

**CHAMPION WEB**

# How to Design a Website

Your secret to online  
success

GET STARTED WITH NO  
TECH OR DESIGN  
EXPERIENCE



# Getting Started

## Part I

What makes a good design

## Part II

Elements of a website

## Part III

How to grow your website

Welcome to the 'How to Design a Website' book.

Within this book you will learn about the principles behind a good website design, the elements of a good website, and lastly some tips on how to grow your website, including simple SEO (Search Engine Optimisation) tips.





# Part I

## What makes a *good* design?

1. **DESIGNING WITH YOUR USERS IN MIND**
2. **UNDERSTANDING THE WEBSITE BASICS**
3. **SETTING A TIMELINE AND STICKING TO IT**
4. **AVOIDING MISTAKES**
5. **GRAPHIC DESIGN VS. WEB DESIGN**



# Designing with your users in mind

Many of us will start off designing a website based on our own preferences, assuming that we are a good representation of our target customer's wants and preferences.

However, **we are not our customers!**

A good website design starts with keeping the End Users in mind:

- Who will be using the website?
- What devices will they be using to access the website (phone or computer)?
- What information will be needed to be able to find information quickly



These questions function as your guiding principles, from which you make your website decisions by. These questions should guide you when you make decisions on:

- What colours to use for your brand
- What pictures to display
- and How much information to put on the website

The better you understand your customers or End Users of your website, the more that should come through from your website. The End Users of the website should feel that the website is speaking to them and that they resonate with what is displayed.

A great way to get used to thinking about the End Users first, is to browse a couple of websites for different industries, and try to identify who *their target customers are*.

For example, visit some fine dining restaurant websites, and then visit some pub websites. How are they different? Is one targeting a different group of people compared to the other? Can you identify the 'customer profile' or 'customer persona' of who they are trying to target? Are there any similarities within the food and beverage industry?

Surely not all restaurants are targeting the same group of people, or simply 'anyone who is hungry'.



Here is some common target audience types:

- luxury market
- young adults
- non-english speakers
- tradies
- families with children
- domestic travellers
- new businesses
- teachers
- etc

If you don't know who your target market is or your target market is simply 'too broad', then it's time to narrow this down. You know when you have successfully found your niche/target market audience, when you can describe them using a similar sentence to the below:

"My target audience is families with children between the ages of 2-5 who are looking for non-toxic, naturally made toys that can help their children develop their cognitive abilities"

This is much better than simply identifying your target market as:


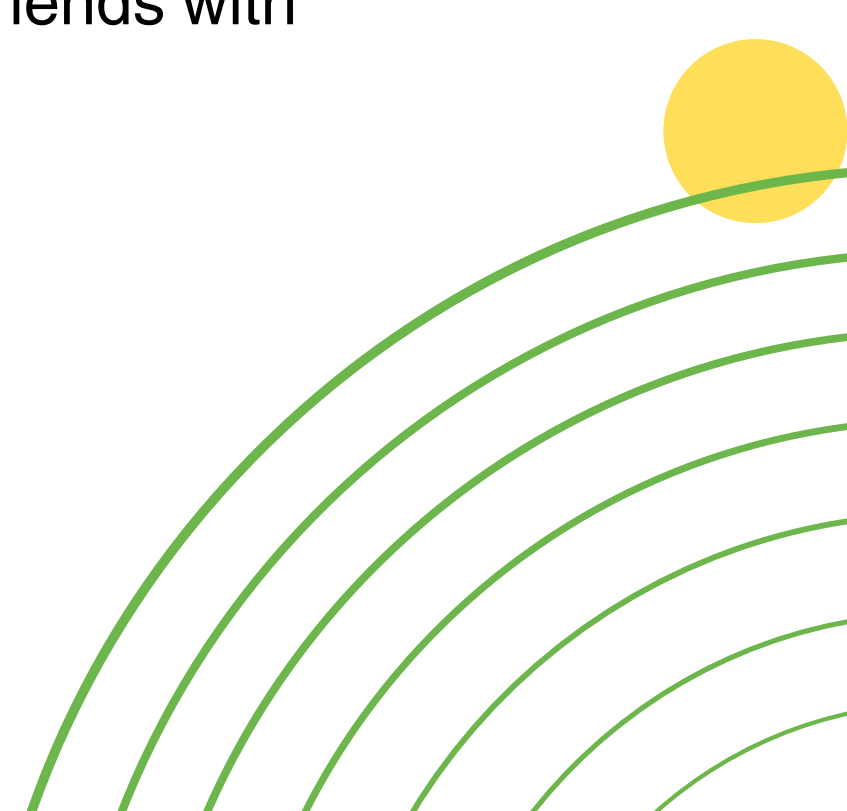
"My target audience is anyone who wants to buy toys for children"

## Understanding the website basics



There are some design basics to keep in mind that make a good website function properly. We are zooming out here to take a bird's eye view, and considering the website from a website developer's point of view.

If you're feeling like you have to tune out because you're not best friends with technology, hear me out.





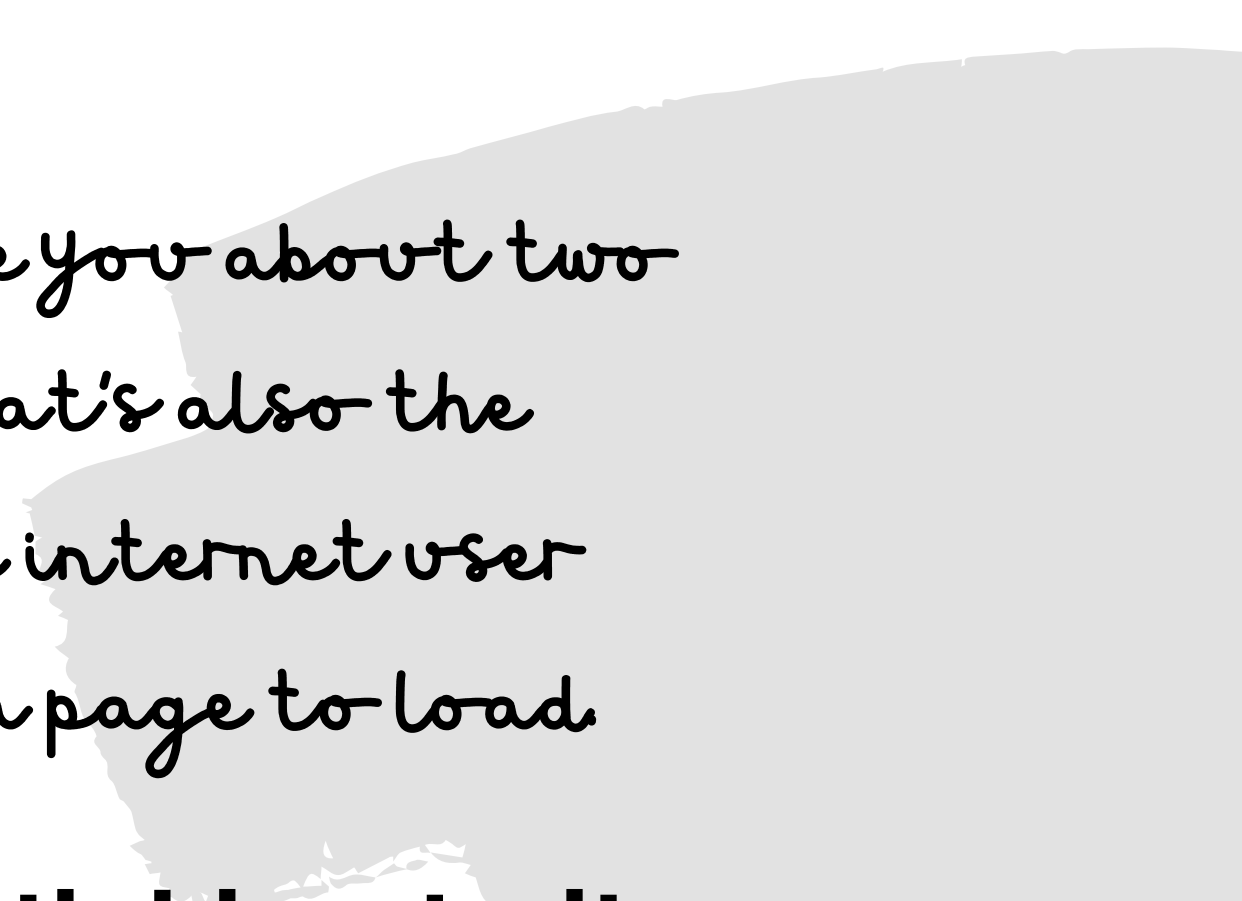
What I mean is asking questions such as:

- What is my website loading time?
- Have I sorted out my website SSL security certificate?
- Does my website have the capability to connect to various payment options?
- How easy is it to navigate my website?

These things matter a lot because they form the skeleton of your website. It's easy to take it for granted a properly functioning website, that will save you a ton of trouble by running smoothly.

Imagine if you have the world's most stunning website but it takes **1 minute to load each page!** No one would use it!

*This sentence will take you about two seconds to read. That's also the longest the average internet user expects to wait for a page to load.*



## Setting a timeline and sticking to it

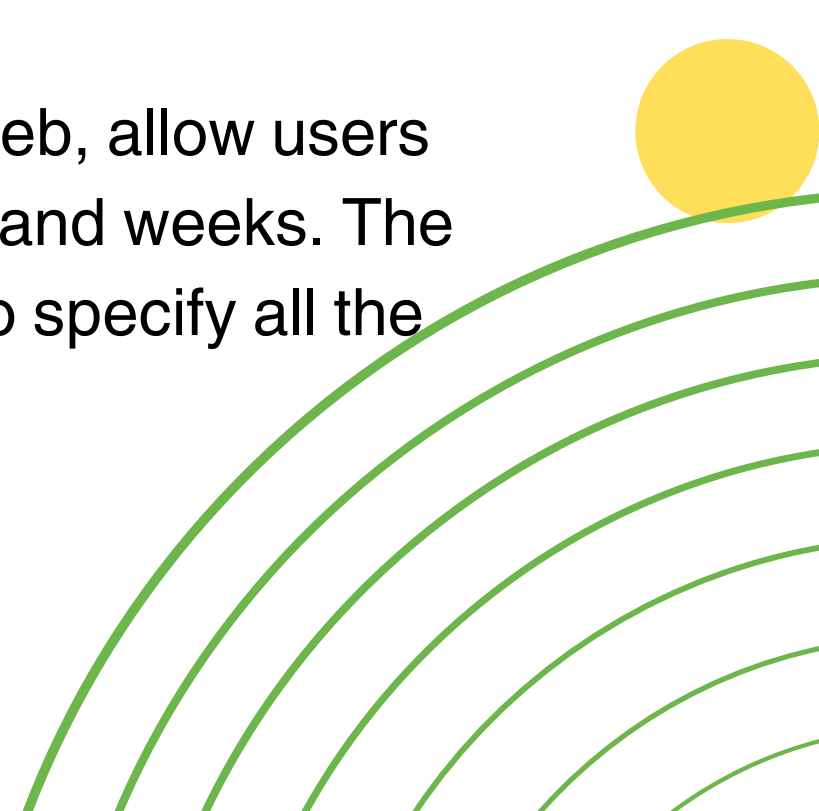



There is a classic website designer's dilemma:

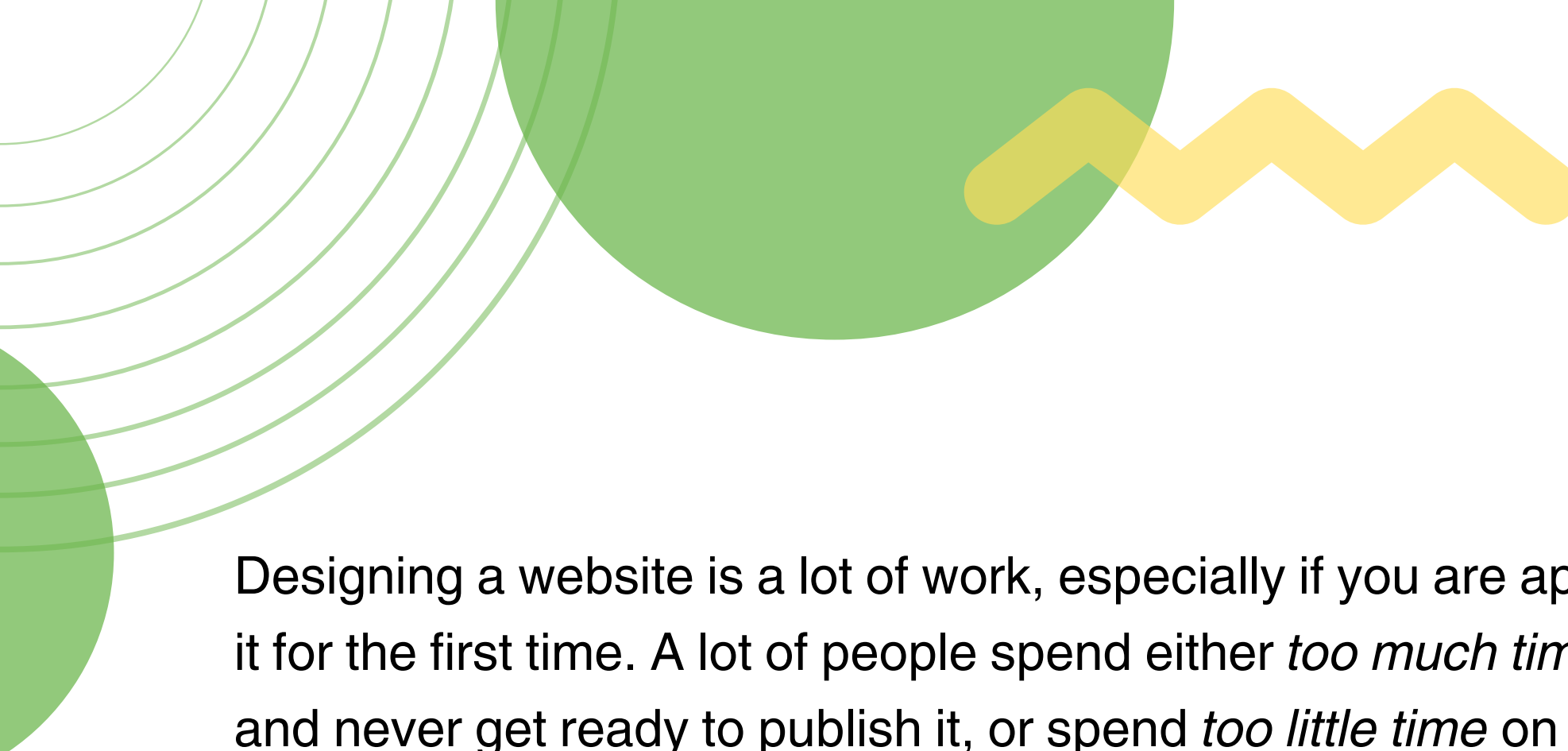
- How much time should I actually spend on my website?
- When will it be finished and how much time can I realistically allocate in getting this ready?

