

## How do people find you?

### *Check list:*

- ☐ Paper business card
- ☐ E-business card
  - ☐ Social media
    - ☐ Personal profile
    - ☐ Business page
  - ☐ Website
    - ☐ Domain name
    - ☐ Hosting company
    - ☐ Goal of the website
    - ☐ Who is your target audience?
    - ☐ Who are your competitors?
    - ☐ Design: Layout and Colour / Appearance
    - ☐ Selecting your web designer
    - ☐ Development phase
    - ☐ Going Live

### **Reference Information:**

Explanation of file formats:

<http://users.wfu.edu/matthews/misc/graphics/formats/formats.html>

Ownership of a Domain name:

For Start-Up Businesses

## Technology Made Simple

<http://www.whois.com>

Hosting companies:

<http://www.hostgator.com>

<http://www.ilisys.com.au>

Learning about Facebook:

<http://fanpagecompetitions.com>

Great templates for developing your website (plus how to manage your social media)

<http://www.bluewiremedia.com.au>

Book: “WebMarketing that works” by *Adam Franklin and Toby Jenkins*

A printable version of this resource list is available from:

<http://smartlearning.com.au/technology-made-simple/>

For Start-Up Businesses