Your Guide to Getting Your Business Online.

Your guide to creating a business website you and your customers will love, without having to spend big.

GordonMantenatal
MANTENATAL.COM
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What you need to get started building your business online
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What you need to get started building your business online

There’s no perfect time to start a business. If you wait for the “ideal moment” to arrive, you may find the opportunity you had your eye on has disappeared.

Anyone setting up their own venture is taking a leap of faith, no matter what’s happening in the world around them when they start out.

Gordon Dowall-Potter, a GoDaddy customers and founder of the antenatal course for fathers and birth partners MANtenatal, started his business as Covid hit.

His advice to anyone wanting to start a business? Go for it!

“Do not reach for perfection, it does not exist. Instead focus on progress and learn from your mistakes. At least you were brave enough to give it a go in the first place,” he said.

“Try and think outside the box for opportunities to collaborate with others, and remember it is not a failure or weakness to seek help... It is actually a strength to recognise that you do not have all of the answers. Start sooner and do not wait.”

Intimidated by the idea of launching a new online business or taking an existing business online? Don’t be!
Your Guide to Getting Your Business Online.

Yes, there are new things you’ll need to learn, but you won’t have to understand a single line of code or understand how your website works behind the scenes. You don’t have to go it alone either. With over 20+ years of experience and multiple awards, we at GoDaddy are here to support you on your business journey and help you grow online. We’re ready and waiting to help you take the next step and get started.

Pro tip: Worried that getting your business online will be prohibitively expensive? The cost of creating a website is much lower than it used to be. In fact, with GoDaddy’s Website Builder you can create a website for as little as £4.99 a month. Read on to learn more.

In this guide, we’ll explore everything you need to get your business up and running. You’ll get an understanding of unfamiliar ideas and concepts, and learn which tools you’ll need to get your business’s web presence set up.

We’re going to assume you already have an idea for what kind of business you want to launch online but if you don’t, check out this list of side business ideas to help inspire you.

Here’s what you’ll need to launch your first business website. And don’t worry if this list includes things you’ve never heard of or don’t understand, we’ll look at each of them in more detail later in the guide.

The essentials for getting a business online

• A domain name
• A professional email address
• A website builder tool (recommended)
• Basic branding and a logo
• Website security tools including an SSL certificate
• A social media presence.
What a domain name is, and how to choose one that works for your business
What a domain name is, and how to choose one that works for your business

What is a domain name?

Not sure what a domain name is? Well, you’ve almost certainly typed one before. They’re sometimes called “website names” or “web addresses” and they’re what you type into a browser’s address bar to visit a particular website. For example, GoDaddy’s domain name is “godaddy.com”.

You don’t need to understand too much about the technical aspects of domain names to pick one that’s right for your business, but it is helpful to understand the different parts that make up a domain name.

Understanding top-level domains (TLDs)

TLDs, sometimes called domain extensions, are found at the end of a domain name.

In the case of godaddy.com, the TLD is “.com”. TLDs can have more than one part, as with “.co.uk”.

There are a huge number of TLDs available. Some are generic (like .com), some are based on location (like .uk and .london) and some are related to a specific industry or niche (such as .coffee).
Understanding second level domains
To the left of the TLD, you’ll find the second level domain. In this case of godaddy.com, the second level domain is “godaddy”.

Each second level domain can only be registered once per TLD, so you’ll probably find this is the part you think about most when choosing your domain name.

Understanding sub-domains
To the left of the second level domain comes the sub-domain (or sub-domains). One of the most common sub-domains is “www.”. This was a common sight on the web, but now some browsers (such as Chrome) hide the “www.” part from users.

When you’re buying a domain name, you won’t have to worry about sub-domains. They can play a part for large, complex websites, but most websites are created without using sub-domains.

Understanding the protocol
The protocol is sometimes displayed at the start of a domain name in a web browser but as it’s not actually part of the domain name, we’ve left it until last.

In most cases, the protocol will be http or https. In almost every case, you’ll want to ensure that people connecting to your website do so using the https protocol, as this indicates that the website is secure.

