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**VELUX®**

# Your guide to building your own website



## Why create your own website?

Small, medium or a big company, having your own website is important. It's difficult enough having your own business and that's without competing with others out there for the same potential customer. But it's made even harder when there isn't a platform where customers can access all your details in the same place. This along with details of your services, a portfolio of previous work, customer reviews and accreditations/certificates, gives your customer peace of mind that they've chosen a tried and trusted tradesman.

- A website builds credibility and nothing is more important than being able to be found online!
- Internet use is on the rise with 82% of adults (41.8million) in the UK being 'active' online ([Office of National Statistics](#)), therefore there are more people every year using the internet to search for services.
- A website is an opportunity to sell yourself with a digital brochure, sharing up-to-date information which is available 24 hours a day, 7 days a week.
- It's cost effective and easy to build!

## It's more reliable than social media

Social media is a great platform to have for any business and is extremely useful as it gives you as a business owner a voice to interact with your audience, and it's free! But with that, the pitfall is anyone can set themselves up on social media, meaning not everyone on there is a safe and trusted tradesman. That's why having your own site gives you added security as it shows the customer you have invested in yourself, along with the opportunity to detail your accreditations, certificates and past work in greater detail.

## Stats

- Businesses that have their own website are 51% more likely to grow than those without a website ([Small Business.co.uk](#))
- A website will help grow a business much faster than social media ([Small Business.co.uk](#))

## What you should include

A clear description of who you are and what you do:

A homepage is the first thing your audience will see when they come onto your page and they shouldn't have to do investigate work to find out who you are the services provide. It needs to engage them straight away; this can be achieved through small amounts of information and photos (of your past work/jobs).



## **About you/Services**

This should detail key information, such as locations you cover, services you provide, as well as what you can offer the customer.

*When you started trading* – this will give the audience an idea of how long you've been established.

*What services you provide* – this detail gives the customer plenty of information to make an informed decision. List all your services and include photos on this page as examples.

## **Gallery/portfolio**

Displaying examples of your work is important as it gives the customer more than just information, it gives them evidence of what you have done in the past and the quality of work you can provide.

Tip: make sure to show the different techniques you have mastered and specialist products used within the photo gallery

## **Easy to find contact information/enquiry form**

The customer by this point will have viewed your website, and having read key sections like the services you provide and the quality work you've completed. So, having easy to find contact information is important, otherwise the customer will not know how to contact you or get more information through a contact form.

*Links to social media* – social media profiles are still important in owning a business. More and more users are going online and contacting through social media now, so having that exposure is still very important. In addition, it gives you a direct form of communication from business to customer and further opportunity to grow without investing money.

## **How to create your website – A step by step guide**

There are many different platforms you can use to help build your site, such as GoDaddy, Wordpress, Weebly, and Squarespace and they all have features that will benefit you. You can visit [sitebuilderreport.com](http://sitebuilderreport.com) for a balanced review on all website builders available to you.

However, GoDaddy has been the most popular site for users creating their first website, with 35,000 users in over 100 countries across the globe, and it's user friendly for new users who aren't tech savvy. Whether it's a small and simple, or more complex and in-depth website, GoDaddy has the capability to handle both. Along with an easy to use drag and drop function, GoDaddy offers a 24/7 phone, live chat and email support service to help you, should you need it.

Although the step-by-step guide is based on GoDaddy, each step is the same in any website building process, so this guide will still apply on other website builders.



## Step 1. Purchase your domain name

Purchasing your own web domain, the address for your website, gives your business and online identity. This can be bought prior to building your website with GoDaddy.

Simply choose what you want your website URL to be (example below) and 'continue to cart' to check out, just like any other online purchase!

Make sure your domain name is easy to remember as this is what customer will be searching for.

