



**THE ULTIMATE
BUSINESS WEBSITE
CHECKLIST**

Created for Dean Harrington's [Incorporation Websites](#)
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TABLE OF CONTENTS

Intro	3
Before You Start Your Business	5
10 Steps Before Starting a Small or Home Business	7
Home-Based Business Specific	8
Incorporation	9
IRS Checklist for Starting a Business	10
Website Focus	11
Business Domain Name Checklist	12
Business Web Site Hosting	14
Type of WebSite?	15
Website Content & Design	16
Essential Web Pages	18
Website Visitor Usability Checklist	19
Web site marketing & SEO	20
Linking Activities	21
Lead Generation	23
Registration with free sites	24
Google	25
Selling on Your Site	26
Website maintenance	27
Training	28
Great Customer Service	30

INTRO

Your business website can be the most valuable part of your business in some cases. If you have an online business and no real brick and mortar component to your business then it's e-v-e-r-y-t-h-i-n-g, isn't it?

While a comprehensive business website checklist is an impossible task we've put together some of the most important items to help ensure you're hitting the major points.

There are a couple ways new business owners go about developing their websites, SEO (search engine optimization) and internet marketing.

1. *They outsource all or most of it.* That's very expensive, and you'll probably get a good job done depending how you went about finding them. If they were all referrals from someone you know that had a great job done for them - you'll probably be fine. The weakness of this model is that you are paying at the beginning... the middle... and the end. It's an ongoing payment model that doesn't really end.

2. *You can train yourself to learn some, most, or all of what you need to know.* This is a powerful model because you pay at the beginning and that's all unless you decide to outsource some part of the work.

Some of you might think it's beyond you. And right now - it probably is.

There is a training course that is becoming available soon and that will start pre-registration for in a couple weeks that you should have a look at.

This course is the [EBusiness PRIMER 34 Online Course](#) from IncAnswers.com. This course focuses on the big picture.

This course covers literally everything you need to know.
You'll get 34 online business lessons covering these areas:

Your Productivity Cockpit: These are tools that you can use everytime you sit down at your computer. They're top of the line. They're free. We show you how to setup 10 or so of these tools and you can add more later as you find a need for them.

E-Product Ideas & Creation: (4 lessons designed to walk you through the e-product creation process for e-books, audio and video podcasts.)

Domain & Website Development: We walk you through brainstorming, choosing, and registering your domain name(s) and setting up hosting for your website. There is nothing you can't do in this section - it's explained step-by-step.

Incorporating your business: Step by step walk through.

Monetizing Your Site: Making money with your site and setting up payment solutions

SEO - emphasis on Google

TRAFFIC REFERRAL SOURCES: YouTube, Flickr, Stumbleupon, Digg, Technorati, Twitter, Facebook

GOOGLE TOOLS: Mail, Alerts, Home page, Reader, Webmaster Tools, Analytics, Docs, Spreadsheets, Presentation, Forms, Checkout, Google Business

Again, here is the [full course outline \(click\)](#) - what I listed above is only a brief outline.

BEFORE YOU START YOUR BUSINESS

Answer these and check them off as you do...

- I'm entrepreneurial. I'm self motivated, disciplined, and willing to do what it takes to make my business successful.
- I am confident and enthusiastic about my business.
- I find it easy to manage my own time.
- Success is predicated on: Desire. Willpower. Effort. I have all of these.
- I enjoy doing my best and get a great feeling when I successfully complete a business task or project.
- I understand I may work long hours "making things right", and I'm ready to do that.
- I can multi-task.
- I don't mind calculated risk taking. I might even like it.
- If I fail I change the plan of attack and try again.
- I've assessed my skills and interests - they match my chosen business niche.
- The business I've chosen to start is about a topic I LOVE.
- I've researched my business niche and there is demand for the products and services I will offer.
- There is room for enough profit that I can survive in the short-term and grow the business over the long-term.
- I've looked at my competitors and will distinguish myself from them in at least 3 great ways.
- I've researched the zoning in my chosen business area and I'm sure I can operate this particular type of business legally there.
- I've checked with City, State, and National authorities about proper licenses, registration, and permits I need to operate my business.