Traditionally websites are made by writing pieces of code with a programming language, which gives web developers complete freedom but is also time consuming. A simple website design with this method usually takes several weeks to complete, and more complicated websites with more information and more customisation can take a couple of months.

Modern design tools like the Website Editor at Champion Web, allow users with no technical background to build a website within days and weeks. The drag and drop software saves you all the trouble of having to specify all the parameters of every object on the website.







Designing a website is a lot of work, especially if you are approaching it for the first time. A lot of people spend either *too much time* on the website and never get ready to publish it, or spend *too little time* on the website and get demotivated that it is not professional enough to publish.

Planning for how much time you will spend on the website will help you budget your time and allocate the resources accordingly. If you have not heard before, **Parkinson's law** applies here, since the amount of time it takes to complete a job fills the amount of time allocated for the job.

As a rule of thumb, 4 Weeks is about the right amount of time to spend on building the initial draft of a website of 3 - 5 pages, without being too long or too short.

### 4 Week Timeline



The key here is to keep in mind that a website is a **continuous work in progress**, the more you work on it over time, the better it gets.

If you're eager to launch your business online, I encourage you to get the **basics of the website down** like your contact number and some information on your services, and watch how people interact with it!

Don't expect to perfect it on your first go, a good website requires patience and perseverance to become the go-to place for your target audience. It is one of the most important digital representations of your brand and often your only shot at making a good **first impression**.



**First impressions matter**  
It only takes  
about 0.05 seconds for people to form  
an opinion about your brand.





# Avoiding Mistakes

## spelling errors and more...



↓ ↓

**Allways chek for  
spelng erors**

↑ ↑

Needless to say, the devil is in the details.


I can't remember how many times I see people with a functioning website but the *contact information is wrong*, or the *spelling is wrong on a bit of text*.

Even if it means sleeping on your website and running everything through a **word processor** to check for grammatical errors and spelling mistakes, you won't regret it!

Having great spelling and perfect grammar helps your business appear more professional. It also shows that you have attention to detail, and that you actually care about putting the best foot forward in making sure all the details are correct.

A popular tool is **Grammarly**, which is a spell-checker and grammar checker for English. It can be integrated with various software such as your emails and catch unintentional mistakes that occur when typing quickly

Otherwise if you prefer using a word processor, try Microsoft Office or Google Docs, or you can also try an email software as most will have in-built spell checkers that will alert you of potential spelling mistakes.

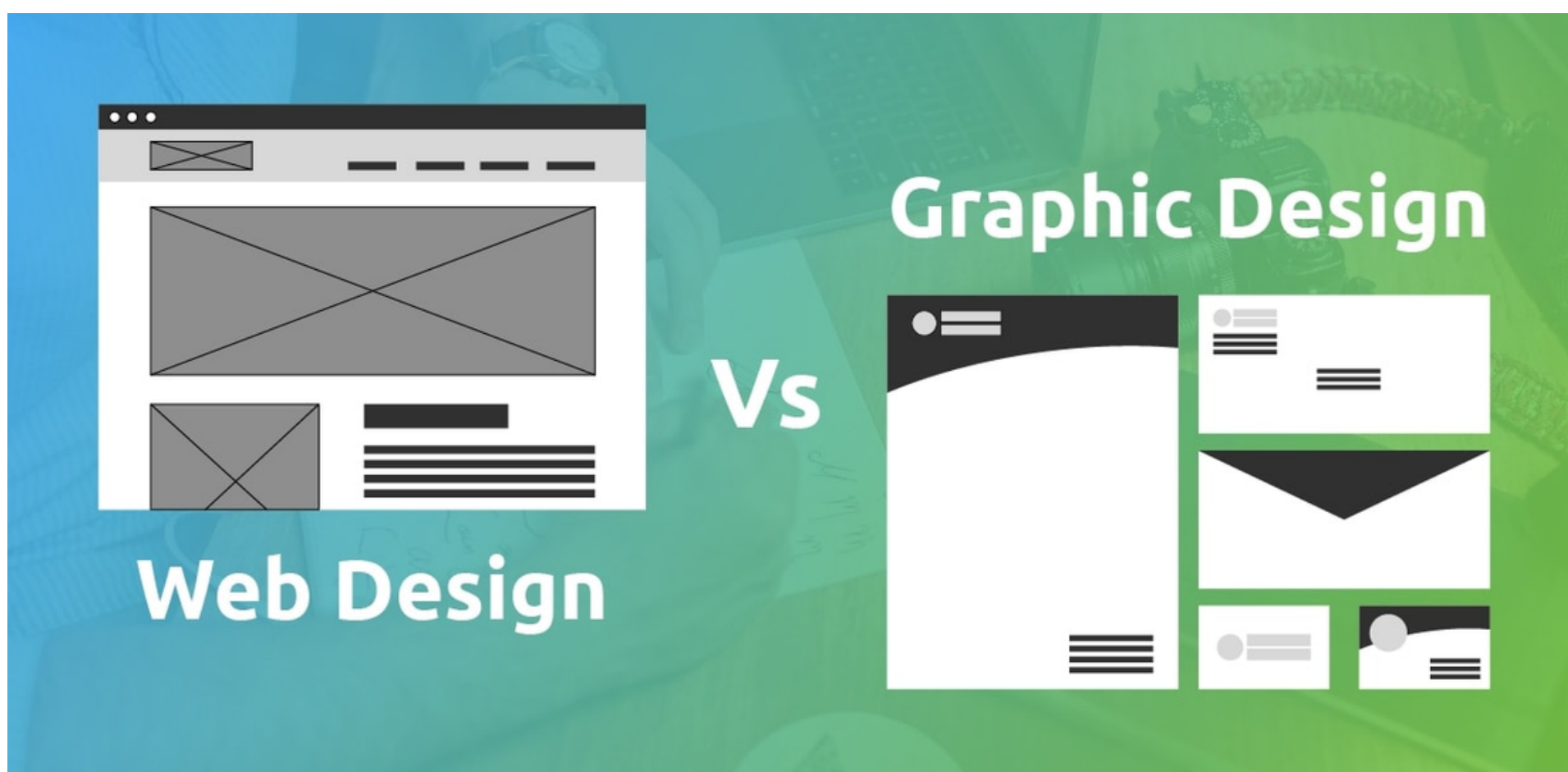




# Graphic Design vs. Web Design

When approaching website design, it is handy to understand what it is and isn't. Website design is not graphic design, although it incorporates graphic design.

Let me show you in a picture example:



Web design is concerned with the way information is organised on the web page, how users can expect to interact with the website, and all the elements within the web page.

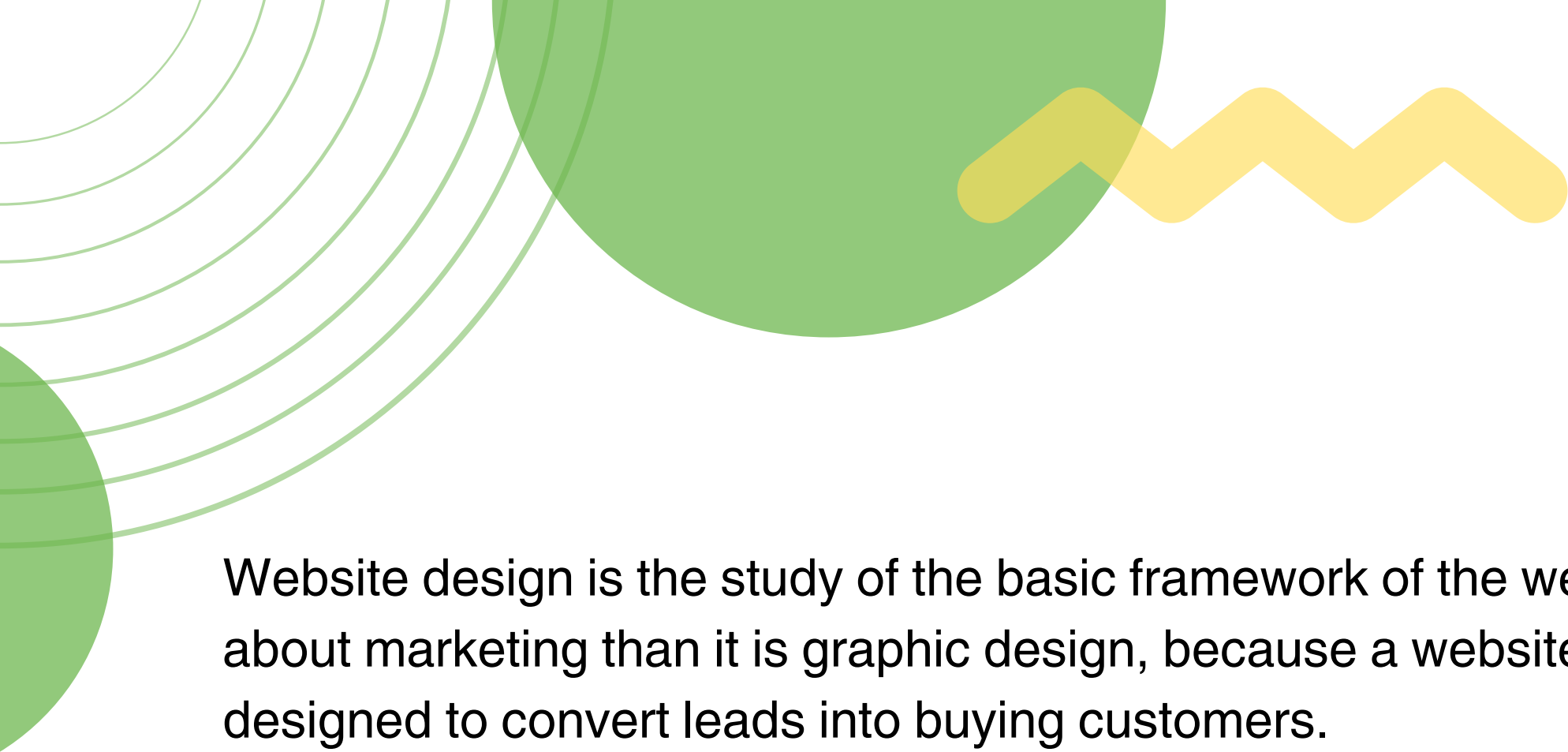
Graphic design on the other hand is concerned with graphics, so there is more of a focus on colour, font, logo, and concepts for the elements within the website. Graphic designers help communicate a certain mood or message to the audience through the use of graphical elements.

## Web Design tasks

- Logo design
- Branding
- Social media graphics
- Letterheads
- Marketing and advertising

## Graphic Design tasks

- Logo design
- Branding
- Social media graphics
- Letterheads
- Marketing and advertising



Website design is the study of the basic framework of the website. It is more about marketing than it is graphic design, because a website is most likely designed to convert leads into buying customers.

A great resource I recommend for any of you to read further on this topic, is a book called **Don't Make Me Think by Steve Krug**. This is a simple and straightforward book that approaches web design with practical tips.

This book illustrates website design from a '*common sense*' approach, emphasizing the importance of having a website that minimises the amount of effort required for a user to browse your website.

The example below shows that if a button is *not obvious* to the user, the user will not click on it.

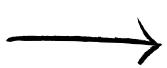
< OBVIOUSLY CLICKABLE		REQUIRES THOUGHT >
<p>Click</p> 	<p>Hmm. [<i>Milliseconds of thought</i>] I guess that's the link. Click</p> 	<p>Hmm. Does that do anything?</p> 

Modern day software available have already made this process super simple and easy. A typical 'button' is already designed to look like a button when you add it to a website.

Take a look at the following example of the call icon - even though our modern day phones no longer look like the remnants of what the icon illustrates, it is still the default icon style, shape, size, and format.

Having something radically different just to be 'stylish' can, and often will, confuse people.

