



CREATING YOUR ONLINE PRESENCE



Congratulations on signing up for your webhosting package, you've just completed the first and most important step in establishing your online presence.

There are just a few more simple steps to get your website live on the internet and your email running, so we've put together a complete set of both written and video tutorials to guide you through the process.

Once you have a live website, from time to time we'll be providing you with even more information, suggestions and tips to help you to fully promote your website and business, from getting found in search engines to the latest in Social Media Promotion to take your business to an ever increasing audience.

Email

Today with the widespread use of smart phones allowing access email on the go, email is more popular than ever. Your email address should portray the face of your business. You should use a professional email address at your website name (name@yourdomain) rather than third party email services such as gmail.com, hotmail or Eircom.net.

Your new webhosting account has full email facilities. Now that you have your own domain name (website address) for your business, you can create up to 10 email addresses for your business at that domain.

Once you have created your email addresses, you can then setup your computer to access your email account. You can also set up your email on a smart phone with email capabilities or use our webmail to access your email from any computer with an internet connection.

Setting up your email address

We've put together a video on how to set up your email addresses in the control panel and also instructions on setting up your email program (Microsoft Outlook, Windows mail, MAC mail, Eudora etc) to access them.

Video guide to setting up your email:

<http://www.webhosting.ie/quickstart/setting-up-email>

Online guide to setting up email and configuring your email software:

<http://www.webhosting.ie/quickstart/email-setup>

The instructions are also included in Appendix A below



Your Business Website

“Getting your website right is crucial your customers’
perceptions and to your search engine position”

While it’s tempting to jump straight in and begin building your website, a little planning at this stage will help build a better website, save time and allow you to successfully promote your business online.

We would advise following the planning suggestions below before you begin to build your website.

Planning your website

1. Set your Goals

Like any other project, when building a website you need to clearly identify your objectives before you begin building your site. Not only does a clear set of objectives or goals help you to create a focused and useful site, but also give you a yardstick to measure its success by.

What is the objective of the website? What do you want your website to achieve? If the answer is simply “to have a presence on the internet” or “because everybody else has one”, then unfortunately this will not help you in building an effective business tool.

Unless your business is entirely web based, your website objectives may not necessarily be the same as your business objectives. It may well be only one strand of your overall business strategy. When defining your website goals, the more specific the goal, the easier it is to plan and build a website to achieve those goals. Specific goals also make it easier to measure your website’s success and therefore, easier to modify if required, in order to achieve those goals.

Examples of good website goals might be to achieve 10 new leads per week for your service, or maybe to sell 20 units of a product online each week. These are both specific and quantifiable.

2. Identify your market

Once you know what you want to achieve from your website, you should then identify your target market. Who are the potential customers, readers or buyers that you want to attract to your website in order to achieve you goals.

If you goal is to get 10 new leads for your services, who specifically do you want to call you? Are your target market businesses or individuals, young or old, male or female, what are their interests etc? In other words, what is your customer’s profile?

When identifying your target market, don't be tempted to cast your net too widely in an attempt to attract more customers. More often than not, this dilutes the effectiveness of the website and may well end up losing customers in the long run.

3. Target your market

Having identified your target market and your customer profile, now you need to consider how to attract these specific people to your website.

This is where your actual website content is crucial. You should aim to build a website aimed at you target market or customer. The content must be of use or interest to your customers.

To state the obvious - people search the internet for a reason - they are looking for an answer to a question, where to buy a product, who can provide them with a service? Etc...

What is your target market searching for? What do they need?

- Your website must provide the answers to their questions!

Using Keywords to target your customer

When people search the internet, they search for specific words or phrases to find what they are looking for. These search terms are the keywords that must be included in your website content in order for your site to produce a match for their search.

Selecting and using the correct keywords for your business is the critical to gaining valuable traffic to your site. What keywords are your potential customers using in a search? The more specific the keyword or key phrase that you can match, the better your results in searches will be. If you are targeting a specific area, remember to include the town(s) or geographical areas in your website content.