- I've incorporated to protect my personal assets and cash. Choose between profit corporation, LLC, or Subchapter S company for highest level of protection from business liabilities and legal action. [Informational incorporation chart here](#) to help you decide >
- [Recommended Incorporation Service](#) (ours) >
- I have enough funds to finance my new business including rent, electric, marketing and emergencies.
- I can start making money with this business immediately, not months from now. If you can't make money very soon - you're better off to work some more part-time on your business before quitting any other job you have and going full-time.
- I have access to an emergency fund of money in case I get in a tough spot. Loans, lines of credit, grants, savings, etc.
- The [US Small Business Administration](#) has a useful list of funding sources.
- I've prepared a business plan, or at the very least a detailed look at what exactly my business is focused on, how I'll go about providing the products and services, and making a profit from them. If you need help making a full plan, the Small Business Administration can help: [US SBA](#).
- I've had other entrepreneurs look at my plan and received feedback.
- I've figured out the best way to make my products, the most inexpensive way to make the best products, and the best way to deliver those products. (can replace *products* with *services*.)
- Through market research of my competitors I've set the initial price for my business products and services. I understand this is a starting point - may end up higher or lower.
- I've talked to an accountant and know how to go about keeping business expenses separate from personal expenses.
- I've looked into whether I need to purchase additional business insurance to cover the business assets.
- I've decided on office hours, phone hours, and have multiple ways to reach me: Phone, Mobile, Fax, Email, Twitter, Chat.
- I've opened a business checking account and understand how to go about buying things for the business with funds from that account only - and keeping receipts.

An excellent resource is the US Small Business Administration's: [Small Business Startup Kit](#).

10 STEPS BEFORE STARTING A SMALL OR HOME BUSINESS

ARTICLES WRITTEN BY ANDY DUERMAYER, HOMEBUSINESS.ABOUT.COM

- [Step 1: Decide What Products or Services Your Small Business will Offer](#)
- [Step 2: Know Your Market and Your Competition](#)
- [Step 3: Make Sure You Can Do the Tasks Needed Before Starting a Small Business](#)
- [Step 4: Make a List of What Needs to be Done to Prepare Your Home for Business](#)
- [Step 5: Understand Legal Barriers to Starting Your Business](#)
- [Step 6: Review Your Small Business Insurance Needs](#)
- [Step 7: Learn the Risks and Benefits of the Legal Forms of Business Organization](#)
- [Step 8: Determine Your Startup Costs](#)
- [Step 9: Consider Your Break Even Point, Your Cash Flow and Your Funding Options](#)
- [Step 10: Gauge Your Family's Support for Your Home Business](#)

HOME-BASED BUSINESS SPECIFIC:

- My neighborhood allows home-based businesses.
- Find out which home based businesses are allowed, and which excluded. Any restrictions?
- My property is neat and in order. |
- My property has adequate parking for my customers.
- My business activities will not disturb my neighbors.
- My house has a business office area suitable to my business' needs. Welcome area, comfortable area to sit and have a beverage.
- Customers can come into a private entrance of my home, or, very quickly get there from the front door.
- My house has enough electrical, internet, and phone lines for my business.
- My house has all the facilities I need for my business - presentation room, lab, etc.
- I have discussed my business plans with my family members and given them a good picture of the reality of having a business run at home.
- My family understands how important my business goals are to me.
- My family is supportive of this business.
- I work well without supervision.
- I don't mind being alone for long stretches of time.

INCORPORATION

- Check the state you're registering your corporation in to see if there are any conflicts or similar names. Each state has a database you can search and it's usually found by searching Google like this: Georgia corporation name search
- Check the US Trademark & Patent office to see if someone has trademarked a word or phrase you want to use in your business.
- Check Google extensively for other companies that have a similar name and whose business is related to yours. Conflicts can arise down the road that are costly if you too closely resemble a company already doing business with a similar name. You won't find another McDonald's Burgers out there except the original. There's a reason for that!
- I've read over the differences between profit, nonprofit, S-Corporations, and LLC's and chosen the best one for my business.
- I've chosen one of the above.
- I've [incorporated my business online](#).