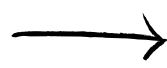
Phones used to look like this



This is the default icon



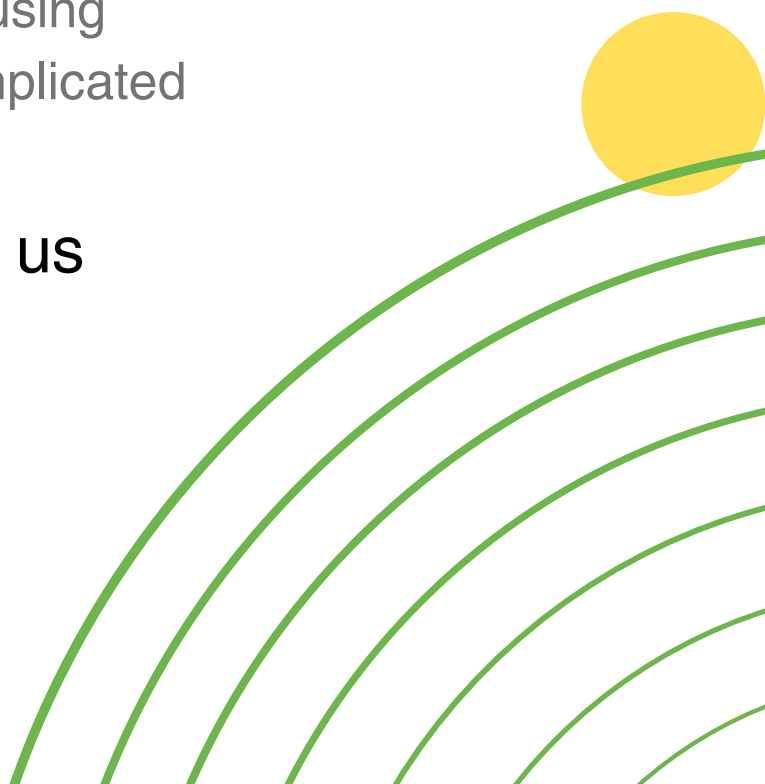
call us



This is confusing and too complicated



call us





## Part II

# Elements of a *good* website

1. WIREFRAME AND STRUCTURE
2. ELEMENTS OF THE WEBSITE
3. WEBSITE COMPONENTS
4. THIRD PARTY EMBEDDING





# Wireframe and Structure

## Web Structure Plan

As previously mentioned, a big part of website design before even starting to build it, is to consider a timeline and stick to it.

The next step of the planning process involves planning with a budget and skill set in mind, and also on how it reflects your business.

### Planning with a budget and skill set in mind

> Do you already have certain skills that you can use to do some work yourself? e.g. perhaps you are a video editor and can film some introductory videos to showcase your product, which you can put on the website.

> Are you already familiar with certain design software?  
e.g. perhaps you know how to use photoshop and can design your own logo.

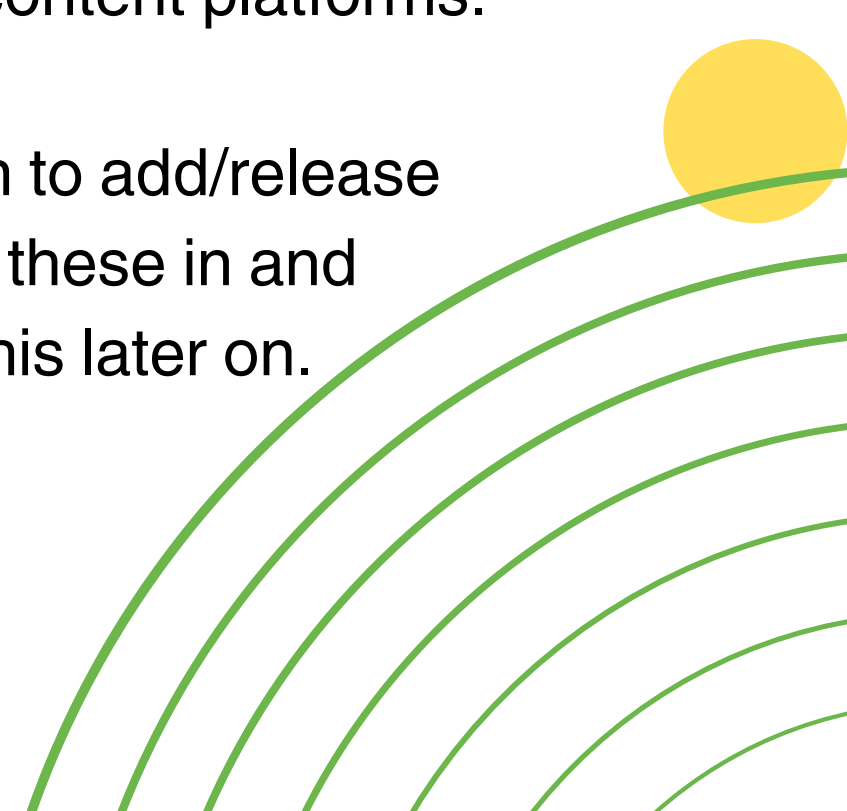

Every web design project or business project can use a Budget Plan, because more often than not, you will end up spending more than you would have liked when you add all the costs into consideration.

Typically a professional website design project cost \$2,000 - \$5,000.

### Planning on how it reflects your business: where it is now and where you want it to be

If you are just starting out, you might want to consider what marketing platforms you would like to use and focus on. If you are planning to use social media or have an existing social media page, it is important to make your brand presence consistent across all your content platforms.

If you are just starting off with a single product, but plan to add/release products in 3, 6, and 9 months, then you can schedule these in and make sure your website can easily accommodate for this later on.





Another way to think about this is to decide on a series of **Call to Actions**.

When you are just launching your website, you may want to start off with a call to action that is simply - "**Call us**". Later on, you might add a 'Get a quote' page when you have a pricing strategy, or 'Recent projects', or 'About us' team page, once your business grows.

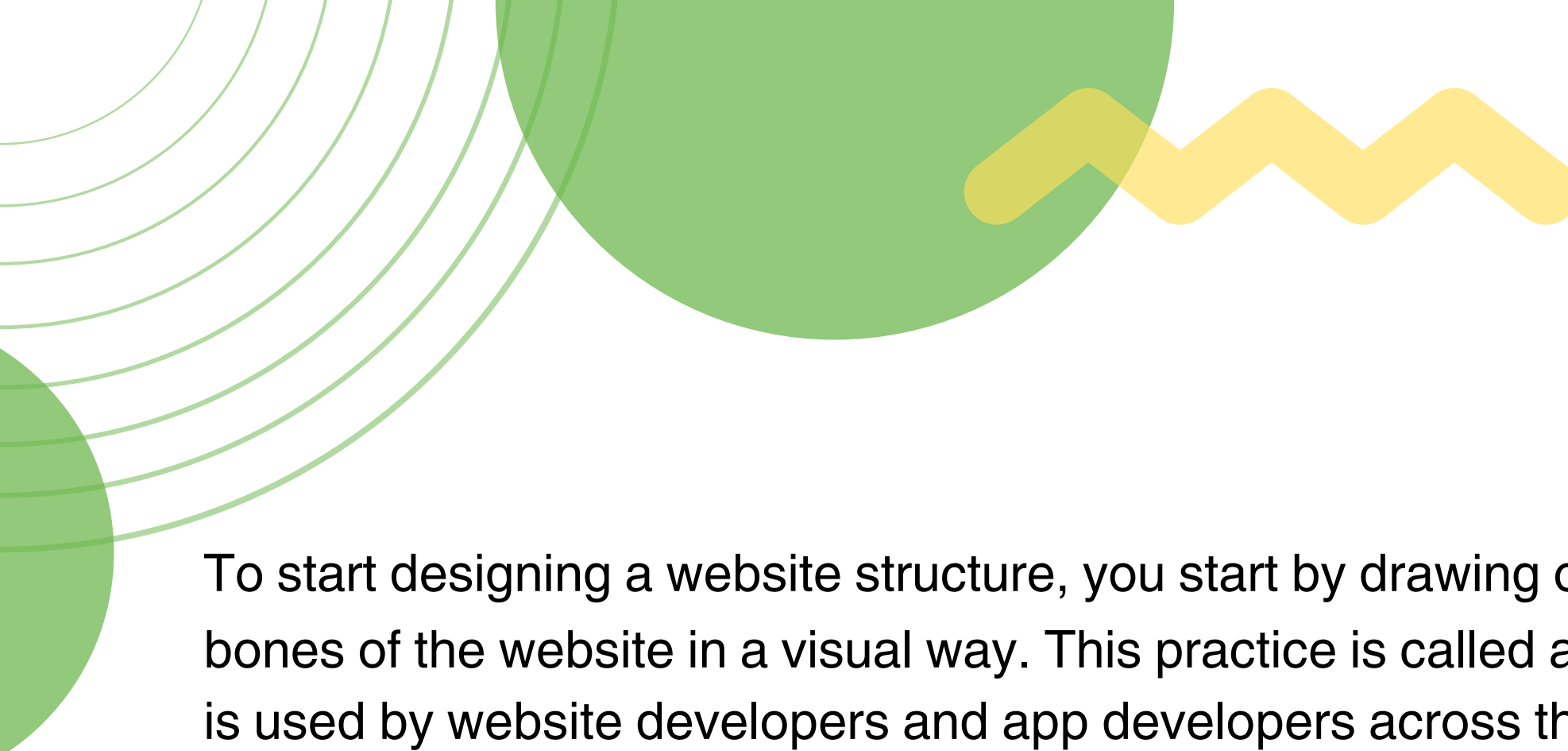
If you are planning on adding all these capabilities down the track, then it is important to find a **web hosting software** that caters to your needs.

Our Website Editor at Champion Web has the following features and functions:

- Ecommerce\*
- Dynamic Pages
- Booking System\* (Third-Party Integration)
- Email Marketing\* (Third-Party Integration)
- Memberships\*
- Location Map
- Testimonials
- Social Media Feed
- Event Calendar
- Click To Call
- Tables & Graphs
- Accordion / Tabs
- Countdown Timer
- Audio Player
- Video Player
- Image Gallery / Slideshow
- Restaurant Menu
- Before & After Slider
- Virtual Assistant\*
- Calculator Builder
- Contact Form Data Collection\* (Third-Party Integration)
- Site Search\*

\*Additional ongoing costs may be involved with these features.



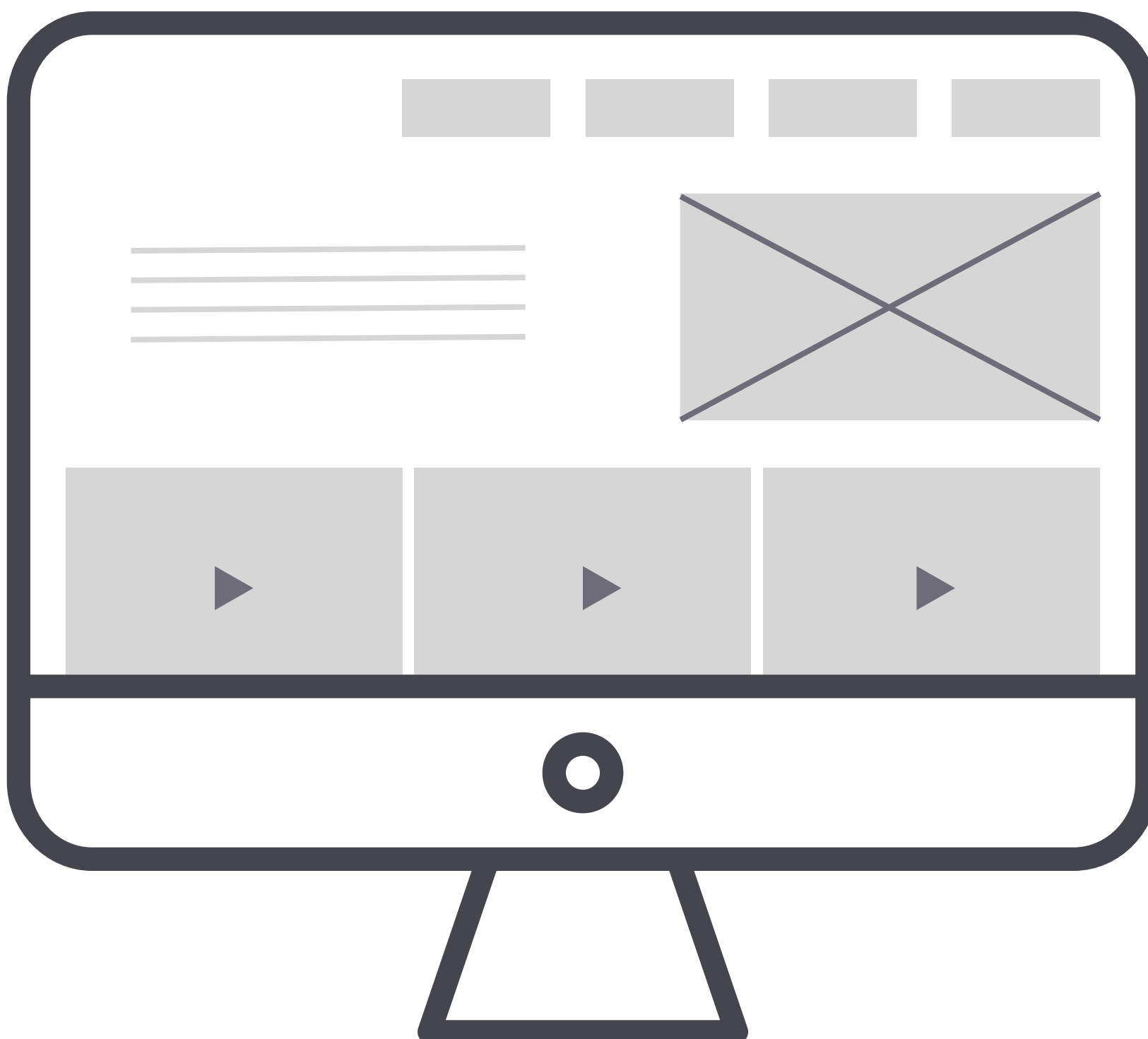


To start designing a website structure, you start by drawing out the back bones of the website in a visual way. This practice is called a **Wireframe**, and is used by website developers and app developers across the world.

