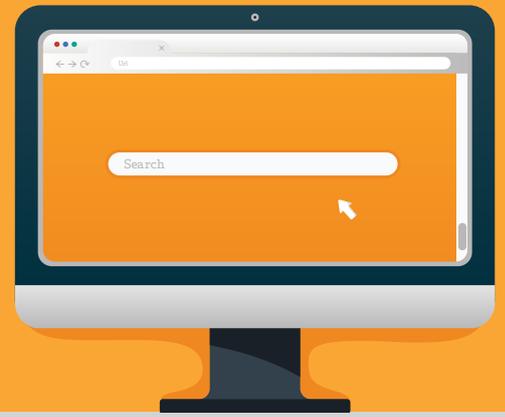


How to: Build your website



How to register for a website

- › Get a domain name - this is your web address e.g. yoursitename.com. Owned domains cost between \$10-15 per year.
- › Choose a reliable web host. The best and most affordable hosting platforms include: [Bluehost](#), [GoDaddy Hosting](#), [InMotion Hosting](#), [HostGator](#).

Choose your website building platform

- › The most popular website builders are WordPress, Wix, SquareSpace, Joomla.
- › [WordPress \(.org\)](#): a free platform which is easy to use and flexible to suit every type of business. If you sign up with Bluehost, they offer a one-click install for WordPress. You get access to thousands of free, professional website themes.
- › [Wix](#), [Joomla](#) and [SquareSpace](#): these are website builders that are fairly expensive and tend to be limited, but are great for one-page websites or landing pages.

How to optimise your website for mobile

- › Test your site through Google's mobile-friendly tool called the [Mobile-Friendly Test](#).
- › Use a responsive WordPress theme from the [WordPress.org Theme Directory](#), or find an array of responsive themes on [ThemeForest](#).
- › Improve your website loading time. Test your mobile speed on Google's [Mobile Speed Test](#) tool, compress images on your website using plugins such as ShortPixel.
- › Enable [Accelerated Mobile Pages \(AMP\)](#). You can download the [AMP for WordPress plugin](#). It's simple and easy to use.

How to make sure your website is easy to navigate

- › Use descriptive words in your navigation bar and avoid labels such as 'services' or 'solutions', etc. Look up popular key phrases for your target audience through the [Google Keyword Tool](#).

How to create clear CTAs on your website

- › Use strong command verbs e.g. buy, shop, order, download, subscribe, find out how.

How to optimise website for search engines

- › [Google Search Console](#) - offers a collection of services that cover many aspects of SEO including how Google views your website, the most frequent keywords people are using to find your site and monitoring backlinks.
- › [Yoast SEO](#) - a plugin you can add to your WordPress site to optimise blog content.
- › [SEMrush](#) - a keyword research tool that lets you research keywords and gives insight into competitors' strategies.
- › [Google AdWords Keyword Planner](#) - a free, comprehensive keyword research tool. Allows you to look up keywords and get traffic estimates and figure out competitors keywords based on AdWords price.

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