IRS CHECKLIST FOR STARTING A BUSINESS

Links go to IRS site.

Most businesses start out small. The checklist below provides the basic steps you should follow to start a business. The list should not be construed as all-inclusive. Other steps may be appropriate for your specific type of business. Refer also to the Small Business Administration's [Checklist for Starting a Business](#).

- [Apply for an Employer Identification Number \(EIN\) if applicable.](#)
- [Select a business structure.](#)
- [Choose a tax year.](#)
- [Choose your accounting method.](#)
- If you have employees have them fill out [Form I-9](#) and [Form W-4](#) (PDF). If your employees qualify for and want to receive advanced earned income credit payments, they must give you a completed [Form W-5](#) (PDF).
- [Pay your business taxes.](#)

WEBSITE FOCUS

- I've defined my target audience.
- I've identified what the focus (one or more) of my website will be: Information; Online Sales; Lead Generation.
- I've identified multiple needs the site will fulfill.
- I've identified whether the website will contribute directly or indirectly toward profitability. Understand, you may lose money on the site because it's purpose is not to sell your products or services online - but the purpose is to funnel prospective customers to phones, personal visits, etc.
- Regardless what the focus of your website is - can customers contact you multiple ways to give you feedback or to ask questions?
- I've decided how big my business website will be and the expenses for monthly maintenance costs, search engine optimization costs, and advertisements on other sites & directories.

BUSINESS DOMAIN NAME CHECKLIST

- Check the state you're registering your corporation in to see if there are any conflicts or similar names. Each state has a database you can search and it's usually found by searching Google like this: Georgia corporation name search
- Check the [US Patent & Trademark Office](http://www.uspto.gov) to see if someone has trademarked a word or phrase you want to use in your business.
- Check Google extensively for other companies that have a similar name and whose business is related to yours. Conflicts can arise down the road that are costly if you too closely resemble a company already doing business with a similar name. You won't find another McDonald's Burgers out there except the original. There's a reason for that!
- Go to Godaddy.com. Choose Bulk Domain Registrations. Enter your desired names in the text box - one to a line. You can enter all of them at the same time - up to 500.
- Consider getting the .net and .org versions of your .com domain name as well. Look at it as cheap insurance. Domain names are, as of today around \$8 each at [Godaddy](http://Godaddy.com) with the coupon. That price likely won't go up. Spend the extra cash and get the .net and .orgs too.
- When you verify the Captcha number and get the results you can go through and process purchasing your domains there using credit card or PayPal account.
- Register your domain for multiple years - 2 as a minimum as you want Google and other search engines to think you'll be around for many years and stable. Google is known to give some weight to this in it's algorithms.
- Use your real contact information to register your domain. False information is against the terms - and you can lose your domain if they can't reach you at the contact info provided.
- I've bought my domain names to cover my business, and, if too long (over 20 characters) I've identified a shorter alternative that might be used. If your domain name is too long you should probably have multiple domains that point to your easy to remember domain. For example, your company is named, "Business World Circumnavigational Resources, Inc." You should get, [www. BusinessWorldCircumnavigationalResourcesInc.com](http://www.BusinessWorldCircumnavigationalResourcesInc.com) even though it has 43 characters. You might also get www.BWCRI.com if you can because people won't remember or enjoy typing your whole business name into their browser often.
- If your products and services have specific names - consider getting those as domain names too. Someone may, after seeing your product become very successful decide to buy the name out from under you... though you can likely get it back, it won't be without effort.
- Godaddy has a default of auto-renewing your domain names and hosting accounts. If you DON'T want that you'll need to disable that by logging in and figuring it out. Don't forget this step because it will come as a shock when your credit card / PayPal account gets hit with it.