Your keywords should be used in your page content in a natural way. Remember the text must make perfect sense to the reader and be clear and concise. Keywords should also be included in page titles and in headings within the text if any. For example a page entitled "Our Services"

contains no useful keyword in a search, whereas renaming the same page to “Plumbing Services” provides a keyword match for anyone searching for “plumbing” or “plumbing services”.

Keyword variations are important within the page content as well. Not everybody uses the same exact term when searching for a product or service. For example, searching for “Cork plumbing” and “plumbers in Cork” will give two completely different search results. If you want to be found for both, then your text must contain both the words “plumber” and “plumbing” in order to match the search terms.

Grab your customer’s attention

While keywords will help get your website found in an online search, most people searching the internet will in fact click onto several sites before they decide which to use, or read in more detail.

First impressions count. The average visitor will make their mind up about a website in less than 10 seconds; your site must not only catch their eye immediately but they must find what they have been searching for straight away.

- **Use strong headlines** to attract their attention and encourage them to explore further.
- **Keep your message simple!** People scan websites: - they want to find what they are looking for quickly. Be clear and concise with your message.
- **Make it visually attractive.** Use images: the right image will make the site more attractive and instantly catch your visitors’ attention. Images can also be used to break up large areas of text, making it not only more appealing, but easier to read.

Focus on the customer

Your website is for your customers, not for you! Put the content they want or expect to see on the homepage. The information should be up to date, clear and concise.

Your homepage is your shop front, get your message across on this page, you can expand the information if necessary on other pages.

Look at other websites in your market, what attracts you and what doesn’t?

4. Call to Action - Capture your Customer

You've got your potential customers to your website and caught their attention, what's next?

Back to step 1 – What was your objective or goal? What do you now need your customer to do in order to achieve that goal? Ring you, fill out a form, buy a product, download a brochure etc.?

Whatever action you want your customers to take, you must make it simple and obvious. You should highlight the action you want them to take and put it on every page, for example –

“Ring us now on 01-123456 for a FREE quote”

“Click here to Download our Free Brochure”

Graphics work best for a call to action because they are more eye catching than plain text. If possible, draw up a graphic with the action on it and insert into each page of the website.

Make it obvious and make it easy for your customer to take the action.

Tell them what to do!

Building your website

SiteBuilder®

Building the website with SiteBuilder

SiteBuilder is probably the ideal package for building your first website. When you open SiteBuilder for the first time, it'll display a video that demonstrates how easy it is to build a site and how to make change to the site. It's well worth taking a few minutes to watch this demonstration.

SiteBuilder will create a site for you and populate it with some useful pages and some simple text. You can simply edit these pages and publish to have a site live in minutes, but as we mentioned previously, putting some time and effort into planning the site will pay dividends in the long run.

With SiteBuilder you can customise almost every aspect of your website, from the header images, to the colours of almost every element of the site. Add galleries, videos, contact forms, Google Analytics and buttons from social platforms such as Facebook & Twitter.

The SiteBuilder application also has an inbuilt "HELP" area that you can access at any time when you are building your site. If you want to know how to do something – simply click on the Help link.

Other options for building Your website

WordPress®

Wordpress is a software application that can be used to create websites or blogs. It has grown to be probably the most common Content Management System (CMS) available today with millions of sites worldwide now powered by WordPress. There are also hundreds of third party “plugins” that you can add to the site which give additional functionality allowing you to transform Wordpress into any virtually any type of site you might need, no matter what business you’re in.

Although relatively simple to use, to get the best out of Wordpress, we would recommend it for more experienced users or those willing to invest more time in developing their website. There are numerous online resources available to learn about Wordpress.

Building the website with Wordpress

If you wish to use Wordpress to build and manage your website, you should follow the installation instructions in the video below:

<http://www.webhosting.ie/quickstart/installing-wordpress>

There are comprehensive instructions on using Wordpress available directly on the Wordpress website. These include the use of themes, creating pages, uploading and using images, files etc.

http://codex.wordpress.org/WordPress_Lessons

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Custom built website

If you have something special in mind for your site, you may wish to take the next step and have a custom website designed for your business. If you are engaging a web designer, there will be additional costs charged by your designer for this. Custom website design cost varies from designer to designer and also with the size and complexity of the website you are having built.