You’ll learn more about this in our section on website security, so don’t worry about it when choosing a domain name.
Choosing a domain name that works for your business
When choosing your domain name, you need to think about two elements – the TLD and the secondary domain. In this section, we’re going to call these your domain extension and your domain name, because those are the most common way of referring to them in this context.

Choosing the right domain extension for your business
There are three considerations when deciding on a domain extension. Do you want to go with something familiar but generic such as .com or .net? Something location specific such as .co.uk or .scot? Or do you want to go with something that matches the nature as your business such as .coffee or .store?

Answering this question can help you decide which domain extension is the best match for your needs.

There are thousands of extensions out there, so there should be one that’s a perfect match for you.

Choosing the right domain name for your business
Okay, here comes the tricky bit. Coming up with a domain name that works and is available on the domain extension you want.

Because each domain name can only be registered once per extension, you’ll probably find that at least some of the domain names you’re interested in are already taken.

It’s a good idea to draw up a shortlist of potential domain names. That way, you won’t have to go back to the drawing board each time you find the one you’ve settled on isn’t available.
Here are the factors that make up a good domain name:

- It’s short
- It’s memorable
- It’s easy to type
- It’s brandable
- It doesn’t violate trademarks or copyright.

Let’s look at each of these factors.

A short domain name
A short domain name (no more than 20 characters, including the extension) is easier for people to remember. That makes it easier for them to remember and find your business online.

A memorable domain name
The benefits of a memorable domain name are obvious, but understanding the things that make a domain name memorable is a little bit harder.

Avoid alternative spellings (such as xtra instead of extra), numbers (is is example1.com or exampleone.com?) and puns. What seems obvious and memorable to you can seem strange and confusing to everyone else. Check any potential domain name with friends to see if they can easily understand it.
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A domain that’s easy to type

If your domain name is short and memorable, the chances are it will be easy to type. However, also make sure you avoid the use of dashes where possible as that could add confusion. For example, is it “ex-sample.com” or “exdashsample.com”?

It should be possible for someone to type your domain correctly having heard it spoken out loud. If they can’t do that, they will struggle to find your website.

A domain name that’s brandable

Your brand is what people think about when they think about your business, so choosing a domain name that fits in with your brand is essential.

There used to be a fashion for including keywords and/or a location in your domain name. This can still make sense, especially if you’re running a business like a café, bar, or plumbers.

However, you may struggle to find a relevant domain name that’s just based on keywords and a location, so you may need to get creative. Don’t forget, you can also use domain extensions to indicate your industry or location.

If you have an existing business you’re taking online, your domain name will reflect your existing business name.
If you’re launching a new business, you’ll need to name that business and buy a domain name that matches. It can be a good idea to base your new business name on a domain name you like that’s available.

Don’t get too hung up on finding the “perfect” domain name. One you like is good enough.

**A domain that doesn’t violate trademarks/copyright**

Just because a domain name isn’t registered doesn’t mean you’re free to use it. Registering a domain name that violates someone’s trademarks or copyright can cause you huge legal headaches.

Obviously, you’re not going to try and buy Facebook.london and then try to use it as your business’s website. However, you need to make sure that you don’t accidentally violate trademarks/copyright. Google search any domain name you’re thinking of registering to see what comes up. You can also search registers of intellectual property to check against potential violations.

If you need advice on whether your domain could infringe someone else’s intellectual property, consult an expert.
Once you’ve found a domain name you like, register it as soon as possible. That way, no one else can register it before you. You may also want to register it across multiple domain extensions to stop anyone snapping up a domain that’s very similar to yours.

Pro tip: If you’re starting a new business, you may want to take the availability of relevant social media handles into account when choosing a domain name. If you do this, be sure to register the social media handles as soon as you’ve registered the domain name.

What to do if your ideal domain is already taken

It is possible to buy a domain name from someone who already owns it, but even if they’re willing to sell, you’ll end up paying a much higher price than if you register a domain that’s available on the open market.

The price of a private domain purchase can be anything from tens of pounds to millions of pounds. If you’ve got your heart set on a registered domain, it can make sense to use a domain broker service like the one offered by GoDaddy. For a fee, such a service will attempt to track down the owner of a domain and negotiate on your behalf.