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- Once you have a domain, name your URL mycompany.com, place your URL on every marketing and business document that you produce. Let your company be known.

- Did you incorporate your company?** Incorporation is a simple process and the benefits are enormous. Don't skip this. [Incorporate here](#), safely, inexpensively... with a company that's been doing it over a decade >

BUSINESS WEB SITE HOSTING

If you don't know how to setup your own web hosting account you can learn. Actually, you can learn everything you need to know about getting your online business setup through our 34 lesson eBusiness PRIMER course at IncAnswers.com. We cover hosting and setting up your website and literally everything else you need to know to create an online ebusiness.

Go to Godaddy.com and click their hosting menu. Choose the link for "[Website Hosting](#)".

Choose Deluxe Hosting, Linux operating system for 1 year unless you know you need Windows based. Linux is faster and works well with PHP. Windows works better with ASP, and FrontPage. If in doubt - contact your webmaster.

- Register your hosting for just 1 year. Google doesn't seem to care (or know) how long your site is paid up for hosting. However, there is some talk about buying [hosting at Godaddy](#) for 2 and 3 years upfront because Godaddy will give you a better server for your business - resulting in less problems and faster serving of the pages on your site. If you have the extra cash - go ahead and register for 3 years. It's approximately \$75/year for hosting which is VERY cheap.

TYPE OF WEBSITE?

Decide whether you want to pay a lot of money for a custom designed website or design a WordPress website for free on your own. Even a small site, professionally done will cost you \$1,000. A large site can be \$20,000 and much more, depending what you need.

It IS possible to create your own website with WordPress.org and be up and running in a couple hours - all content added in a week or two.

WordPress is a free Website solution with thousands of templates to choose from that is better known as a 'blog'. Blogs have radically changed over the years and these days it's difficult to tell what a blog is and what a website is. Indeed, the most successful business websites also have a blog component where staff from the company communicate to the website visitors on a recurring basis and offers room for comments.

Google loves blogs - they're well-optimized for Google already. In our opinion you are MUCH better off to choose to setup a blog for your business website because:

1. Costs are incredibly low compared to traditional sites.
2. You can add and change content at will - it's easy. You'll need to pay for ongoing content management if you have a traditional site, it's too difficult to manage yourself.

If you don't know how to setup a WordPress website you can learn everything you need at our [eBusiness PRIMER 34 Course](#) at IncAnswers.com.

WEBSITE CONTENT & DESIGN

- If you don't know how to build a website, update your website with text, do graphics and video then you can learn with our step-by-step [34 Lesson eBusiness Primer Course here](#).
- Look at your competitors' websites. Note what you like and don't like about them.
- Write down the main purpose(s) for your site. If the main focus of your site is lead generation - you must focus the entire home page on that goal and have links off the home page to supporting information that answer every question the visitor could possibly have about your products and services.
- If the main purpose is sales - everything related to sales must be on the index page - or linked from it.
- Draw the layout of your site on paper.

Remember the 2 essentials for the home page of any business website:

- The name, address, phone, fax, email of your business or organization
- A short description of what the business does or offers.

- Create text links, text blocks, decide where photos will be. If you're planning on using a WordPress theme make sure you're looking at a printed sample of the layout you like so you can accurately place text, links, graphics and video.
- Items of the most importance must be at the top of the page - web developers call it - above the fold. The fold is the bottom of the first page that shows up in someone's browser. It's the point at which someone has to scroll down the page for more information. Everything important must be above this point.
- Video on first page? A video or mp3 (audio) welcome is great for the first page of your business site. See IncAnswers.com (click on the header) for an example.
- My site is easy to navigate?
- The design isn't too busy - there isn't too much information crammed into the pages - there is white-space.
- The important information easy to find - above the fold, and repeated on all pages?