We will look at what is a wireframe, and what isn't a wireframe.

## Wireframe - what it is

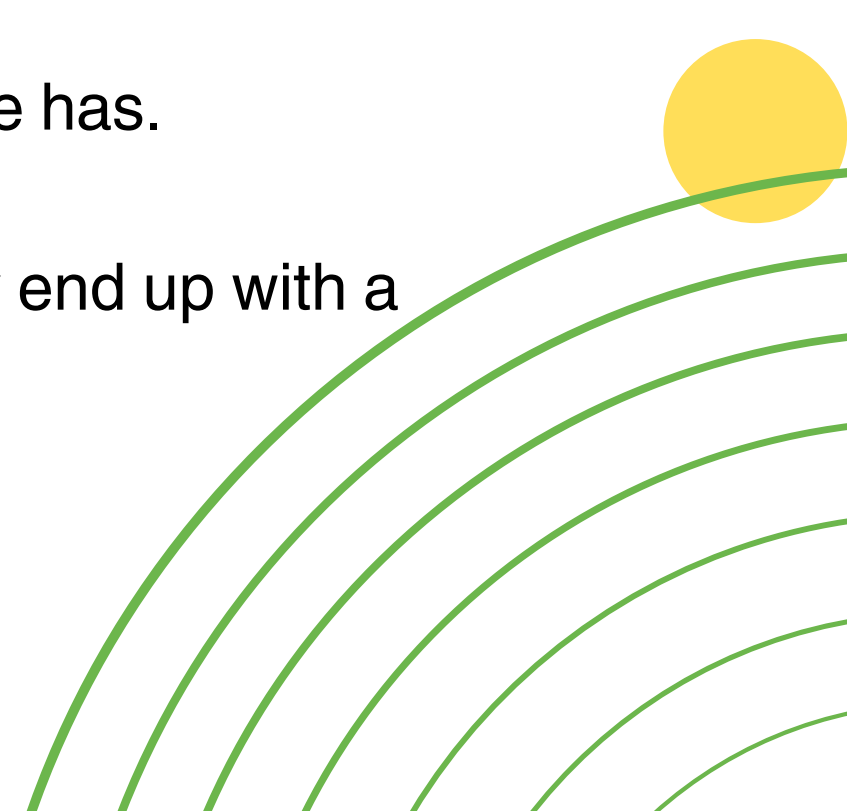

A wireframe can be understood literally, it is just a 'wire-frame' that forms the skeleton of your website. It is a complete black and white outline of what your website will look like, to show what information goes where, and how the layout of a given page is going to look like.



For example, here we can see the skeleton on a potential layout for a videographer's website. There is a top menu bar, a landing page section with description text, and 3 videos on the front page.

A wireframe should be drawn for each page that the website has.

We do not recommend skipping this step because you may end up with a beautiful looking website, but *poor navigation*.





## Wireframe - what it isn't

Wireframes are **not a basic sketch**. It needs to have some more thought than just some text and some boxes scribbled on the back of a napkin.

Wireframes should not contain:

- Any pictures
- Any colour
- Any details or fonts. (Text should be short and succinct; not paragraphs or phrases.)

Wireframes should include placeholders for **where everything will go**, what information will be displayed where, and how the information will flow.

Wireframes also show connections between pages, and answer:

"When I am on the home page, which specific set of pages can I get to?"

If you are ever in doubt, just imagine from the perspective of a construction worker is laying the foundation of your dream home. The construction worker does not need to know what your interior design plans are, or what colour you will paint your walls with. All the construction worker needs to know is where to lay the foundation - i.e. the front door goes here, and window goes there.

A great recommended wireframe resource is:

**Whimsical**

<https://whimsical.com/>

This tool allows you and your team to collaborate on creating Flowcharts, Wireframes, Mind Maps, and Documents.

All edits are saved online and can be shared across different platforms.



# Elements of the Website

Once you have the skeleton of the website nailed down, you can get started with all the elements of a website:

1. Text
2. Images
3. Video/Multimedia

## Text

The first element of a website is the text. Once you have some content nailed down, it is now time to think about how you will position your text and how you will space your text. It makes a lot of difference in presentation, and how you want people to feel after reading your text.

THIS IS WITHOUT ANY LETTER SPACING

THIS IS WITH SOME LETTER SPACING

T H I S   I S   W I T H   T O O   M U C H

The other aspect to consider about text is the **font**. A font is a particular size, weight, and style of a typeface.

In this example below, we look at two different types of fonts and how it affects the way we perceive the text.

On the left the, text is more fun and playful, and seems to be more appealing to children. While on the right, the text is thinner, and the playground seems more quiet and thus less appealing to children.

**PLAYGROUND**

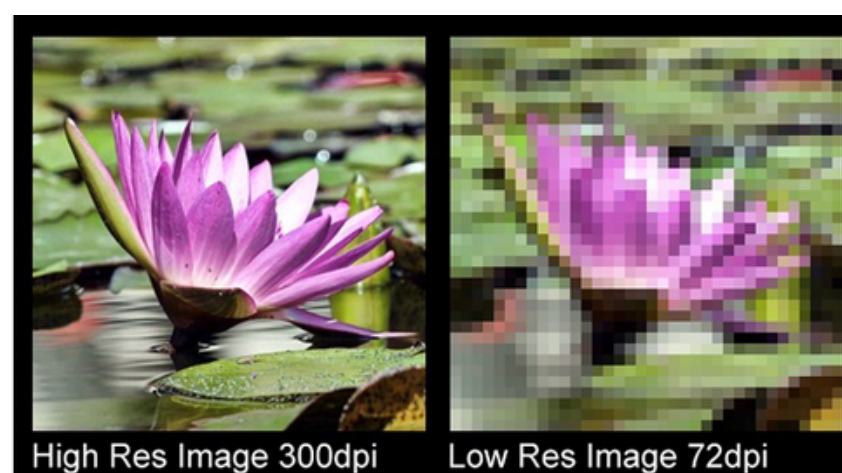
Playground



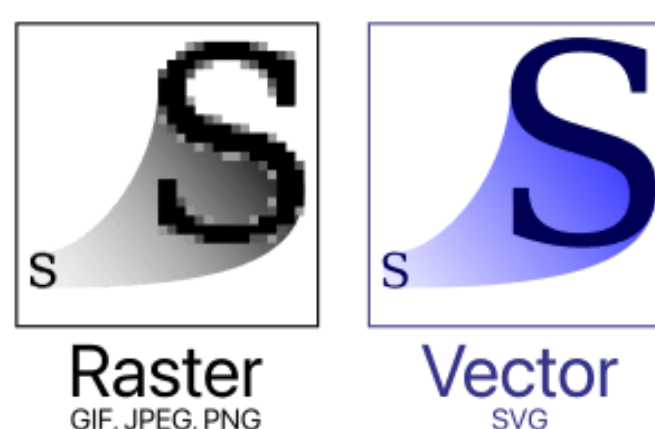
## Images

Images are worth a thousand words. It is almost impossible to design a good website without any images. Getting good quality images and getting the highest resolution of these images that you can find, matters a lot in presentation, especially when displaying the image in a larger area.

Oftentimes I find that people take a photo on their phones, rather than using a camera, so that the quality is quite poor when displayed on a website. If the size and resolution of the image is poor, then that will show up on all devices, regardless of screen size.



Getting images in the right file type is also important. For example, when designing a logo, make sure to design it with a platform that supports the file type **SVG**, so that when you are printing a sticker, or a banner, or blowing it up for a roadside billboard, all the images will appear **smooth and consistently rastered** to appear clear.



Within the category of images, there are ones taken by yourself, and there are also ones taken by professionals - **Stock Images**.

If you don't have professional images such as these, then a good way to have beautiful images on your website is to find some good stock images. Stock images are available either free or paid. Tips include:

- Choose an image that represents your brand (elder people for an aged care facility)
- Finding images that fit together to create a brand message
- Edit images if needed (such as removing the background)



## Video/Media

If images are worth a thousand words, then a videos are worth a thousand images. Whether you are using videos to showcase your service - drone videographer, or to promote your service - showing a typical client journey through a salon. Video and multimedia provide a great way for you to quickly differentiate yourself from your competitors.



Once you have a video in mind, it is important to think about how end users will be consuming the video.

For example, will the end users view the video in a public place? Then subtitles may be helpful for those who do not turn the volume up.

### **Also consider using videos on your website for:**

- Testimonials
- Brand story
- Drone footage (e.g. properties or location)
- Social media content
- Promotional videos



## Website components

Website components are categorised as follows:

- Social Media
- Site URLs and Links
- Anchor Links
- Animations
- Map

We will look into each component quickly to see how we can use them to improve a website.



## Social Media

If you post regularly on social media and use it to **direct traffic** to your website, then integrating your social media posts onto your website may be a helpful way to keep visitors engaged in your content because they can see regular updates.

You can link your Instagram posts, your blog, your Spotify, or even your podcast onto your website so that your website always reflects the **most recent posts** from your business. This is also a great way to boost your SEO (Search Engine Optimisation).

## Site URLs and links

Within the structures of your website, there are different pages. Sometimes when you use an online template, the url/web address of each page still remains unchanged because this will need to be changed separately.

For example, a website template may have the title of the page as 'About Us'. You build a page and name it 'Get To Know Us', however the url/web address of that page may still be showing 'https://about us/'. This can sometimes **confuse search engines** and as a result rank your website lower in terms of usability and navigation.

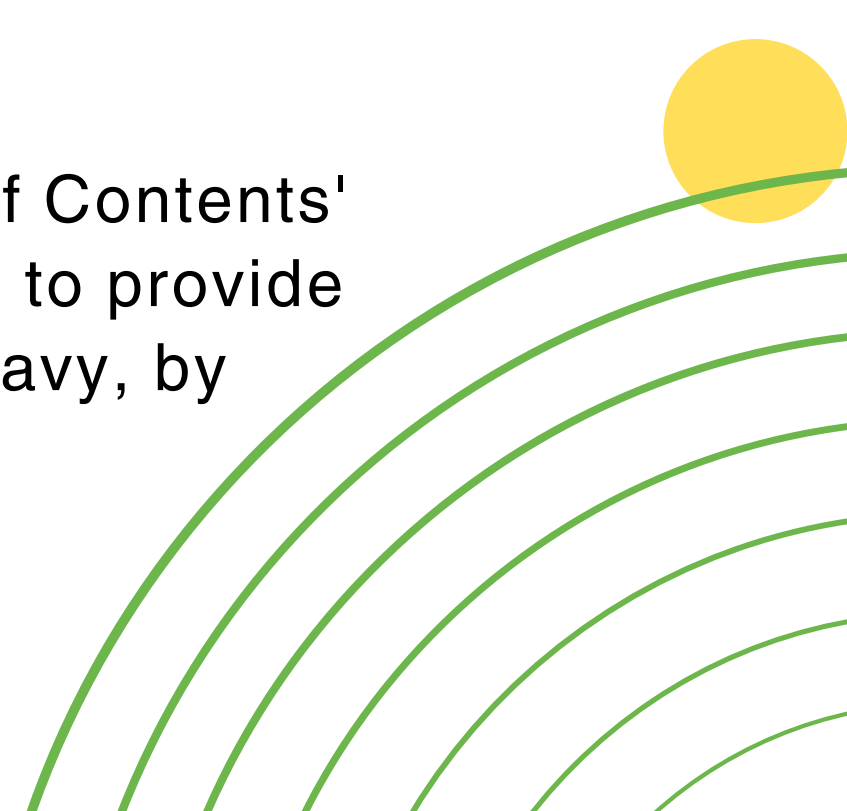

After connecting a domain name you own to a website, you can then specify the urls as such:

```
www.exampledomain.com.au/home/
www.exampledomain.com.au/contact-us/
www.exampledomain.com.au/free-trial/
www.exampledomain.com.au/location/
and so on
```

## Anchor Links

```
<a name="keyword or title"></a><br/>
```

Within each page, you can also create a mini 'Table of Contents' navigation tool, called Anchor links. Anchor links help to provide additional navigation to a web page that is content heavy, by allowing users to skip to the relevant sections.

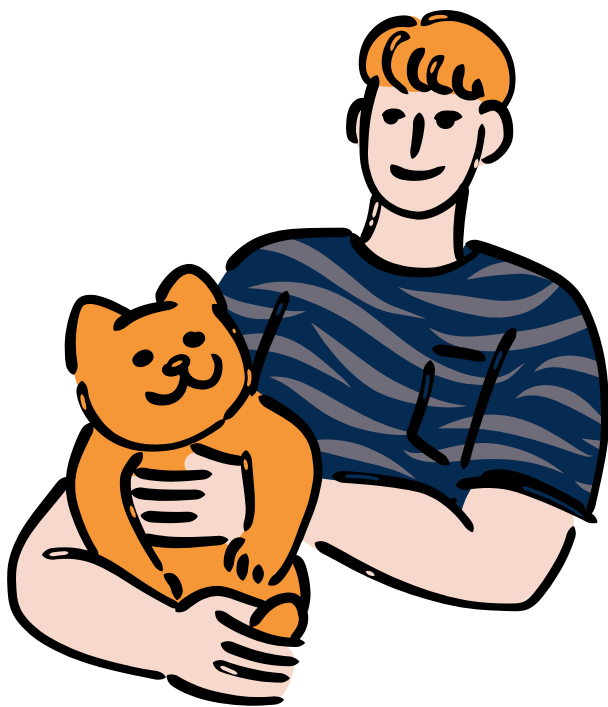


For example, if I had a blog article on ‘How to build a website’ of 6000 words, then it would make my web page more **navigation friendly** if I had a table of contents that link you directly to the different sections of the article.