Anyone buying a domain that’s already owned should make extra sure that it doesn’t violate a third-party’s intellectual property rights. If it does, the third-party may be able to obtain ownership of the domain without paying you compensation. That could leave you seriously out of pocket. A domain broker is unlikely to be able to advise on intellectual property issues.
The importance of a professional email address
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Having a professional email address, one that uses your own domain name after the "@", will help you make the right impression on customers, clients and anyone else you have contact with as part of your business.

This kind of email address will help build your brand and shows people you’re serious about what you do. You’ll also be able to use your email to run marketing campaigns using an email marketing tool. These tools can’t be used with a free email address.

To get a professional email address, you’ll need a domain name and an email hosting package.

GoDaddy offers email hosting powered by Microsoft 365, a basic package starts at just £0.99 a month, but don’t forget you need to register a domain name as well.

Why not use a free email address?

It can be tempting to cut costs by getting an email address from a free provider. Here’s why that isn’t a good idea for anyone aiming to look professional online.
Disadvantages of free email accounts:

**Difficult to get the email address you want**
Most short, memorable names on free email accounts are already taken.

**Not brandable**
You can’t put your brand name after the @ with a free email address, meaning you miss out on an important branding opportunity.

**Low storage limit**
Most free email accounts offer limited storage, which can hamper your ability to send and receive large files.

**Adverts**
Free email accounts will show you adverts when you access your emails.

**Doesn’t look professional**
A free email address gives the wrong impression to customers. Would you buy something from an online shop using a free email address for enquiries?

**Can’t be used for email marketing**
Email marketing tools can’t be used with a free email address, which means you won’t be able to access one of the most important marketing channels.

Pro tip: Not ready to create a website yet but want to start building your brand? GoDaddy offers a domain and email bundle that lets you set up a professional email address for just £1.50 a month for the first year. (Terms apply.)
Creating your first website with a website builder tool
Creating your first website with a website builder tool

Creating your own website can feel intimidating. Often it feels like you’ll need to get to grips with loads of technical matters and learn how to code.

But you don’t!

These days, it’s perfectly possible to create a fantastic-looking website with ecommerce features without knowing a single line of code.

That’s because modern website builders use intuitive “what you see is what you get” (WYSIWYG) editors. Put simply, you can choose an overall look for your website, drag design elements around until it looks like you want it to, add content to your website just by typing or uploading images and then click a button to put the whole thing live. Need to add a new webpage or update some existing content? It’s just as easy.

GoDaddy offers an easy-to-use Website Builder, which comes with a free trial, so you can try before you commit.

Why a website builder is great for small businesses:

1. It’s low cost
2. It makes DIY web design easy
3. You can start small and grow
4. It (usually) comes packed with extras (including marketing tools)
5. Web hosting is included
6. It’s easy to update
What website builder package is right for you?
Working out which website builder package is right for you will depend on two factors - your budget and what you want to do with your website.

If you want to build a basic three-page website, you won’t need to pay for a website builder with ecommerce features. Equally, if you’re planning to sell online from the very start, a basic website builder package won’t be enough for you. In terms of pricing, the GoDaddy Website Builder Basic plan starts from £4.99 a month, while the Ecommerce plan starts from £13.99 a month.

Decide what features your website will need when it launches, then find a website builder plan that offers them. We’ll talk more about planning your website and its features later in the guide.

Pro tip: It’s easy to upgrade plans with GoDaddy Website Builder, so it often makes sense to launch a small, functional website and then add extra pages and features in the future.

What about using a web designer?
Before the advent of modern website builder tools, hiring a web designer was a must if you wanted to create a website and didn’t have the skills to do it yourself.

It can still be a good idea to hire a web designer to build a small business website, for example if you’re not comfortable using apps and drag and drop tools to manage your website, or you just don’t have time.

However, hiring a designer is likely to cost you more money than using a website builder, and it may make it more difficult for you to update your website when you need to.
In this guide, we’re going to assume you’re using a DIY website builder. We’ll also illustrate some examples with a website created using the GoDaddy Website Builder.