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- The pages are less than 200KBytes in size to facilitate fast loading. Preferably under 100KB.
- Are all of the components of the website important to its use? Don't add something just because you think it's cool. If it's cool and it adds to the site measurably - great. If not, ditch it. You probably don't need JavaScript mirror-effect photos on your products.
- Keep navigation shallow. Everything should be reachable from the home page with one or two clicks. If you're using WordPress - the breadcrumbs plugin will give your visitors an easy way to see where they are on your site.
- Colors and formatting should be consistent across site pages. Header should remain same.
- Though it's a business website the site should sell you, the owner. Have photos of you and your staff. Your office. Your town. Your products. Show them that people are the business, not just the products. Products are dry. People give someone something personal to like. Your articles should be written as if you're speaking to the customer directly.

ESSENTIAL WEB PAGES

- About** - about you and the business - what is the focus, purpose, what do you sell? What do you stand for? Customers do read this page often.
- Contact** (can combine with About page - better if separate) Include a contact form - a simple php form that has a text box someone can write a question and they enter their name and email address. Many people like to use this more than email - it's faster.
- Testimonials** if you have them. Publish as soon as you do!
- Disclosure** - Disclosing that errors happen, and that you can't be held responsible for them is essential. See IncAnswers.com [disclosure](#). Pretty thorough!
- Privacy Statement** - if you collect visitors email address or other personal information you must state what you do with that information. Example: IncAnswers.com [privacy statement](#).
- Shipping** - If you ship products out it's essential that you answer all shipping questions on this page including costs, times to arrive, how tracking is handled, and so on. Leave nothing unanswered in this area.
- Money back guarantee** - if you have one, and you probably should, it's just good business practice... you should have a page that gives the details about your policy.
- FAQ** - Frequently Asked Questions. Though not essential, it's a good idea. Cover all questions here in one place to make it easy for people to find hard-to-find answers about your service and products. Here's a great example of a FAQ at our [Florida-Incorporation.com](#) site.

WEBSITE VISITOR USABILITY CHECKLIST FROM INCANSWERS.COM

- Is your site viewable without scrollbars at 1024x768 resolution?
- Is your site viewable using Internet Explorer and FireFox as a minimum? Opera? Chrome?
- Find someone who isn't familiar with your business website and ask them to look at it. Within 10 seconds can they tell you the focus of the site?
- Do your colors go together well? Ask many people. If your site is geared to sell then bold, contrasty colors work best. Look at Amazon, EBay, and IncAnswers.com for examples.
- Are your graphics A-level or "passable"? Change all to A-Level. Presentation is everything online, like in Real Estate - Location is everything. Presentation MUST be 1st rate.
- Do you have a link to the home page either linked from the header image or in the top header section?
- Is there a starting point where a visitor could jump right in and be led through the site to your preferred action (sale or entering contact info)?
- If you're using Times New Roman fonts - change them to Arial, Trebuchet MS, Tahoma, anything but times - it's old. Use Courier fonts sparingly too.
- Is your font readable? Verdana or Arial size 12 font is readable. Compare your body text to those.
- If you have very small fonts - 8, 9, or 10pt - use Verdana because it's still clear at that size.

WEB SITE MARKETING & SEO

Search Engine Musts

Page Titles - unique titles in the <title>Page Title Here</title> tags for every single page on your website. This is the most important part of optimizing your site for Google and the other search engines. Don't ever skip this. Have 10 words or less (about 70 characters). Page titles need to have descriptive words that characterize the material on the page.

Description META Tag. One or two sentences describing the content of the web page, using main keywords and key phrases on this page. Sample:

```
<META NAME="DESCRIPTION" CONTENT="EBusiness startups, incorporating and emarketing your online business. Reality based, no hype style training backed up with testimonials of past students. Discounts in effect!">.
```

Maximum number of characters: 255. Remember, only the first 60 words are visible on Google, though more may be included in their index.

Keyword META Tag - not used by Google for ranking purposes. Probably is looked at. Yahoo uses the Keyword tag - so you're well advised to include it. Sample:

```
<META NAME="KEYWORDS" CONTENT="EBusiness, online business, business startups, incorporating business, online incorporation, emarketing, esales, ecommerce, marketing online businesses, corporate marketing">.
```

Add Keywords to Header Tags <H1>, <H2>, <H3>.

