture that depicts a happy customer during or after having made use of your service offering.
- f) Text and pictures for your “Documents & Brochures” page  
If you have printed brochures for your products or services you offer, here is where you give your potential client access to read and/or download them. It gives you the opportunity to distribute product information, without having the extra cost of printing them. Documents on this page can also be sent to a valid e-mail address via a cell phone. This is a good place to save standard price lists, terms & conditions or quotation forms.
- g) Additional pictures and graphics for your web site  
When you have set up your web site, go through each page, and see if you can enhance the “feel” with a couple of carefully selected and well placed pictures and graphics.

For examples, have a look at popular web sites, or visit [www.kwikwap.co.za/merit](http://www.kwikwap.co.za/merit).

Remember: You can always go back and add or edit any of the above information.

**This guideline was compiled by Anton Cloete for**



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