**Pro tip:** If you’re planning on using a web designer, why not let us create your website for you? We’ll handle everything from designing your website, to creating and publishing content for you. Once it’s live, you can update things whenever you want. [Learn more about our Web Design Services.](#)

**What about web hosting?**

Web hosting is where your website “lives”. Think of it as a computer that’s always on. When someone types your website’s address into a browser (or clicks a link to it), their browser finds your website’s host and asks that it send the information needed to display the page the person wants to view. Once the browser loads that information, the page is displayed and the visitor can look at it.

That’s why you need web hosting, but what kind of web hosting do you need?

Well, the good news is that if you go with GoDaddy’s Website Builder, web hosting is included as part of your package.
For anyone not using Website Builder, here’s a basic round up of web hosting types, the differences between them and what they’re used for.

**Shared hosting**

Shared hosting stores multiple websites, one of which is yours, on one server. It’s usually the choice for small personal websites, such as blogs. It’s also ideal if you have a very small budget. This type of package isn’t suitable for complex websites and ecommerce websites.

**Business hosting/Web Hosting Plus**

Business hosting, also called Web Hosting Plus, offers more resources and makes it suitable for larger, more complex websites. This is reflected in a higher price.

**WordPress hosting**

Specialist WordPress hosting is, as you’d expect, great for WordPress websites. Usually, WordPress hosting includes automatic updates of WordPress software, plugins and more. It’s also usually optimised to speed up your site. You’ll tend to find that basic, cheap packages are suitable for basic blogs, while more expensive packages offer the resources to handle an ecommerce WordPress website.

**Virtual private server (VPS)**

A VPS is configured in such a way that, although the server itself is shared, each user gets their own dedicated resources. That means better performance and more flexibility. A server used as a VPS is usually split between fewer users than shared hosting, which means you get a bigger slice of the resources on offer. A VPS tends to be used by larger businesses that don’t yet need the power of a dedicated server. Be aware that if you opt for an unmanaged VPS, you’ll need a high degree of technical knowledge to use your hosting package.
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Dedicated hosting
A whole server all to yourself. The most power, but at the highest cost. As with a VPS, an unmanaged dedicated server requires a high degree of technical knowledge to use. Dedicated servers are only required for enterprise applications.

Confused by the web hosting options available? Remember, if you use a website builder then hosting is included.

What about coding?
Although you don’t need to touch a single line of code to create a website using a website builder, you may benefit from learning some basic HTML.

Even knowing something as simple as the HTML code for creating a link can be useful. It’s `<a href="link address">text describing link</a>`.

If you’re interested in getting to grips with coding, consider starting with a basic HTML course using a service like Codecademy or Udemy.

Not interested in getting to grips with coding? Don’t worry. You can still create a fantastic website.
WordPress – flexibility and power

Although we’re focusing on website builder tools in this guide, WordPress also deserves a mention. It’s one of the most popular ways to get a website online and, like website builders, it offers a visual editor, meaning it’s easier than ever to create a WordPress website.

The learning curve for WordPress tends to be a little bit steeper than that for website builder tools, but that’s partly because WordPress offers a very high degree of customisability.

To take full advantage of that customisability, you’ll need to get to grips with more advanced HTML and CSS. This means that WordPress isn’t for everyone, but if you have the required skills or want to learn them, then it’s a great way to create a website.
Developing a basic brand and getting a logo
Developing a basic brand and getting a logo

Understanding your brand and who you’re trying to appeal to will form the basis of all your marketing efforts.

Your brand could be based around a business, in which case the starting point will be your business’s name, its design style, its tone of voice, the products/services it sells and how you sell them.

Or your brand could be based around you as a person, in which case the starting point will be you as an individual and the services you’re able to provide. From there, you can create a style and tone of voice which will accurately reflect your personal brand when you communicate online.

Start by defining the two fundamental aspects of your brand that will make it stand out from the crowd.

These are:

**Meaning**
Why are you doing what you’re doing and what value does it bring to other people?

**Difference**
How are you unique? Why should people choose you over the other options?
From there, you should be able to identify your brand truth, which will be at the heart of every branding step you take. To identify that truth, focus on:

**Your truth**
What is the unique product, service or company characteristic that lies at the heart of your story?

**Audience truth**
A truth about your audience. A need or desire they have that you can meet or satisfy. This is where you really connect with what your audience requires from you.