Put your most important keywords for the page in the first paragraph of your body text, and sprinkled throughout the text on that page.

Use Keywords in Hyperlinks.

Use Keywords in page names.

Use keywords in alt= text for images.

Use HTML links - make navigation simple.

Submit a Google Sitemap in Webmaster Tools

Create multiple pages focused on particular keywords - in a hierarchy particularly.

LINKING ACTIVITIES

- Links to your site from other sites bring traffic but are also counted in Google as a vote for your site. You want as many of these votes as possible from quality sites, not junk sites.
- Link to your site and individual pages from other related sites you or friends own. Incoming links from external sites are great.
- Sign up for reputable directories - online yellow pages, Dmoz.org, Yahoo directory to market your business.
- Request reciprocal links. Linking out to another site and having them link back to you counts in Google, though not as high inbound links you don't reciprocate by linking out to that site.
- Write articles for newsletters of other businesses with links back to your site. Over time you'll gain valuable links back to your site.
- Add a blog to your business site. This adds a personal touch as well as satisfies Google requirements for constantly updating your site.

OLD SCHOOL STRATEGIES

Just because "old media" strategies aren't on the Internet doesn't mean they aren't effective. A mixed media approach can be very effective.

- Add your business URL to stationery, business cards, and all paper that goes out from your office including envelopes. Make it simple like "IncAnswers.com", no need to include the full <http://www>.
- Add your business url to your email signature and create a mandatory email signature all employees of your business use in their online correspondence.
- Make a free service or product you can give away. People love freebies. They'll bookmark and link to your site more often than if you didn't have a freebie.
- Create a Newsletter. We use Aweber.com to create our email leads database and it's been amazing. We highly recommend it over all other options. They've been good to us over the years. They literally offer everything possible and for only \$20/month starting for up to medium sized lists. See [Aweber.com here](http://Aweber.com) >
- Send Offers to your list of subscribers to your email list at Aweber. The purpose of having an email list is that these are people that are interested in your business, in your products. Offer them something from time to time.

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- Rent e-mail lists.** Make sure the email list you'll send your offer out on is opt-in and the company that owns the list has the rights to use it. Test 2,000 emails first to see what the response is.
- Leave comments at very popular blogs** - some visitors there will come and see your blog. This can work really well if your comments are right on and insightful... adding to the conversation.
- Have a contest** - give something away. That's viral and will get incoming links and more visitors.
- Ask on-site visitors to bookmark your site** - Ask Visitors to Bookmark Your Site.
- Come up with a viral campaign to promote your business.** Funny video on YouTube gets massive viewing. If you have a creative bent, you can try it there. Host videos at Youtube so you get the extra traffic and don't have to host your videos on your server which might be slower than YT.
- Buy an ad in a successful site's newsletter.**
- Start an affiliate program of your own** - use Clickbank, Commission Junction, or E-Junkie.
- Try Pay Per Click** - pay a few cents per clickthrough to a landing page on your site - where, hopefully a visitor is incited to purchase or leave their contact information you can use later.
- List products on EBay, Froogle, BizRate, PriceGrabber, Yahoo! Shipping, Amazon, etc.**

LEAD GENERATION

- Sign up at Aweber.com for their basic list management service. Aweber helps you create an email list - a group of people that opt-in to receiving your newsletter and other emails. For legal purposes it's much better to let pro's handle this.
- Setup a series of auto-responder email that goes out from Aweber to members of your email list - give away free things for a while, tips, products, discounts, etc... Then ask for a sale. It's automated once you set it up - very simple.
- Give away a free ebook or some other product or service to entice visitors to sign up for your email list. One of your prime considerations should be building the email list full of people interested in your business.