### Domain Available

**jobbloggsinstaller.co.uk is available**

**£0.01** ~~£9.99~~

for the first year with a 2 year registration

**jobbloggsinstaller.com Add this: £0.99**

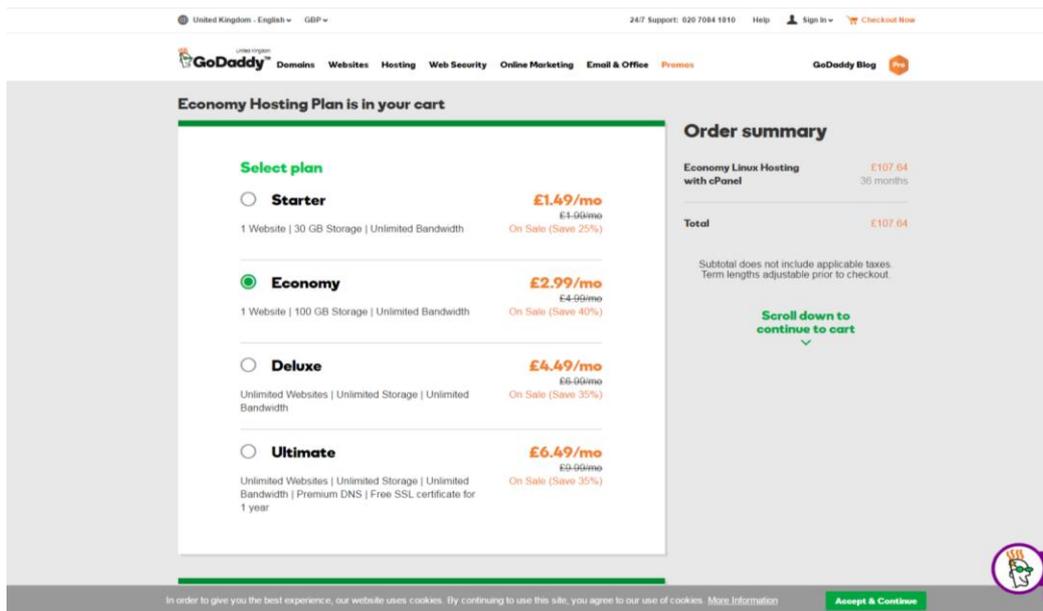
when you register for 2 years or more, 1st year price £0.99 Additional years £13.10

Try and include a keyword related to your profession. Make sure you choose '.co.uk' as this keeps your website localised and easier to find in the UK, or if you're based in Ireland, in this case '.com' is more appropriate.

You will have the option to choose to make your domain private which has a variety of benefits, such as stopping domain-related spam, stopping possible domain hijacking and protecting against potential hackers.

## Step 2. Buy a Web Hosting Service

This function is an internet hosting service allowing you to access and manage your website through the internet (you'll need this). With GoDaddy there are several services you can purchase, with the recommended service being 'Economy' which allows you to manager 1 website with 100GB of storage and unlimited bandwidth meaning your website will load quicker for the user (image below).