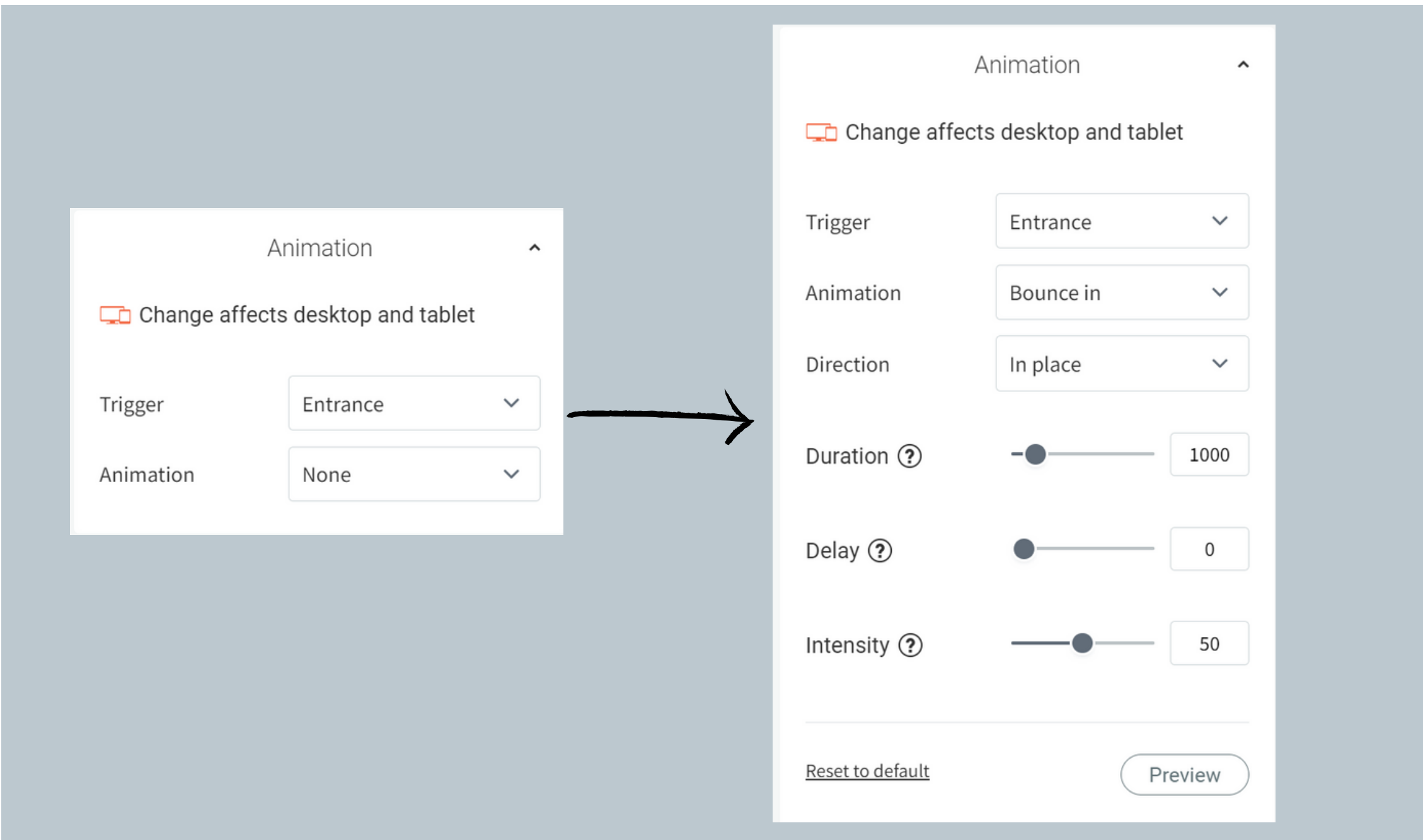
The more easy it is for a search engine to find and categorise information on your web page, the higher it will rank in terms of search results.

## Animations

Sometimes you see cool animations on websites that involve a recurring movement to either a picture or text, or that appears onto the web page after an action is performed. You might want to use animations on the website to wow your target market and make your website unique.



Animations and effects can be added to the website through the Champion Web website editor to text, image, and sections through the 'Animation' tab. (example below)

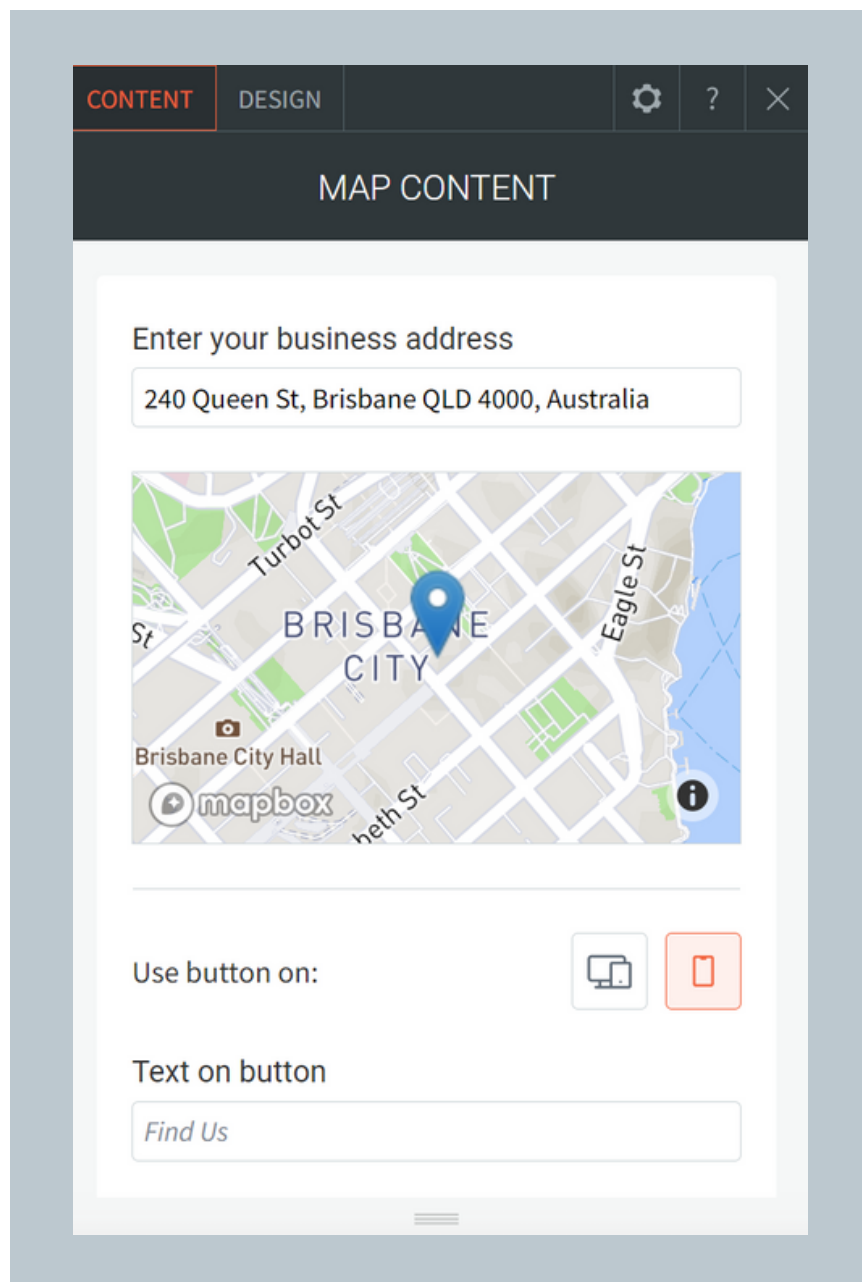


If you choose to have animations, make sure that it is complementary to your page, rather than distracting.

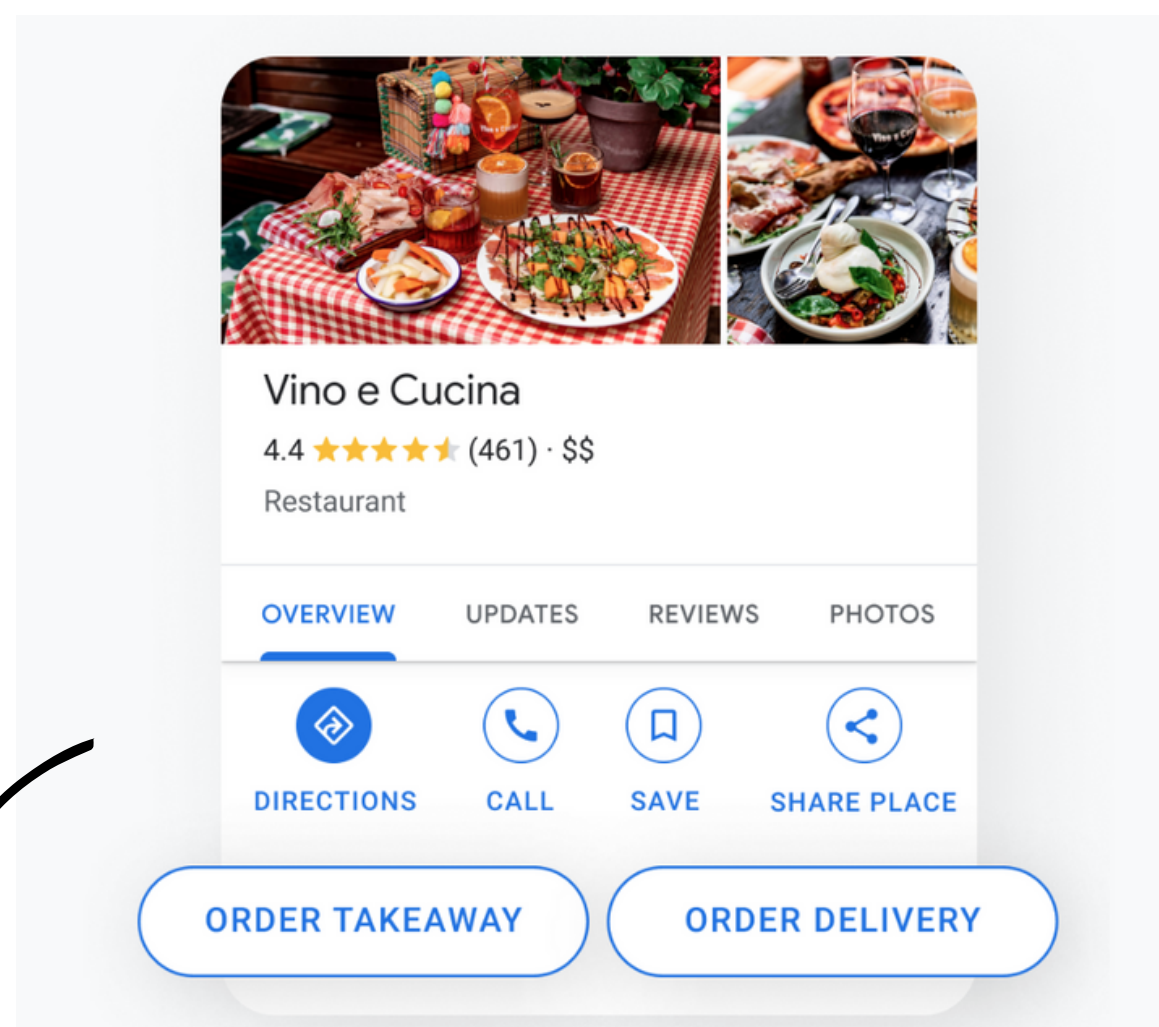


## Map

If your business has a local store front or you have a particular geographical service area, you can also disclose the location of your business. This involves embedding the **Maps** location onto your website.



For example, in the Champion Web Website Editor, you will be able to add a maps location on your website, and display this on your website.



If you are looking to get found on Google Maps, then you will also want to set up a **Google Business profile**.

By setting up a business profile on Google Maps, your business may show up when people search for keywords - such as 'local cafes' or 'breakfast'. You may be surprised to find how often people do this and how helpful it can be!

However, you can also do more than display your address. You can:

- list your products
- offer your services e.g. 'Request a Quote'
- show what's in stock
- track your profile views
- and many more

It's good to know that all this is available with Google for FREE as well!

# Third Party Embedding



Did you know?

Accepting payment on your website is considered a third party embedded system.

Since websites do not automatically have every function available under the sun built into the platform, website developers can find a wide range of tools to integrate advanced functionality to the website as needed.