If you're interested in learning all about lead generation - you can join our online elesson at IncAnswers.com or, if you need the whole solution we have full ebusiness startup training found here:



EBUSINESS PRIMER 34 - This course is 34 elessons covering everything an entrepreneur needs to know to get an ebusiness site online and profitable. There is no hype to this training course. There are no empty promises. The techniques presented are realistic and proven to work in the past for myself, and owners of companies I've worked with.

See an [outline of the 34 elessons course](#) content here >

REGISTRATION WITH FREE SITES

There's a couple reasons why you should register your website with as many free sites as possible. The most powerful reason is because Google looks at how prolific your site is. The more places you are - the more Google thinks it's important. Register your business or you at the following places and be sure to list your domain name every chance you get. Everything helps.

The other reason you want to do this is so you can register your business name as a user-name for these sites before someone else does. The rules governing who owns a user name are not as defined as domain names and you might never get it if you don't get it now.

- Blogger.com - create a site similar to your business site - add information regularly - and add links to your main domain from it.
- Del.icio.us
- Twitter.com
- YouTube
- MySpace
- maps.Google.com
- Technorati.com
- LinkedIn.com
- FaceBook.com
- WordPress.com - create a site similar to your business site - add information regularly - and add links to your main domain from it.
- Add your business to Yahoo Local
- Add your business to Microsoft Live Search Maps
- Check Yelp.com, Citysearch.com, and online yellow pages to see if there are listings for your business there. Edit them to provide updated info if they're not correct.

GOOGLE

Google has a lot of services - free services, that you can be taking advantage of. Also, the more Google properties you use - the more you're giving them data about your website and creating an online entity they trust. It's a good idea to use everything possible Google offers.

Believe it or not - we have training that covers all of these services! See [eBusiness PRIMER 34 Course](#) at IncAnswers.com for a complete outline and description of training.

Sign up for:

- [Google AdSense](#) - publishing Google ads on your site.
- [Google Adwords](#) - buying ads on other AdSense enabled sites.
- [Google Webmaster Tools](#)
- [Google Analytics](#)
- [Google Checkout](#)
- [Google Email](#) (Gmail)
- [Google Reader](#) - Learn how to use RSS Feeds and Readers. Add your name to searches at [Technorati](#), [Yahoo News](#), [Google Blog Search](#) and anywhere else you can grab an RSS feed of search results.
- [Google Alerts](#)
- [Google Maps](#)
- <http://www.Blogger.com> - create a site similar to your business site - add information regularly - and add links to your main domain from it.

SELLING ON YOUR SITE:

- Is the ordering process smooth and less than 5 clicks to complete? Shorten it up if possible.
- Is there a clear call to action so visitors will know how to go about ordering the product and paying for it? It's essential that it's very clear.
- If you're hosting a shopping cart on your server - are the ordering pages secure? If not - they must be.
- If purchasing takes place off-site is the order processor professional looking and matches your website in color and allows a banner so you can brand it a bit? They should.
- Consider using PayPal, Google Checkout, a merchant account so you can accept credit cards - or you might just need Clickbank if you're selling products as an affiliate. Fees for all of these are reasonable and setup is very fast and easy for all but a merchant account.
- Research using affiliates to sell your products. If you don't understand this concept we can teach it to you with our online training at IncAnswers.com >

WEBSITE MAINTENANCE

Google loves to see regular updates to site content. You'll also need to fix links that break and update product photos and videos with new content as it's developed. Don't ignore web maintenance costs and time it will cost.

- Have you planned for updates to your content on a recurring basis and how to go about that?
- Who will update your site - you or will you hire out?
- Can you trust 100% whoever is trusted to do your website maintenance? One mistake could bring down your site for hours or days.
- Do you have a backup of your site - complete - at least weekly, preferably daily? WordPress has a free plugin that sends you email daily of complete database backups.
- Do you know how to restore your site from the backup if it fails? You should be able to do it within a day.
- If you're hiring out for website monthly maintenance have you budgeted for it? A small site might cost \$50 per month. A large site - thousands.
- Does your outsourced website maintenance include SEO optimization? It should!

TRAINING...

