



When ordering your Rapid Website, please make sure you have supplied the following information:

- ⦿ Business Name
- ⦿ Contact Person
- ⦿ Business Mailing Address
- ⦿ Email Address
- ⦿ Phone Number
- ⦿ ABN (if applicable)
- ⦿ Whether your domain name is already registered
- ⦿ If you have no domain name, please advise your preferred domain name
- ⦿ If you do have a domain name, please supply the Registry Key
- ⦿ Email addresses required - eg. info@yourbusinessname.com.au, accounts@yourbusinessname.com.au
- ⦿ The number of pages required for your site
- ⦿ The Template you would like used.

- ⦿ **Website Title** - This should include your business name and a brief description of what products or services you provide, or maybe where you are located. This will display across the top of the page when visitors view your website in a browser (eg. Google).

- ⦿ **Website Description** - This is a more detailed description of your business, and should be no longer than 150 characters. This description will display in a browser when visitors do a search and your website is included in the search results.

- ⦿ **Keywords** - These will probably be different for each page on your website. They should be relevant to the text on that page; that is, if you want a keyword used for a page, that word should be in the text somewhere on the page. Keywords help the search engines index your website.

Decide what type of information you would like to include on your website:

- ⦿ **Home Page** - This is the first page of the site, and needs to create that "first impression" for your potential customers. It should provide general information about the products or services your business provides, and an overview of what information can be found on your website.
- ⦿ **Products and Services** - Provide as much detail as possible about the products or services your business offers. Remember - in many instances this website will be replacing a printed brochure. Potential customers don't want to have to call you for further information - they want it now! If you have many different products or services, this section of the website can be broken up into multiple pages.
- ⦿ **Pricing** - If possible, include the prices of your products and services. Again, potential customers are looking for information now.
- ⦿ **Customer Testimonials** - This can show potential customers that you are reliable and offer a quality product or service.
- ⦿ **Media Information** - If you have had reviews on your product or service in magazines, newspapers or online, make sure to include this on your website.
- ⦿ **About Us** - It is a good idea to include information detailing who you are, and why people should buy from your business. You may also like to list your opening hours, if applicable.
- ⦿ **Links** - By exchanging links with other websites that share a common theme with your business, you assist search engines such as Google to identify your website and raise its ranking. Google assumes that if websites it has already ranked highly link to your site, your website must be of value and the search engines will rank it higher.
- ⦿ **Other Information** - You may also like to include information such as delivery fees, privacy policy, return/refund policy, and anything else appropriate to your business.
- ⦿ **Contact Information** - Make sure people looking through your website can easily see how to contact you. You should have a separate page detailing your business name, physical address, mailing address, telephone, fax and email. Make sure that if you are going to advertise an email address it is checked regularly.

Please email this information to info@rapidwebsites.com.au