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Suggestions for FREE website content

SUGGESTIONS FOR HOME PAGE

- A welcome statement.
- Names of directors/owners of business.
- Specialising in.....(domestic, industrial and/or commercial work).
- Your quality assurance statement.
- What makes you better than your competitors ie your business slogan.
- Mention benefits eg. No call out fee, discount for pensioners, 24 hour service, 7 days a week, freebies, etc.
- List all your accreditation numbers for associations that your business is a member of.
- List all the suburbs that you service.
- Finally, an invitation to contact you detailing phone, mobile or email (should be the same as details on your Contact Us page)

SUGGESTIONS FOR ABOUT US PAGE

- On this page you offer information about the history of your business.
- Previous business names (if applicable).
- Years of experience.
- Size of your business ie. Small family business or fleet of vehicles.
- List your completed contracts (small and large). You may need permission from your client to name them on your website.
- List your current contracts – again you may need permission from your clients.
- Finally, a statement to reassure the reader of your professional service.

SUGGESTIONS FOR OUR SERVICES PAGE

- Read through the list of default services and remove those that are not relevant to your business.
- Type in any service that is not already listed.
- Make bold the services you specialise in.
- You may rearrange the order that the services are listed in.
- If the default guarantee is not in accordance with your policy, type in your business' guarantee.
- You may upload images of the associations that you are a member of, or the logos of businesses that you are affiliated with.

SUGGESTIONS FOR TESTIMONIALS

- It is highly recommended that you ask permission from your client to list their testimonial on your website.
- Type in the testimonial, then at the end type in bold the name and suburb or business name of the client.
eg. **J Citizen, Sydney; John C, Brighton, VIC; or Coffee Beans Cafe, Mosman Park, WA.**

SUGGESTIONS FOR SPECIALS

- You may enter up to 6 specials.
- Monthly specials for quieter times of the year, are used to boost business.
- Offer customer loyalty items which promote your business name and domain name, eg caps & t-shirts for all new customers.
- Offer vouchers for referrals to their neighbours and friends via the Tell a Friend page.

*Suburban Domains® is an Australian business
proudly supporting Australian businesses.*

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Your suburb, your domain.®