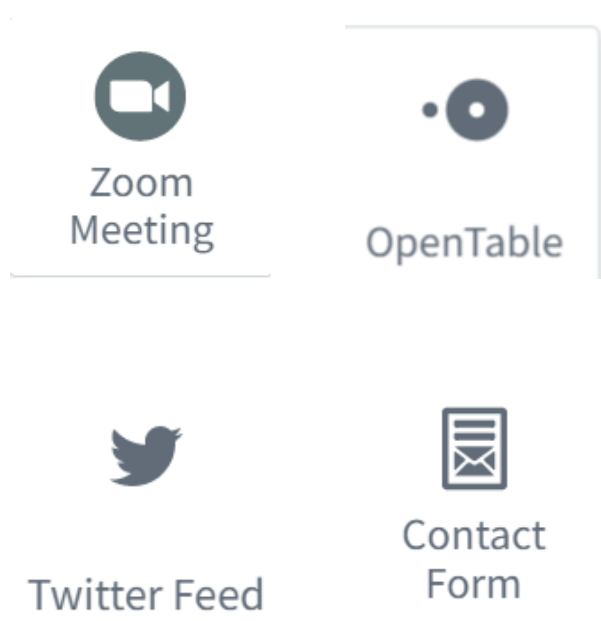
This means that there are many off the shelf applications available that you can integrate to your website.

## Common integrated Third Party Embedding:

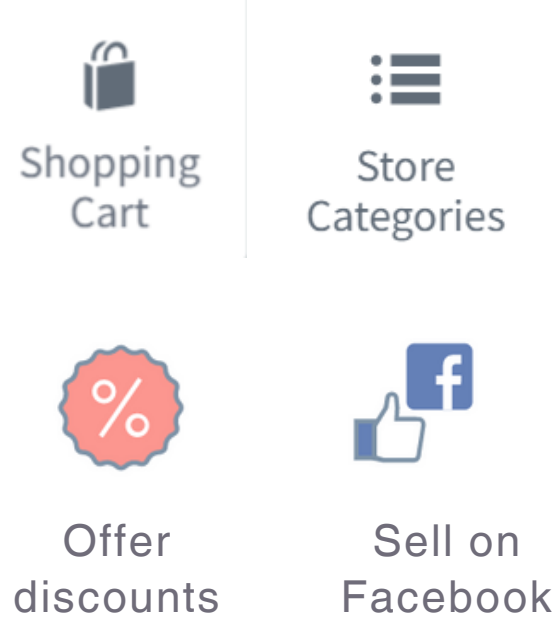
- Booking Forms
- Appointment booking and scheduling
- Order from the menu or Takeaway
- Live Chat functionality
- Spotify for musicians or artists
- Inventory management systems
- Payment processors

Within the Website Editor at Champion Web, you can browse a list of selected functions that are popular and available for integration to your website such as:

### Standard Website



### Ecommerce Website



And much more!



## Part III

# How to *grow* your website

1. USER EXPERIENCE
2. INFORMATION ARCHITECTURE
3. DEFINING SUCCESS
4. SEO





Now that you have a website designed, it's time to focus on growing your online presence!

One way of making sure that your website is working the way you intend, is to think about **User Experience**. User Experience or UX/UI for short, is the study of *how a user interacts with and experiences a product, system or service*. It includes a person's perceptions of utility, ease of use, and efficiency.

## User Experience

Most people skip this step:

### Research and Testing with people

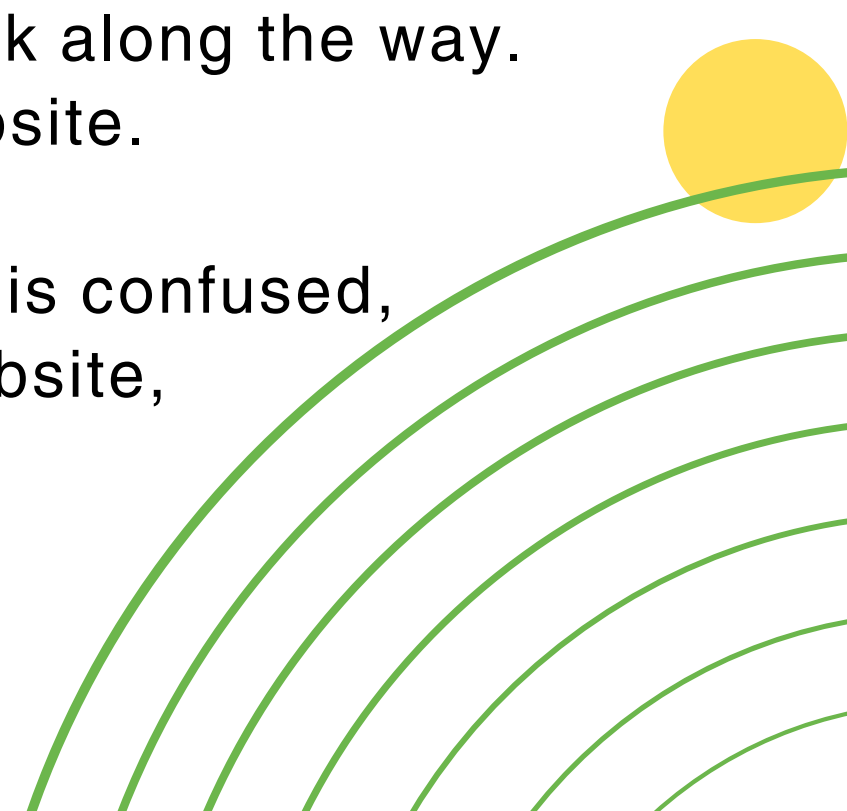

However, this is surely not a step to skip! It can be frustrating but helpful to test your website out with clients just to see how they are navigating their website and seeing how people interact with your website.

Your users may point out some errors that you may have previously overlooked, or show you how they are interacting with the website in the 'wrong' way.

- Do you have a button that doesn't appear to be a button?
- Do you have subtitles on your videos for people with hearing disabilities?
- Is your product displaying the right sizes available?
- Do you have your Shipping and Returns information on the website?

Generally speaking, the **more diverse** the set of people you test your website with, the **better**. In this case, try to find real life people who are representative of your customer base/target audience and ask them to test use your website with you. Ask them to navigate through all of the pages of your website and provide feedback along the way. Or even better, watch them as they browse your website.

Sometimes, you will notice that users of the website is confused, because of how information is organised on your website, which brings us to IA (Information Architecture).



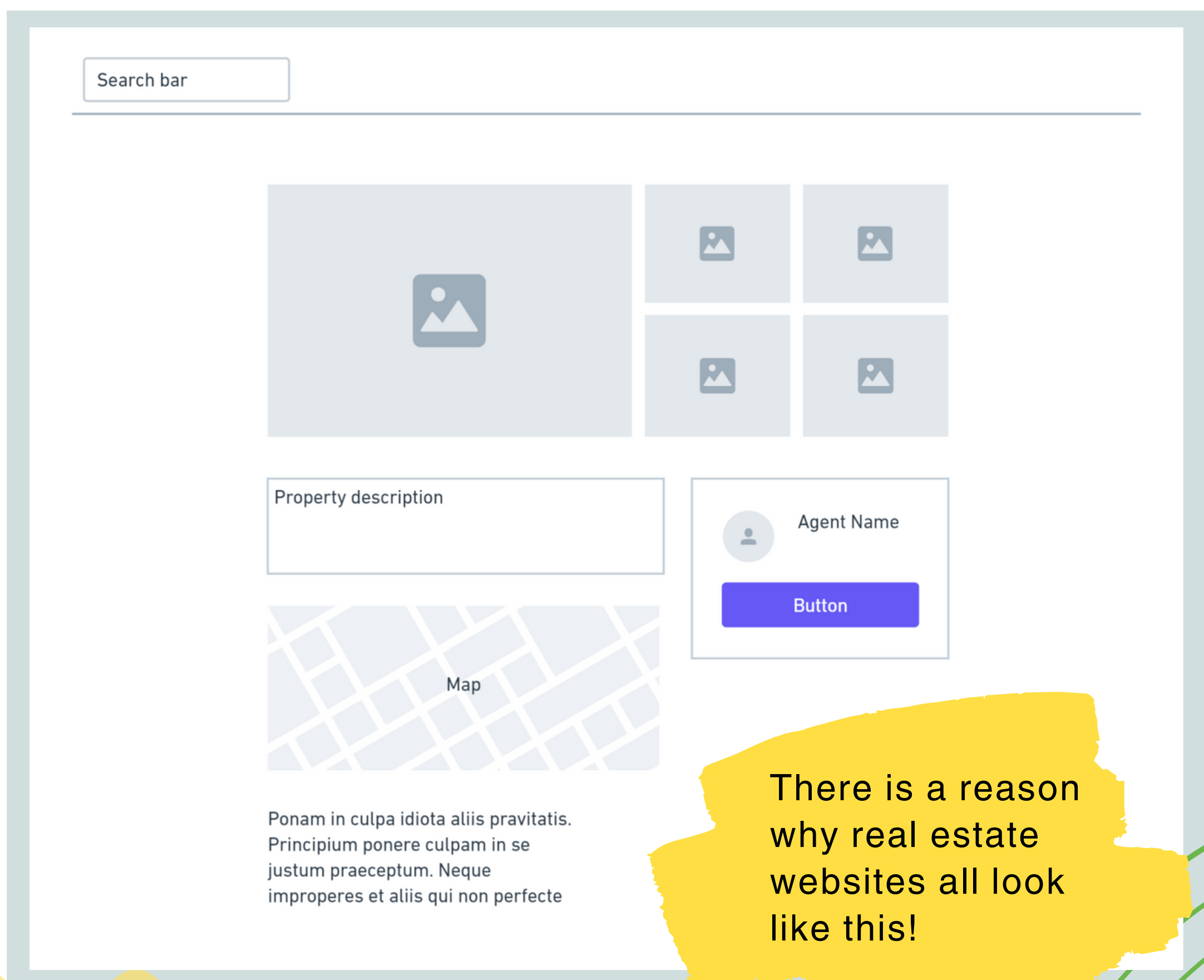
# Information Architecture

Imagine your website is a library, how will you organise the information within the website/page?

Real Estate Website Example:



- **Aim:** connect buyers with sellers for a particular property
- **Navigation based on:** house type, price range, suburb location, house type etc.
- **Information Architecture considerations:** fast navigation to each property, with the property search being the most flexible portion of the website, while the rest of the website is relatively fixed.
- **Scale required:** thousands of houses online with the data stored and updated after each transaction is made to ensure the house listings are reflected up to date



There is a reason why real estate websites all look like this!

**Information Architecture (IA)** is the structural design of shared information environments, the art and science of organizing and labelling websites, intranets, online communities.

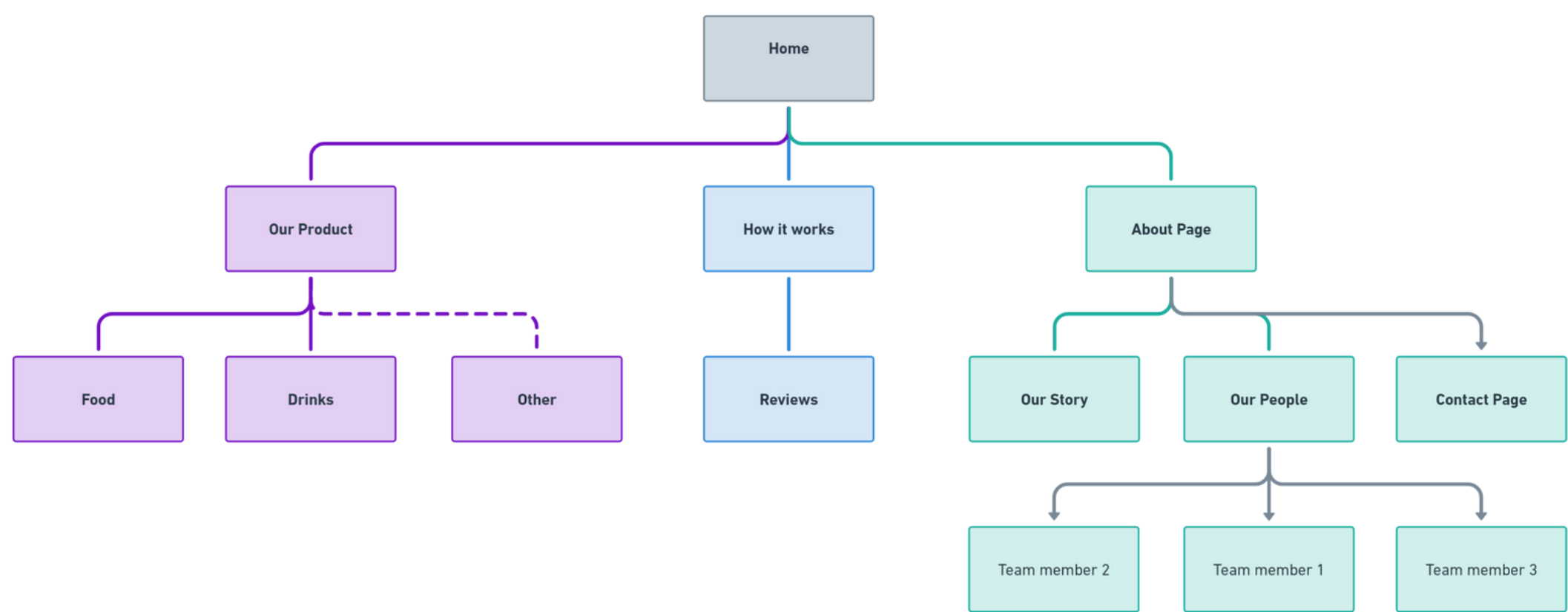
More broadly, you can group this into **4 categories**:

- 1. Organization system
- 2. Labelling system
- 3. Navigation system
- 4. Search system