**Truth of the moment**
Something big, important, possibly exciting in culture or your category that you can support or challenge.

**Truth of your mission**
Beyond profit, why are you doing what you’re doing?

Let’s take a hypothetical example for a hypothetical brand:

Acacia produces gender-neutral skincare products from organic ingredients. It focuses on quality over quantity and aims to minimise its impact on the environment.
Our truth
Acacia is a committed member of 1% for the planet.

Audience truth
The modern consumer needs to create substantial impact with their daily rituals.

The moment
Intersectional environmentalism calls for the protection of people and planet.

The mission
A world where we all live in harmony with nature and each other.

Our hypothetical brand can then use these answers to form the basis of all its customer communications. This includes everything from a simple logo and initial website copy to online advertising campaigns.

The practical side of building a brand
As well as developing your brand story, you’ll also need some “online real estate” where you’ll be able to focus your brand building efforts.

The basics building blocks of your online brand will be:
• A domain name (followed by a website)
• A professional email address
• A simple logo
• Your social media profiles
Creating your first logo

Once you’ve defined your brand story, you can create your first logo. To do this, you’ll need access to a design tool. If you’re using GoDaddy’s Website Builder, you’ll have free access to GoDaddy Studio.

This design tool comes packed with features, including templates, which makes it easy to create a great-looking logo even if you’ve never designed anything before.

Here are some quick pointers to help you create your first logo.

1. Pick the right font

Serif fonts (the ones with sticky-out bits on the ends of the letters) represent tradition, but can feel old fashioned. Sans serif fonts (no sticky-out bits) feel more modern, but don’t always work for industries that value tradition. For example, law and accountancy.

Display fonts (fonts specifically aimed for use in short text, such as logos and billboards) tend to be friendly, expressive and amusing. Great for modern, approachable businesses, but not always a good match for traditional industries.

Pro tip: The right font, a brand name and a colour background are all you need to make a logo. If you’re intimidated by design, you don’t have to do any more than this.

2. Including a graphic in your logo

Adding a graphic to your logo makes it more striking and memorable. Here are the different types of graphic you can add.
Literal
An image directly related to your business. For example, if you’re a surf brand, a surfboard. If you’re an optician, a pair of glasses.

![Literal Image Example](image-url)
Lateral
An image that resonates with your brand story and positioning. For example, a sunrise to represent a new dawn or a tree to represent growth.
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Narrative
An image representing a key aspect of your brand. For example, a local landmark from your business’s hometown.
Abstract
An abstract image chosen because it looks good as part of a logo.
3. Framing your logo

Using a shape to frame a logo helps create a boundary for it, making it easier to include almost anywhere.

A circle is always a popular choice for a logo frame, but almost any shape can work.
4. Thinking about contrast, size and colour

Your logo needs to look good anywhere from a thumbnail on your website to, maybe one day, the side of a building. With that in mind, you need to make sure your logo is clear and legible at any size. Use high contrast colours, so text and images standout from the background.

Also make sure letters are well spaced, so text doesn’t jumble together when you’re using a smaller version of your logo.

For colours, start with a black and white version of your logo and then consider introducing one or two of your brand colours.

Even after you’ve created a colour logo, you’ll find that there are times when the monochrome version works best. Finally, save your logo as a high-res PNG with a transparent background. This makes it easier to resize it when you need to.

5. Keep trying

Not happy with your first logo design? Try another one. Professional designers go through multiple versions of a project before they settle on the final result, so don’t be afraid to experiment and ask others for feedback.
Creating your first website
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Creating your first website

Before you create your first website, you need to plan it. Planning your website will help you understand what you need to gather together before you start creating. It'll also help you work out which website builder package is right for you. First, your website will need content. Words and pictures which show people who you are and what you do. Exactly what content you need will depend on the kind of business you are and the kind of website you plan on creating.

You’ll need to plan this content and think about where it’ll come from. Are you comfortable with writing your own website copy and creating images for your website?

If not, you’ll have to hire someone to do it for you and that will add to the cost of creating your website.

Here’s how to plan and create your website.