If you or some of your employees need training in any aspect of running your business that you find here on this checklist... read on:

We have 2 online business training courses comprised of many individually available lessons:



EBUSINESS PRIMER 34 - This course is 34 lessons covering everything an entrepreneur needs to know to get an ebusiness site online and profitable. There is no hype to this training course. There are no empty promises. The techniques presented are realistic and proven to work in the past for myself, and owners of companies I've worked with.

See an outline of [EBusiness PRIMER 34 course content here](#) >



EBUSINESS PRO - This is the next level and is for those that want to take what they learned in EBusiness PRIMER 34 (or already know) and begin their online success immediately. There are many people (I know between 15-20) that know a lot. They know marketing; they know how to build a website. They know how to sell online. They know ebusiness... What they don't know is how to make it all work. Seeing the big picture is essential if you're going to have a successful online business. E-ssential. Some people can get up and going on their own. Some need a boost. EBusiness PRO gives advanced training in 5 crucial areas and gives the big picture scenario for those that are having difficulty getting something started that's tangible... that works.

See an [outline for EBusiness PRO here](#) >

GREAT CUSTOMER SERVICE

- Answer your phone.** Simple, but critical. How many times have you moved on to the next company if the one you're calling doesn't answer or puts you on hold for a minute?
- Don't make promises unless you'll keep them 100%.** Get a hold on your tongue and stop promising impossible feats just to make your customer happy in the moment. Be realistic above all else!
- Listen.** If you're not listening to your customers, you're not communicating. The most important words being said when your customer calls - are the customer's words, not yours or your sales person. Have sales training that focuses on listening above all else.
- Handle complaints now - don't put them off.**
- For a business you get one chance to do it right -so, do it right! **Bend over backwards and sideways to make the person happy if you can...** not if you want to - if you can. Later you'll be glad you did, though you may have lost money - money is monopoly money until you resolve that problem... Maybe it was never your profit to begin with. Look at it that way.
- Be helpful for little things - it leads to bigger things.**
- Bonus.** I brought my motorcycle in to have the oil changed, air filter changed and some other small things. When they returned it to me the switch for my high beams was replaced that I had broken earlier. There was no charge and it was much appreciated because I forgot to mention that problem. I've used them for the past year for everything my motorbike needed. Smart business.
- Throw in a freebie.** A sticker, an extra product, a coupon for 20% off next time. Whatever you can do to make customers remember. If they remember, they return. If they trust you - they return. Focus everything on being memorable and trustable.

THE ULTIMATE BUSINESS WEBSITE CHECKLIST - www.IncAnswers.com

We hope you were able to use these checklists to keep track of actions you need to do with your business website.

This is a work-in-progress, so, if you have suggestions about what other information we can add to the checklist please email us at: IncAnswers@gmail.com so we can hear what you have to say.

As we mentioned a couple times already we are releasing a comprehensive step-by-step EBusiness Training program to help you gain the knowledge you need to create successful online businesses.

We'll be accepting pre-registration soon and you'll receive big discounts through the newsletter you just subscribed to.

Good luck with your business and if we can be of any service for incorporation, web development, SEO, or other internet marketing needs - just let us know:
IncAnswers@gmail.com.

Visit one of Dean Harrington's Incorporation Sites:

- ✓ StartFloridaBusiness.com
- ✓ StartGeorgiaBusiness.com
- ✓ StartOregonBusiness.com
- ✓ StartNewJerseyBusiness.com
- ✓ StartIllinoisBusiness.com
- ✓ StartColoradoBusiness.com
- ✓ StartWashingtonBusiness.com
- ✓ StartRhodeIslandBusiness.com
- ✓ StartArkansasBusiness.com
- ✓ StartKansasBusiness.com
- ✓ StartMinnesotaBusiness.com
- ✓ StartIndianaBusiness.com
- ✓ StartWisconsinBusiness.com

If you need assistance with another state just call Dean toll free: 888-705-9380.

If you want to learn about Online Business visit us at:

[Inc. Answers](#) >