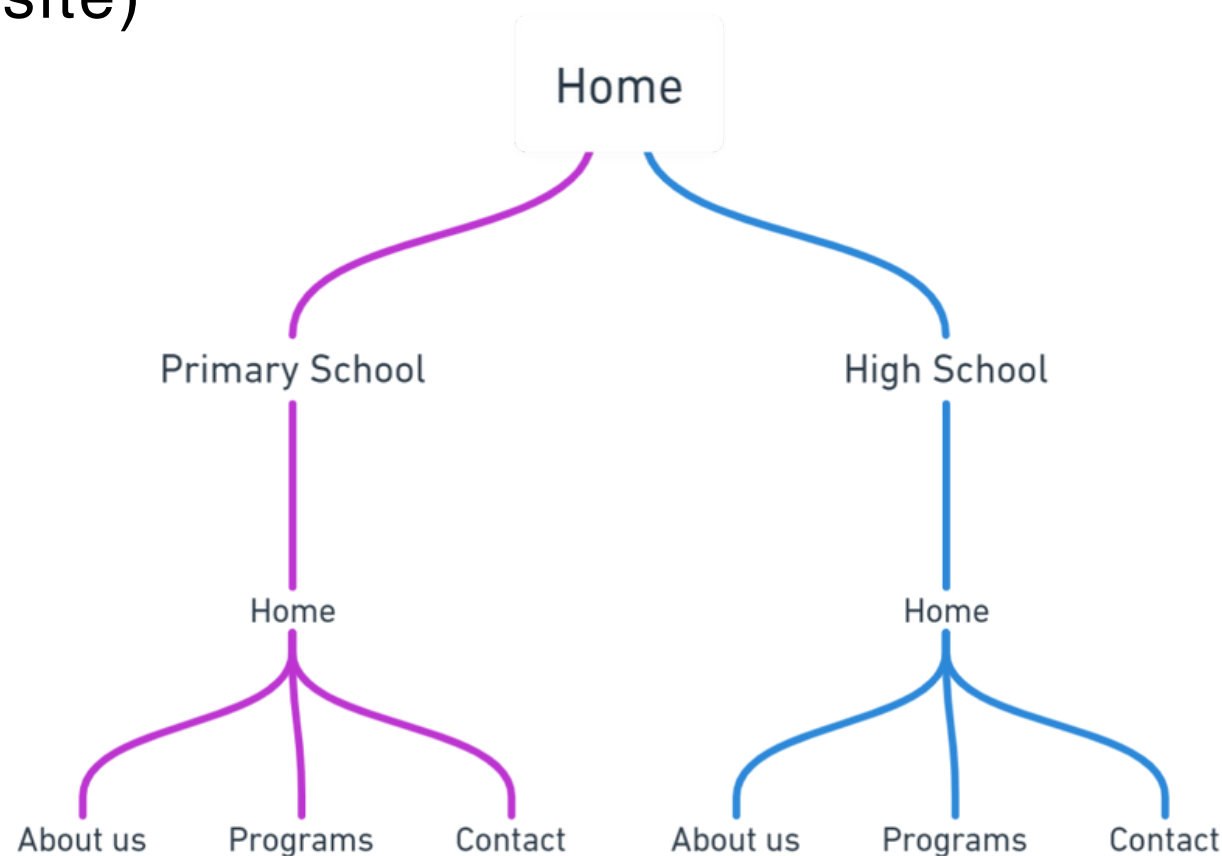
If your website is going to have a lot of information, content, and resources, it is important to decide on how you will organise information first, and to predict how the end users will interact with the information.

**Some common IA structures include:**

1) **Tree structure** - Home page directs you to all other pages

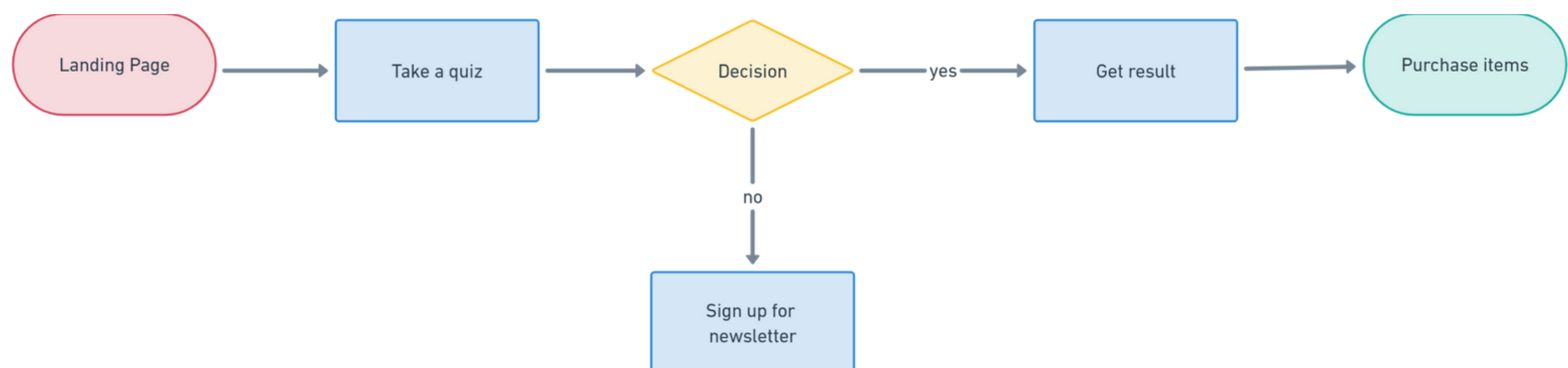


B) **User selection structure** - Home page is where you select yourself to a category and each category has a sub branch system (e.g. school website)

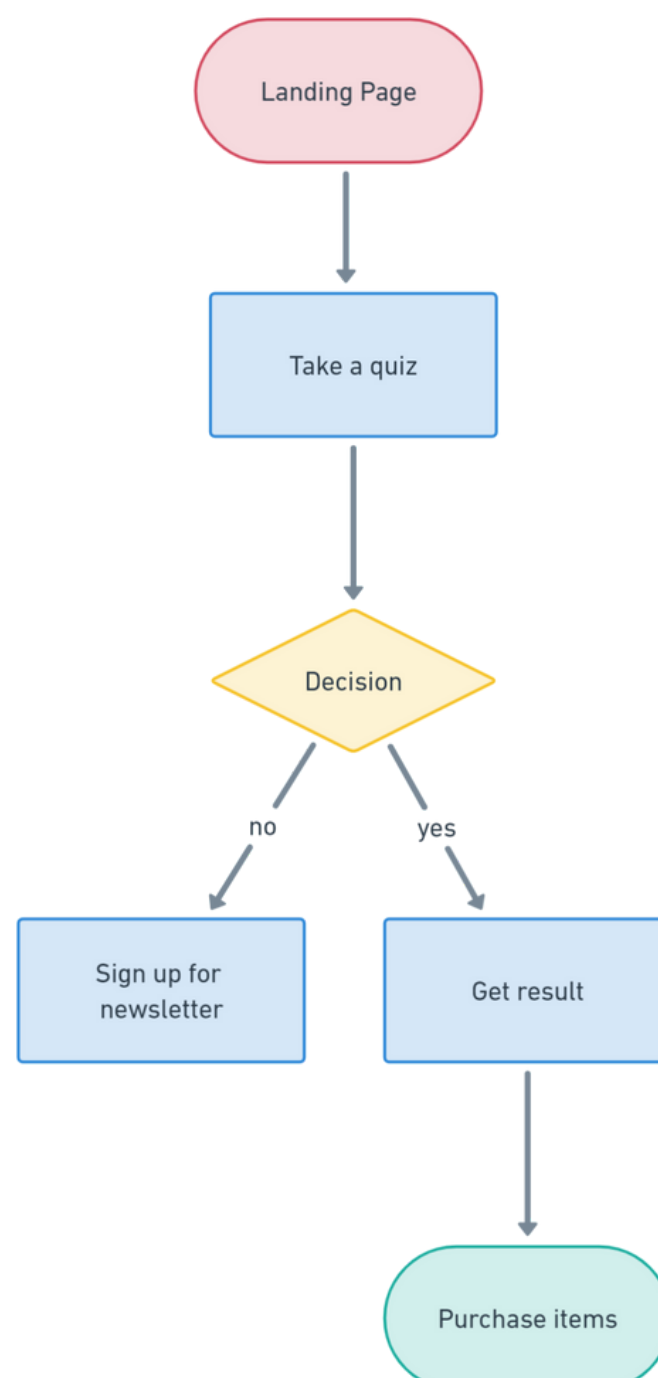




3) **Funnel Structure** - Home page is a funnel that takes the customer through a purchase journey



you can also have a Vertical Funnel Structure:



The reason why it is important is so that you have the best chances of achieving your goals for what you want your customers to do by visiting your website.

Questions you should consider can be:

- Does my category labels make sense?
  - (e.g. will 'red socks' fall under the 'Children's Section' or 'Winter Collection' or 'Sale Styles'?)
- How many clicks do I have to go through?
  - max 2 - 4
  - your 'Home Page' to 'Contact us' should only be one click away

- Do I have unnecessary content that can be its own category?
  - (e.g. you can either put 'Testimonials' on the home page, or as a separate 'Reviews' page which people can access from across any page of the website)
- Do I need to have a sub-navigation panel?
  - recommended if within each category you require further grouping and separation of your products for easier navigation

The key to remember is that users will try to find information, and each time they enter a page that they:

- expect to find the information but they don't
- did not expect to find the information but they do

will lead to **confusion**, which ultimately leads to a **lost customer**, because customers will not have the patience to work through a website.

**Most people skim read, so make sure your content is easily readable and concise.**

## Defining Success

Another way to look at how successful your website is, is by defining **what success means to you and your business.**

If your call to action is any of the below, then are you happy with the conversion rates you are getting?

### Call to action:

- > Contact us
- > Leave an enquiry
- > Get a free quote
- > Visit our other site
- > Book an appointment
- > Purchase a product or service

A simple way to calculate **Conversion Rates** is to take a percentage of total users

$$= \frac{\text{CONVERTED USERS}}{\text{TOTAL USERS}}$$



Remember that your call to actions can be different if there are different stakeholder/viewer groups such as e.g. investors, employees, customers. Then your definition of success will also be different for each group.

## What success looks like

The Website Success Matrix looks like the below, most people are on the left column. However, the goal is to move towards the top right hand corner.

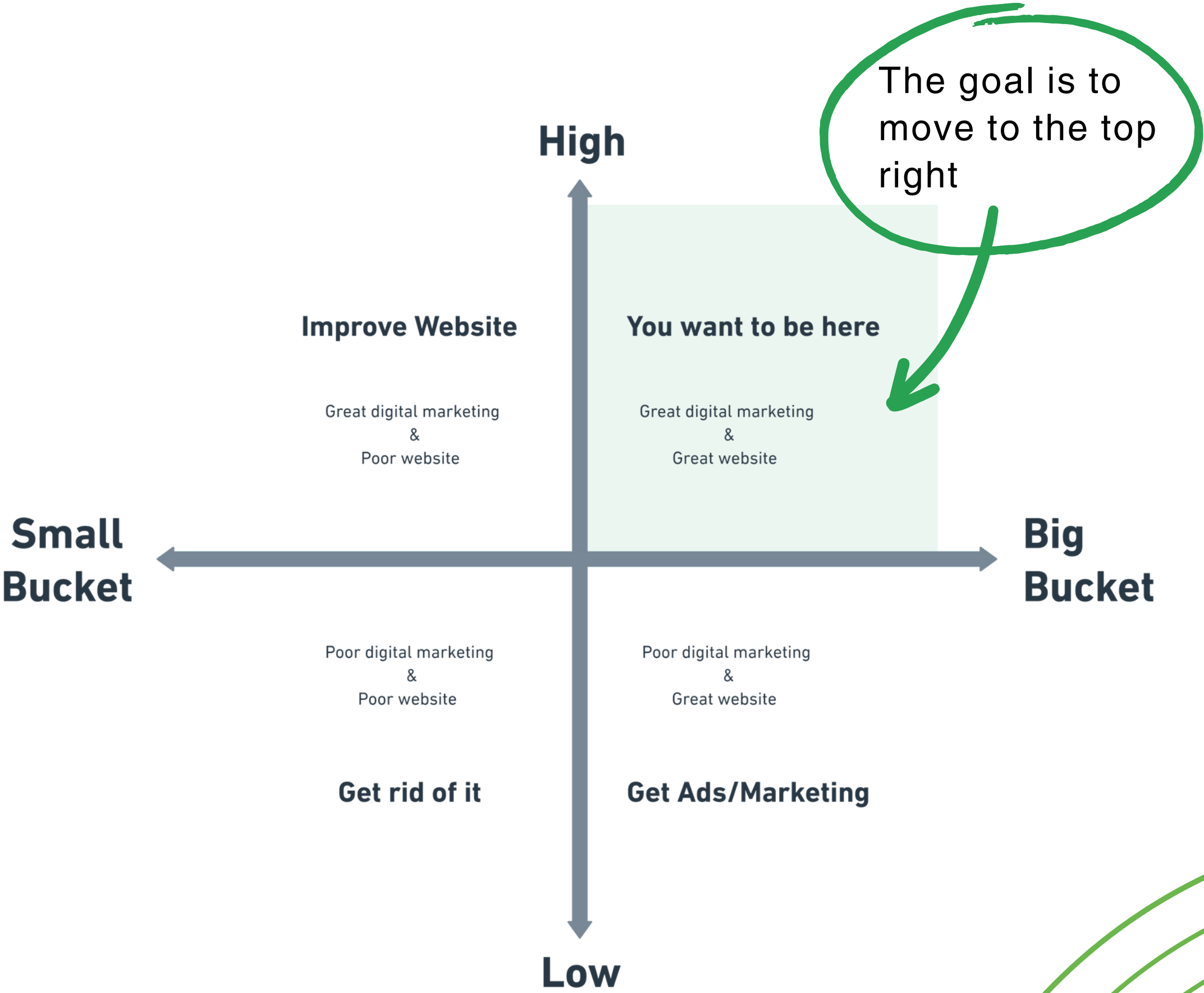
**Imagine your website using the water bucket metaphor:**

Water = Customer

Water Flow Rate = How much traffic is driven to your website

Bucket = Website

Bucket Size = How well your website converts leads







### Pro Tip: Build a 'Coming Soon' Page



Whether you are launching a product, opening a new store, releasing your online course, you don't need to wait until the last day to create your website!

