Website development fact sheet

What is a website?

A website is like a multi-page brochure on the internet, and most businesses have one. A website allows you to position your business professionally, giving potential customers confidence in your offering. They can engage with you around the clock. Before booking, most people research businesses online using search engines like Google and review websites like Tripadvisor. Your own website (and social media accounts, like Facebook or Instagram if you have them) gives customers access to you 24/7, so it's important it looks the part.

Top Tips

First impressions

One of the first points of contact with your business is your website. Visitors to your site must immediately recognise who you are and what your business offers. Don't leave people guessing.

Contact information

Give your visitors the information they want quickly and easily — before they move on to find it more easily with a competitor. Make sure your contact information (address, phone number, even a link to a Google map) is up to date, visible and appears across the site, such as in the header or footer. Don't put people off by making them search for your phone number.

A clear path

It's frustrating to land at a website only to not find what you're looking for. Make it easy for people to find the most visited links, pages and products by using dropdown menus or displaying this information prominently on your homepage.

Content is king

Compelling content is more important than flashy effects. While good pictures and video are important, well-written, organised and current content is crucial. It's no good spruiking about your attention to detail in the content if the 'latest news' is from two years ago or the monthly special has expired. Don't give visitors to your site a poor first impression or they might not become customers at all.

Mobile-friendly

People now view websites on mobile devices (phones and tablets) more than on computers, especially when they're travelling. Content looks different on mobile devices and users expect to be able to find what they want quickly and easily, with features like one-click dialling. Make sure your website is built for mobile viewing as well as online.

WARNING!
You're not doing your business any favours if you don't show off your most attractive products, have out-of-date contact information or broken links and don't rate with search engines. No website may be better than a terrible one.

If you're not quite ready to leap into website development, a good place to start is with a Google My Business listing and a business Facebook page. Get them up and running with contact details, opening hours and great images so your potential customers can at least find you online!



For more information contact the Department of Tourism and Hospitality on 08 8999 3900 or visit tourismandeventsnt.com.au

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