

A professional business website lets your prospective clients know that you are a legitimate business, qualified, licensed and worth considering; especially if you are the building industry as there is a lot of fear associated with construction-related companies going broke at the moment.

Creating a lead-generating website can be broken down into these eight steps:

1. **Know your business:** it's strengths and weaknesses and how to position your company in the most favourable light.
2. **Know your clients:** understand who you want to become your clients and what they look for in a business like yours.
3. **Start with a goal** in mind for your website: Consider whether you want the website to generate online enquiries, calls to your office, people wanting more information, a business quote or to build a database of interested prospective clients.
4. **Have a budget:** understand that your website will be the window for the world to investigate your business. Having a no-frills free website sends a clear message about your business as does an expensive, over-the-top website which screams that you are going to be an expensive organisation to deal with.
5. Ensure the messages, imagery and content represents the **key messages** you want your clients to relay.
6. **Deal with professionals:** Ensure your website creator knows your industry better than you do from a marketing point of view. Don't deal with an organisation which asks you to tell them what you do; that should be their expertise – not yours!
7. **Online image:** The marketing company should advise you on the overall image you portray, including the domain name, colour scheme, email addresses and social media presence.
8. **Overall image:** Make sure your business cards, presentation folders, quotes and clothing reflect the same professionalism of your website; there's



nothing worse than meeting a business with a professional online image and being disappointed when you interact with them personally.