1. Decide what you need your business website for

Before you learn how to make a website, you need to know what your website will have to do. Should people be able to buy a product from your business website? Should they be able to book an appointment? Or will your website just be a place where people can learn more about your business and what you do?

If you settle on a purpose for your website before you create it, you’re far more likely to end up with a professional website that does what you want it to.

Pro tip: Sign up for a free trial of GoDaddy’s Website Builder and you can create your first website while you follow this guide.
As well as deciding on a main purpose for your website, you should also draw up a list of features you’d like it to have. If you’re not sure what features your website should have, the best way to find out is by researching the websites of other businesses in the same sector as yours to help inform your decision making. Remember, most small business websites don’t have a large number of complex features.

2. Set a budget for your business website

The price of a website can range from just a few pounds a month for a simple, small business website you create yourself with a website builder, to thousands of pounds in upfront costs for a complex website created by a web designer.

It’s important to note that you almost certainly won’t have to spend a lot to get a great website. If you’re looking to get a small business website, make sure you don’t overpay.

Take time to understand how much a website costs and set a budget so you pay a fair amount for a website that does what you want. Don’t forget, your budget should include the cost of getting someone to create content (words and images) for your website unless you plan to do this all yourself. You’ll also need to take into account the cost of a domain name and web host. (Web hosting will be included for most website builder plans.)

3. Research ways of building your business website

The advantages of a DIY option like a website builder are the ability to make changes to your site whenever you need to, and the lower price when compared to hiring a web designer. You don’t need to be an expert on how to design a website in order to use a website builder.

If you decide to use a web designer, you’ll likely end up paying more for the finished product, but you’ll also be able to have them create a large, bespoke website with complex features.
Whether you opt for a DIY option, or a web designer depends on how much you’re willing to spend and what you need your website to do. For the average small business website, you probably don’t need to hire a designer. Remember, all a good website has to do is provide the features and information that people need to use it.

If you have a list of features that you need your site to have, you can use it to help choose the right option for you.

4. Plan the design of your website

You should already have a list of features your website needs, but where will those features appear on your site? And how will visitors to your site find their way around it?

Sketching out a basic layout for your website will help you answer these questions and make the process of building your site easier. For a small business website, your plan will probably fit on one side of A4 paper, so it shouldn’t be too much work.

If you’re not sure what your website layout should look like and what pages it should have, revisit websites in your niche and see how they’re laid out.
The core pages for your website will be:

- **A homepage** – a general page providing visitors with information about your business and what it does.
- **An about us page** – a page giving more details about your business, its history and the people behind it.
- **A contact us page** – a way for visitors to get in touch.
- **Legal content** – Potentially including a privacy policy/disclaimer page and a GDPR/cookie consent banner.

If you’re planning to sell products online, you’ll also need to think about product pages. If you’re offering services, you’ll need pages detailing the services you offer. You can always add these pages later, after you’ve launched your basic website.

You’ll also need to plan how visitors will navigate between the pages of your website. Usually, this will be a menu at the top of your website that appears on every page.

Most beginner-friendly website builders will make it easy for you to turn this outline into an actual website.

**Pro tip:** Start small and grow. It’s much easier and quicker to launch a website with four pages and then add more than it is to launch a website with 40 pages.

### 5. Create your business website’s content

Once you’ve planned your website, you can start the process of creating content for it.

You’ll need written content and relevant images for each website page you’ve planned, as well as other content you want to include on your site such as logos and menu text.

We’re concentrating on the basic pages of your website here, so there shouldn’t be a huge amount of content to create.
For your homepage, you’ll need:
1. Your logo.
2. Imagery related to your business, like photos of customers, photos of your team, photos of you at work or photos of your premises.
3. A small amount of text that makes it clear who you are and what you do.
4. A clear next step, letting people know what to do become a customer.
For your ‘About Us’ page, you’ll need:
1. Your logo.
2. At least one image related to your business.
3. Text explaining who you are, what you do and why. This is your chance to explain the story behind your business.
4. A clear next step, letting people know what to do to become a customer.
For your contact us page, you’ll need

1. Your logo.
2. Business-related imagery (optional here).
3. A contact form (you should be able to add this easily via your website builder tool).

