Moving Website

Going live and next steps

The Process

Step 1 :

Register a domain name

Step 2 :

Choose a website building platform

Step 3 :

Customize the template

Step 4 :

Go live

Making a website

What is a domain Name

What is a domain name?

A domain name is an identification string that defines a realm of administrative autonomy, authority or control within the Internet. Domain names are used in various networking contexts and for application-specific naming and addressing purposes.

In real terms, it's the web address people type in to drive them to your website.

Example : www.trainingformovers.com

Making a website

How to choose a domain name

A domain name is very important. It tells search engines and your customers' what type of business you are.

Your domain name should include the word "movers" or "moving"

Example : www.micksmovers.com or www.seattleofficemoving.com

Make sure you register the domain name with a .com

DO NOT USE .org or .net or anything else as it looks unprofessional.

Making a website

How to register a domain name

Step 1 : Search availability of domain name

Go to www.godaddy.com and select a domain name that closely matches your business name.

Step 2 : Register domain name

You can use Godaddy or Cheapdomains.com to buy the domain name. You will need to pay a fee of between $10 and $30 depending on the name.

Choosing a website platform

Website builders are a perfect solution for you to start a website without hiring a developer.

However, finding the best website builder can be tricky for newbies.

There are three ways you can build a website.

1. Hardcode a site : You need a developer and it can cost $10k or more

2. Use Wordpress : You can choose templates but it's expensive if you don't know what you are doing.

3. Use an easy builder : Godaddy, Wix, Duda.co are great low cost alternatives.

Making a website

The website builder I use

I use Duda. Duda.co is easy to setup and has pre-built templates for movers.

Why?

1. Low cost
2. No developer needed
3. Has great templates

Making a website

Customizing your template

When you customize a template you are simply changing all the parts of the template to make it specific to your business.

You will need to add a logo, company name, choose colors, add pictures and contact details.

You also need a site plan of all the different pages on your website.

What PAGES your website needs

Home Page Testimonials Contact Us Privacy Policy

About Pricing Blog Site Map

Services FAQ's T&C's "Not Found"

I don't want to go into too much here, but make sure your site has ALL OF THESE PAGES as a minimum.

What FUNCTIONS you need

CALL TO ACTIONS

Request a quote

Phone number

Email address

TOOLS

Cost calculator

Checklist

Links to useful services

WIDGETS

Reviews pop up

Chat bot

Lead magnet

I don't want to go into too much here, but make sure your site has ALL OF THESE FUNCTIONS as a minimum.

3 great examples and why?

www.twomen.com

www.unitedvanlines.com

https://1movers.com/

Exercise

Find 2 websites you really like and 2 you don't like then fill in this form:

WEBSITE	What did you like?	Best Feature	What didn't you like?

Going live

Connect your website to your domain

You will need to login into your domain hosting and connect the website to your domain.

Most website platforms and hosting companies have detailed support.

What are the costs?

Registering Domain:

$10 to $30 depending on name

Website Template :

$30 to $2k depending on template

Customizing:

$0 to $5k DIY or getting a pro

Can you do it for me?

Yes, we offer a web building service from just $49 per month or $499 upfront.

Go to

https://www.trainingformovers.com/website-building-service