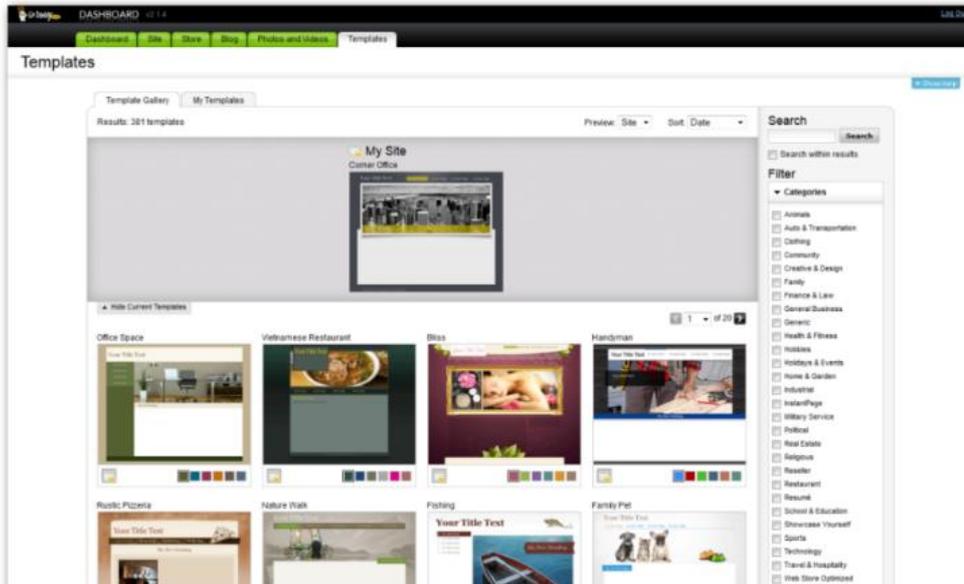
## Step 3. Build your site

GoDaddy enables you to build your site in less than an hour, starting with the services they provide to you. You will be shown a 'Personal' or 'Business' function, which in this case you will choose 'Business', as that is how you want your site to be structured along with the services that support it.



### Step 3.1

You can choose a template with a large selection of options available to you (image below). It's best to keep it simple and not overcomplicate the website (as mentioned already, GoDaddy have 24/7 support so you can contact them if ever you need advice).



### Step 3.2

When you have chosen a template, you can then start to customise it. Adding your own brand to the website is an important step to making it your own and this can be done by clicking on the chosen template (image below).



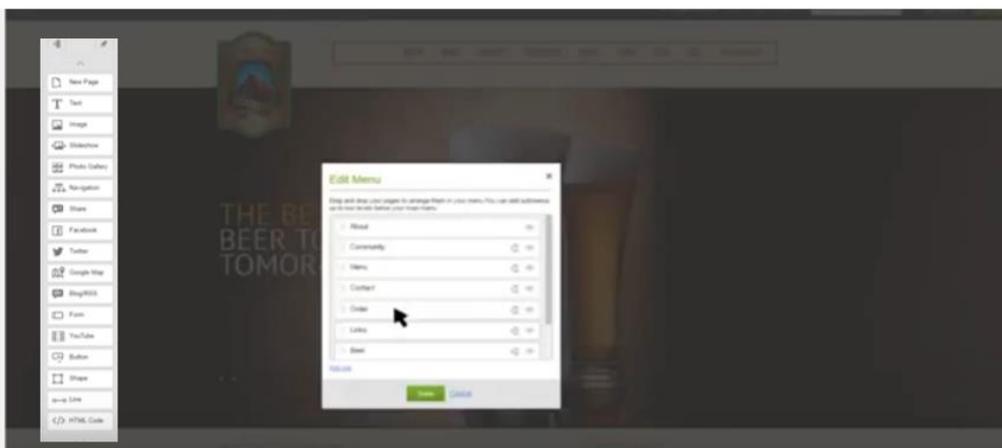
### Step 3.3

You can then add the relevant pages to your website (such as about us, services, a gallery of images and contact information). This is done by clicking on the 'Home' tab and then the 'Add Page' button (image below). You can add any number of pages you want but it's important to remember not to overcomplicate your site with unnecessary