Simply build a template with relevant information on the highly anticipated launch, and start capturing leads who subscribe to your waitlist or mailing list!

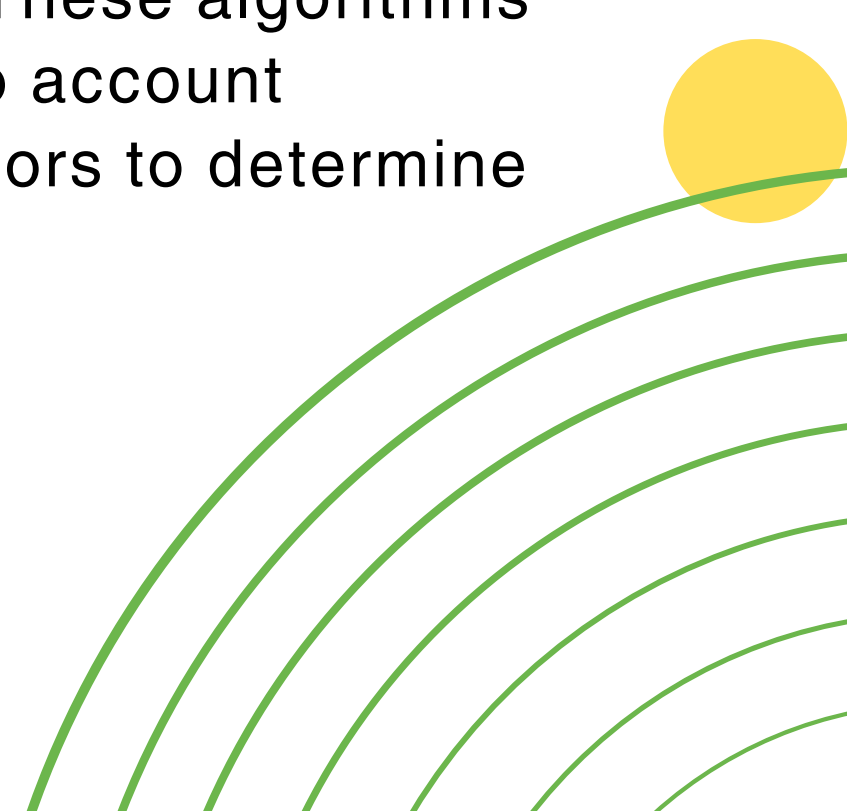

## Search Engine Optimisation

We are almost done!

By now you should have a pretty good understanding of how your website works and what you have on there. Now it is time to fine tune it so that your website passes the **Google-ability Check!**

**SEO** stands for search engine optimisation. It refers to a set of processes aimed at improving your website's position and overall visibility in search engines such as Google. By fulfilling users' search needs, such as offering high-quality, relevant content and providing a positive user experience, your website is more likely to gain **organic traffic**.

Search engines such as Google use an algorithm or set of rules to determine what pages to show for any given query. These algorithms have evolved to be extremely complex, and take into account hundreds or even thousands of different ranking factors to determine the ranking order of websites.





Here are some things you should consider:

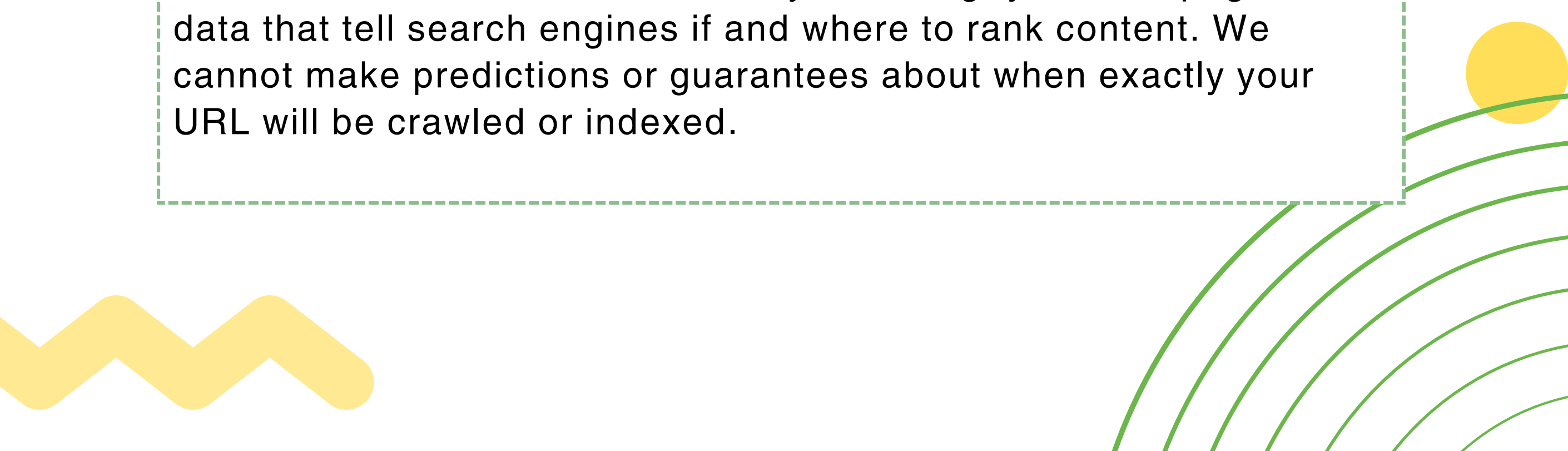
- **Quality Content:** are the graphics and media on your website thoughtful, well produced and optimised in the correct format and size?
- **User Experience:** is your website easily navigable, has visually appealing content, includes the proper use of headers and subheadings, has relevant internal linking and the site architecture is enjoyable to follow?
- **Device Compatibility:** do you have responsive design for your website across tablet and mobile devices?
- **Title Tags:** do you have titles that are engaging and making sense?
- **Meta Descriptions:** do you have accurate and succinct page descriptions that inform and interest users with a summary of what the page is about?
- **URL Structure:** is your content organized so that your page URLs are constructed logically?
- **Loading Speed:** how fast is your website loading speed? Our websites are hosted via Amazon's CloudFront CDN to ensure lightning-fast loading.

Some common questions below help provide more information on the subject..



Why isn't my website appearing on Google?

When your website is first published it can take anywhere from several days to several weeks for your website to start appearing in Google search results. This is because Google must first index your website, which is the process of a search engine adding your web content to its index. This is done by “crawling” your web pages for data that tell search engines if and where to rank content. We cannot make predictions or guarantees about when exactly your URL will be crawled or indexed.





## What if my content doesn't rank highly in search results?

It's important to remember just because your website is indexed on Google, it doesn't necessarily mean it will always be the number one result in Google search results.

There are a number of factors that influence the ranking of search results such as:

- **Relevance:** How relevant is your content in comparison to what the user's exact search term is.
- **Personalisation:** User's past search history and search settings all influence the results based on what Google thinks is most useful and relevant to them.
- **Distance:** Refers to the physical distance between your business and the user. The closer your business is to the user, the more likely that your business will appear higher for them.
- **Prominence:** Based on information that Google has about your business, from other places across the web, such as social media presence, links, articles, and directories.
- **Traffic:** Traffic does play a significant role in where your website appears in search results. The more popular your site is, the better. If your website is new, it would not have had the same exposure as other similar websites.

One suggestion we have for increasing your overall visibility for localised searches is getting set up with a Google Business Profile.



## Can I get my website indexed faster?

You can try speeding up the process simply asking Google to crawl your new site via the [Google Search Console](#) tool. However, Google doesn't always guarantee this will move the process along quicker.





Why am I getting emails from companies telling me I need SEO?

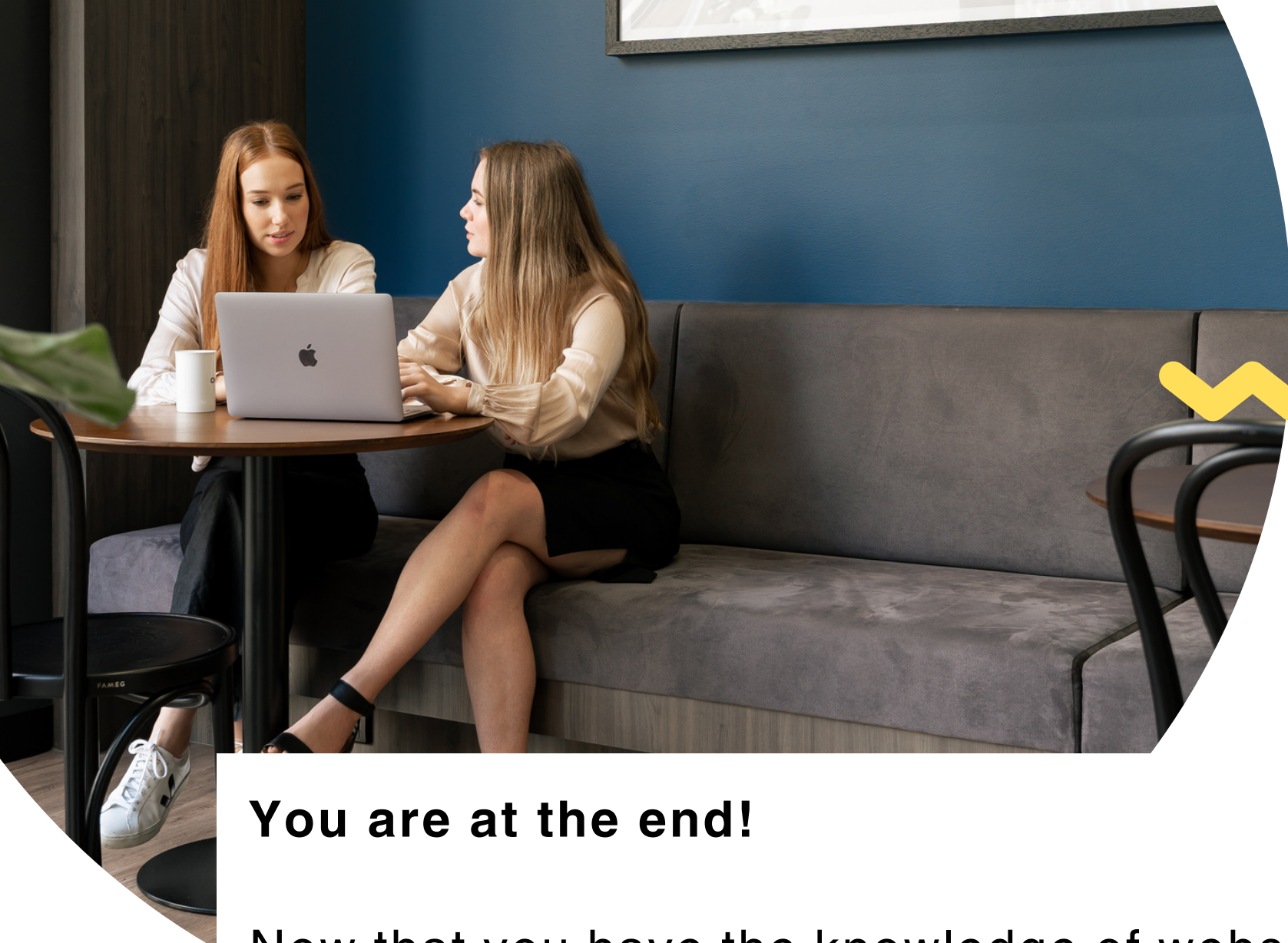
It is a common practice for un reputable companies to email website owners telling them their SEO is not optimised (oftentimes using language that would suggest their website is not functioning properly) please be aware that this is often a scare tactic to attract business.

There are reputable marketing agencies that can offer extremely comprehensive and customised SEM (Search Engine Marketing) services and strategies to business owners to help them further improve their engagement, though this is typically expensive as it is a specialised service. If you are considering going down this avenue, we suggest doing research into the agency beforehand and certifying their credibility.

The last check to perform for SEO, is finally device optimisation, making sure the website display sizes are appropriate across all screen sizes - desktop, laptop, tablet, phone.

(within the website editor at Champion Web, you can toggle between these views using the device selection bar)





## You are at the end!

Now that you have the knowledge of website design, we urge you to put it into practice and apply it to your own website. Whether you are starting from scratch, or re-doing your 1 year old website, an adherence to the practices outlined here could benefit your business immensely.

### > What's next?

- ✓ Give us feedback at [support@championweb.com.au](mailto:support@championweb.com.au) or leave a review on Google!
- ✓ Sign up for a Website Editor through your Champion Web account at <https://championweb.com.au/panel/>
- ✓ Enquire about a Custom Website Design from one of our website designers in house

## We've Made Getting Online Easy



### 1. Register a Domain Name

A domain name (website address) is the first step in an online presence. It allows you to create your own website and professional email address.



### 2. Build a Professional Website

Whether you want to design it yourself or have a professional do it all for you, we have you covered.



### 3. Get the Word Out

Start printing your new website address on your marketing material. We have a range of business cards and other print packages.