The good news is that if you do decide to get a custom site built, you can still use your Webhosting account for your website. You can upload your custom website using FTP (File Transfer Protocol) as with any other hosting account. Your FTP details (username, password, and server details) for uploading your site to the server can be found in the Hosting section of your control panel. In most cases, if engaging a web designer, they will upload the site for you if you provide them with the FTP details.

APPENDIX A

Setting up your email

How to create an email address

Log into your Control Panel at <https://cp.webhosting.ie>

- Select “**Hosting**” from the Top Menu*
- Select “**Email**” from main display area or Left Hand Menu
- Select “**Mailboxes**” from main display area or Left Hand Menu

To create a new email address, select the “**Add New Mailbox**” button.

On Setup Page enter:

- **Display Name** : a name to identify your email account
- Select **Login in existing domain** & enter first part of email address & select domain from the drop down box.
- Enter a **password** for this email account (Click “generate new password” only if you want the system to automatically create a random password for you!)
- Re-Enter password to **confirm**
- Select “**Next >>**”

- **Email address**: enter the email address you wish to setup
- **Advanced Features**: Select **Virus checking & Anti-spam Checking** if required
- **Storage**: Select **create storage & enable storage** for normal use. Unselect if you want this email address only to forward to a different address
- **Forwarding**: Select if you want a copy of mail sent to this address to be forwarded to another email address. If selected, enter the destination email address(es) in the box provided
- **Notification**: Select & enter an email address if you require a notification of account settings to be sent to you.
- **Send test message to new email address**: select as required
- Select “**Next >>**” at the bottom of the page

- Check email settings and select “**Finish**” to confirm and complete the setup.

Your email account is now set up; repeat for any other addresses you might want.

Setting up your email account in Microsoft Outlook

Instructions below are for Microsoft Outlook 2007 – Other versions of Outlook may vary slightly.

Open Microsoft Outlook

- In the main menu, click on “**Tools**” and select “**Account Settings**”
- In the dialogue box, select the **Email** tab
- Select the “**New**” button, this will open the “**Add New Email Account**” wizard
- Ensure first Option is selected – (Microsoft Exchange, POP 3, IMAP or HTTP)
- Click **Next >>**
- On the Auto Account Setup page, tick box – **Manually configure server settings** or additional server types (bottom of the page)
- Click **Next >>**
- Select option **Internet E-mail**
- Click **Next >>**

Enter your email Account information

User Information

- Your Name – This is what recipients will see as the sender
- Your email address – Enter your full email address

Server Information

- Select Account type – POP3 from dropdown box
- Incoming Mail Server – qmail.webhosting.ie
- Outgoing Mail Server – qmail.webhosting.ie

Logon Information

- User Name – Enter your email address
- Password – The password you set when creating the email account in your hosting Control Panel

Note: For security our mail servers require authentication when sending mail. This feature must also be enabled within Outlook.

Click **“More Settings”** button – this will open another dialog box

- On General tab – enter a name to identify the email account on your computer
- Optional – enter additional information, Organisation, Reply email address if different from your own email address
- Select **“Outgoing Server”** tab
- Tick box for **“My outgoing Server requires Authentication”** & ensure first option is selected (Use same settings as incoming mail server)
- Click the **‘Advanced’** tab
- Under Server Port Numbers change the value for Outgoing Server (SMTP) to: **587**
- Select **OK** to save settings & return to previous screen
- Select **Next>**

Select **“Finish”** to complete the setup

Your email account is now set up in Microsoft Outlook, press ‘Send/Receive’ to pick up any new messages!

Setting up your email account on other devices

Although different devices will vary in the location of the email settings, or in the terminology used, the same basic information is required by all devices.

Incoming mail server (POP or IMAP): qmail.webhosting.ie

SSL : off

Login name/username: your email address

Password: your email password (you can view this in your control panel)

Outgoing mail server (SMTP): qmail.webhosting.ie

Outgoing server authentication: enabled (password)

SSL : off

Outgoing port number: 587 (or 25)