A basic example of a contact us page.
For your privacy/disclaimer page and cookie banner content, you’ll need:
The content of any legal content that needs to be displayed on your website will vary depending on your location and the purpose of your website. You may be able to find boilerplate privacy policy text on the web which you can adapt for your own website, but this is not a replacement for legal advice from a qualified professional. Anyone using GoDaddy’s Website Builder will have a cookie banner on their website by default, but you may need to update its content based on your circumstances. If in doubt, consult a legal expert.

6. Publish and test your business website
Once you’ve got your basic content ready, you can upload and publish your business website and make sure that everything works in the way you expect. Note: If you’re using a GoDaddy Website Builder free trial, you’ll need to upgrade to a paid plan before you can publish your website on your custom domain name.

Analytics and your website
Once your website is live and attracting visitors, you’ll want to get as much information about those visitors as possible.

That’s where website analytics comes in.

If you’re using GoDaddy’s Website Builder, you’ll have access to GoDaddy Insight. This will provide you with data including how many website visitors you’re getting and how many sales you make.

You’ll also get a customised action plan to help you improve your website.
It’s also a good idea to install Google Analytics on any website you create. To do that, you’ll first need to sign up for Google Analytics. If you’re using GoDaddy’s Website Builder, you can then add your tracking ID code by clicking “edit website”, “settings”, “Google Analytics” and pasting the code into the “tracking ID” area.

It makes sense to install analytics before you start attracting visitors to your website so that you can track your website’s performance from the beginning.

**Important note:** You’ll need to offer people the chance to opt out of having their data collected. If you use GoDaddy Website Builder, a cookie banner is displayed automatically.

**Getting to grips with website security**

Keeping your website secure is crucial both for the sake of your business and your customers.

If your website is easily hacked, then both you and your customers are at risk.

One of the most basic elements of website security is an SSL certificate. A properly implemented SSL certificate encrypts data as it’s sent between your website and anyone visiting it.

Without encryption, a customer’s data, including sensitive details such as payment information, could be accessed by a third-party.

SSL certificates are now a standard part of all but the most basic websites. If you visit a website with an SSL certificate, you’ll see a locked padlock in the address bar.
When you’re creating your website, make sure you purchase and install an SSL certificate. If you’re using GoDaddy’s Website Builder, an SSL certificate is included.

So, an SSL is a start, but you should also consider using other website security tools to help protect your website. Look for a tool that includes malware scanning and removal, a firewall and backups. A firewall will help keep hackers out, while malware scanning and removal will help clean up your website if a hacker does manage to access it. Learn more about GoDaddy’s Website Security tool here.

For bigger websites, you should also consider DDoS protection, which will help keep your website online should hackers try to overload it by flooding it with fake visitors.

**Important note on passwords:** No website security tool in the world can protect your website if your passwords are easily guessed. Use strong, unique passwords for every online account. Consider using a password manager tool.
Setting up your social media presence
Setting up your social media presence

Social media provides a great platform to promote your business and connect with potential customers.

Although you probably won’t want to start promoting your business on social media until your website is up and running, it does make sense to create your social profiles as soon as you can.

Start by claiming your business name as handles across all the biggest social media platforms. Consider registering on Twitter, Facebook, LinkedIn and TikTok at the very least.

Even if you don’t think you’ll end up using TikTok or Twitter to promote your business, it makes sense to claim relevant handles because a) you could change your mind in the future and b) it will stop anyone else from using them, helping to protect your brand.

**Pro tip:** If you haven’t yet chosen a domain name, you may want to take the availability of social media handles into account when picking one.

Once you’ve registered your profiles, it’s time to brand them. It makes sense to do this even if you don’t plan to use a particular social channel actively, because a) people may visit anyway so you want things to look good for them and b) you can include a link to your website.

The exact profile requirements will vary from platform to platform, so check the details for each one.

In general, you’ll need a branded profile picture, a header image and a bio.
If you use GoDaddy’s Website Builder, you’ll get access to image creation tool GoDaddy Studio. You can use the tool to make your profile picture and header image.