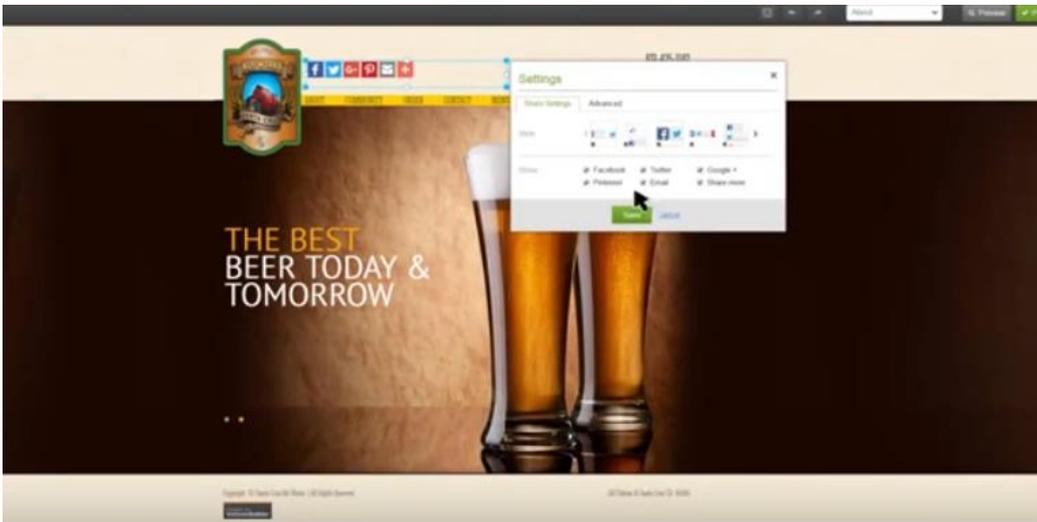
### Step 3.4

You can change the order of the navigation menu easily by heading to the same tab and clicking on the menu button and dragging each menu item to the order you want (image below). You can change



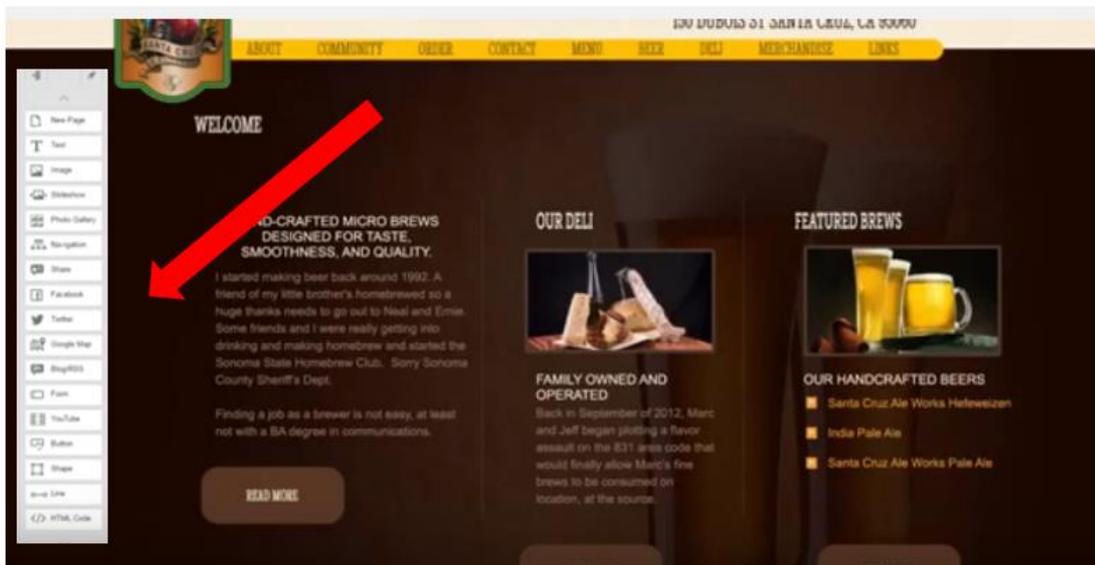
### Step 3.5

You can easily add text and images to your website by clicking from the menu bar located on the left of the screen. In the same menu bar, you can add links to your social media profiles along with the social media photos (image below).



### Step 3.6

Finally, you can start to edit each page and make it interactive by replacing the words that are shown in each page with your own by using the same menu bar.





Once you're happy with all the content, photos and layout of your website, you're good to go and it's ready for launch!

[For more information on building your website, watch this video.](#)

### **Working with an agency**

Alternatively, you could utilise the skills of a marketing design agency to create your website for you. The costs will likely be higher but this will give you more scope and flexibility.

If you go down this route, it's worth reviewing other websites the agency has created to ensure the standard and style is suitable for you and your needs. It's also worth considering selecting an agency who have experience working with tradesmen and some understanding of the industry.

You will also need to decide how much access to update the content you would like. Do you want to be able to change it whenever you want? Or do you want to ask the agency to do this for you? you should discuss this with any agency you are considering.