**Pro tip:** GoDaddy Website Builder offers social media integration, meaning once you’re ready to start marketing on social, you’ll be able to create images with GoDaddy Studio and make social posts through your Website Builder dashboard. You’ll also be able to see stats relating to social media engagement.

For your bio, include relevant details about your business, such as the products/services you offer, where you’re located, and who you are. You should also include a link to your website.

Your profile picture will probably be based on your logo, while your header image will likely be related to your brand. Currently, the GoDaddy UK Twitter profile features one of our customers. You could do the same, or showcase a product, your premises, or your team.

Here are a few things to take into account when creating social media images.
1. Understand your brand before you start creating images
   A brand will help make sure your social media images are consistent and communicate the right message to people who see them.

2. Practice creating images
   The more images you create, the better you’ll get.

3. Understand the basic rules of composition
   Understanding what makes images look good will help you create your own stand out images. Get to grips with the basic rules of composition.

4. Take your own photos
   Stock photos look like stock photos, so avoid them! You don’t have to buy an expensive camera, your smartphone should do the trick.

5. But don’t use your flash!
   Using a flash makes things look unnatural and washed out. Turn it off!

6. Invest in a small tripod
   A small tripod for your phone will make it easier to take steady, professional-looking images.

7. And some lighting!
   A light source can really improve your product photos, so if you’ve got a little bit of money to spend on improving your social media and website images, spend it on lighting. Learn more about using lighting in this guide.

Once you’ve added your bio, website link and images, your social media profiles will be ready for you to use to promote your business.
Creating product and service pages for your website
Creating product and service pages for your website

If you’re selling products or services online, your next priority after creating your core webpages will be creating pages you can use to sell.

Ultimately, these will be the most important pages on your website and you’ll keep tweaking and refining them to boost your sales.

Here are some tips to help you create your first product/service pages.

Include high quality photos
If you’re selling products, this step is absolutely crucial. Photos and even videos will let potential customers see your products in action. For services, they add extra visual cues.

Include clear pricing
Clear pricing helps people understand what they’ll be paying. Don’t make them hunt high and low for pricing. Include clear delivery costs and details.

Unexpected delivery charges can derail a potential purchase. Let people know what they’ll pay for delivery and how long it’ll take them to receive an item.
Include a clear call to action
A call to action tells customers what to do next. It could be “add to cart”, “buy now”, “request a quote” or something different. What’s important is that people can clearly see how to take the next step.

Include clear descriptions
Along with images, the product (or service) description is your chance to show people that you’re selling what they’re looking for. The description should include everything people need to know about something before they buy it. Product dimensions/sizing information (where relevant) is particularly important. This guide goes into more details about writing product descriptions.

Include customer reviews and testimonials
Proof that people love your business and the things it sells is a great way to convince more people to buy from you. Obviously, you won’t be able to include reviews and testimonials if you’re launching a new business, but make sure you add them as soon as you can.

If you’ve got an existing business, you can approach happy customers for reviews and testimonials and include them on your new website.

Pro tip: When you sign up for Website Builder or any other GoDaddy product, you’re not just getting access to a tool, you’re also getting access to our help and expertise. Struggling with something you don’t understand about domain names? Need to know how to add a new feature to your website but can’t work out how to do it? Our team is here to support you 24/7. All you need to do is ask.
Getting your online business up and running checklist
Your Guide to Getting Your Business Online.

Getting your online business up and running checklist

Use this checklist to guide you through the process of getting your business online. You can search for a domain name here and grab a free trial of GoDaddy Website Builder here.

- Research and buy a domain name that fits your business
- Claim relevant social media handles
- Sign up for an email hosting plan so you’ll have a professional email address
- Establish the basics of your brand and create your logo
- Plan your website content
- Create the basic content for your website – a homepage, about us page, a contact us page and appropriate legal content
- Sign up for a free trial of a Website Builder
- Experiment with different templates for your website until you find one you like
- Create your homepage and add the content
- Create your about us page and add the content
- Create your contact us page and add the content
- Create your privacy/disclaimer page and add the content
- Check that your website navigation works properly
- Sign up for a paid website builder plan, connect your domain name and launch your website!
- Create profile and header images and add them to your social media accounts
- Add a bio to your social media accounts
- Start adding additional pages to your website