

# DigitalOxygen

Web design & Seo

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## Website design and set up information.

Find out what processes and technologies are involved in making the perfect website for you!



Do you need to know more about the processes, terms, tech and work involved in getting your website up and running?

Our website design and information booklet will explain all the website design jargon and increase your knowledge of website design and the processes and technologies involved.

# What's included in this booklet?

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- SSL & why it's important to have (Page 3)
- Custom or business emails (Page 4)
- Hosting and why is this needed for every website on the internet (Page 5)
- Website pages & how many are needed for your website (Page 6-7)
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- What content is important to include in your website (Page 9-10)
- How long the process takes (Page 11)
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# Secure Socket Layer (SSL)

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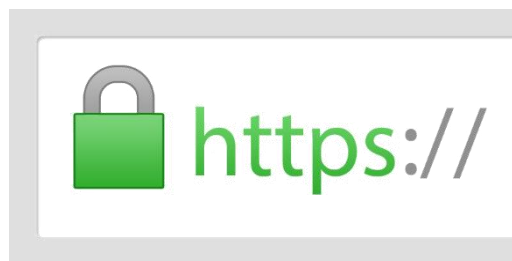
## What is SSL?

SSL or Secure Socket layer in simpler terms is the standard for implementing a secure encrypted link through your website.

## What is the importance of SSL?

SSL keeps your website visitor's information safe from attackers.

Information such as passwords, bank details, contact details and any other personal information needed when using your website. From filling in a form, commenting on an article or making an online purchase. SSL encrypts and secures all the personal information visitors leave behind or enter onto your website.



The above padlock icon, visible on the top left-hand corner of a URL bar shows a website with a valid SSL certificate. This indicates that the website you are using is safe for use.

# Custom or business email accounts

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Business email accounts are simply completely custom email accounts hosted on a domain. Meaning your email accounts are custom to your business name.

For example Johnny the owner of a bicycle shop called Cyclers would have a domain registered and add on custom emails such as, [johnny@cyclers.co.za](mailto:johnny@cyclers.co.za) or [spares@cyclers.co.za](mailto:spares@cyclers.co.za)

It's easy to see how a simple email will change the perspective of Johnny's customers and make his business come across as more professional and reliable.

As opposed to something like [johnny.cyclers@gmail.com](mailto:johnny.cyclers@gmail.com)

## Fun Facts:

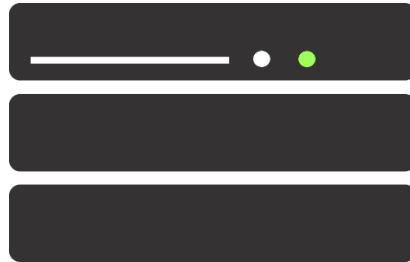
- People spend 5.4 hours per day checking emails
- 26 percent of people check their emails before getting out of bed
- Bill Clinton claims to only have sent 2 emails as president of the US

# Hosting & why it is a must

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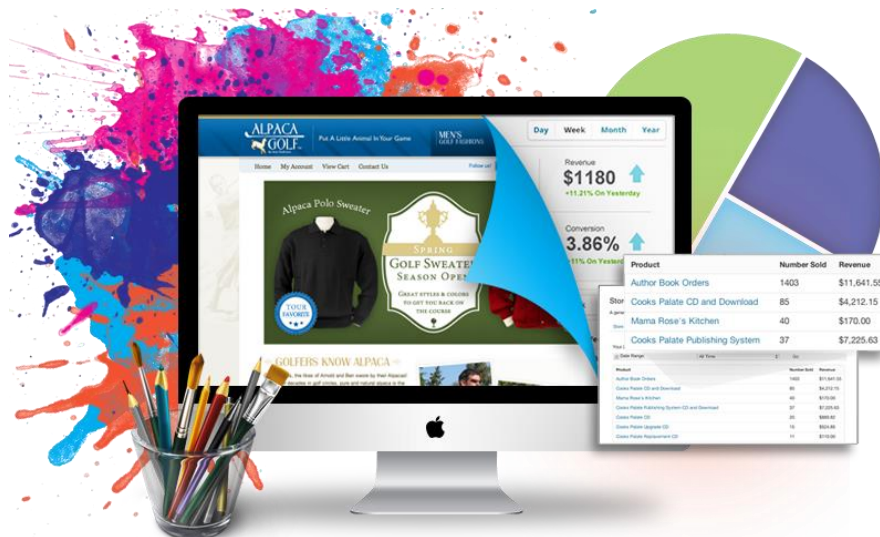


Web hosting makes the files needed to compile the files that make a website (coding, images, videos, content ect...) available for viewing online. Every website you have ever visited is hosted on a server.



Servers store and send out information and files when someone accesses a website. Your browser then takes the code and shows you the contents of a website. Servers also allow the use of emails.

# Website pages & how many are needed for your website



## What is a web page?

A web page is a page found on a website that contains content, you navigate through web pages when reading an article online, viewing products online etc...

On most websites you would find a navigation menu with a list of pages, this helps categorize content into different parts of a website, these parts are called web pages. They are unique to the aim or structure of the website. For example, a simple informative website would have a Home, Services, About and a Contact page.

## How do you know how many pages you might need?

This depends purely on how you would like to structure your content and how much images, products, forms and or written content your website will have.

On average a 5-page website is the most common website size.

If you have a website that sells products for example you would generally require (Shop, Home, Cart, Checkout, Contact, Track your order and T's &C's pages.)

However, businesses that would like to show off their work would also require a type of gallery or portfolio page to showcase their work.

Simpler small businesses may need a 3-page website as they only have a little bit of information that they would like to share with the world.

Even simpler websites would require a 1-page website as they only list what they offer and contact details as well as a paragraph or a few sentences explaining what they have to offer.

For more complex websites such as large online stores, hotel accommodation websites etc... would need a website of 10-pages upwards, depending on the number of images, areas prices and written content.

So, how do you know exactly how many pages you would need?

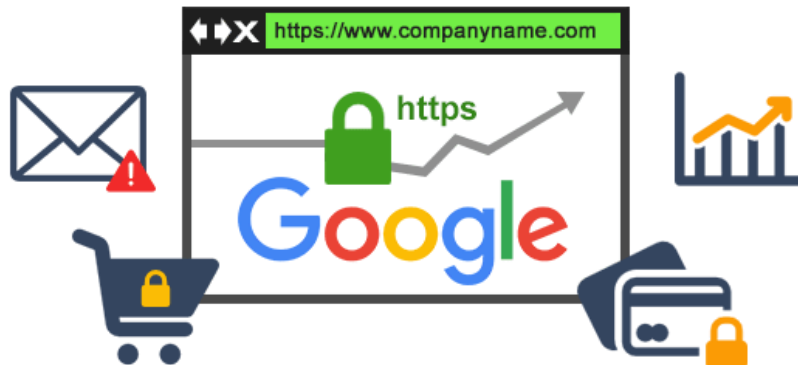
It may seem a bit hard to work out, but we are here to help. Simply send over the information, images and other ideas or content you would like to include onto your website to a designer and they will recommend a suitable number of pages for the amount of content.

## Fun Facts:

- There are approximately 1.94 billion websites on the internet, although the size of the internet is hard to gauge
- YouTube drives the most engaged traffic of any social site
- Out of all adults 71% use social media
- Facebook is still the most widely used social media platform

# Secure payment gateways

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## What is a payment gateway?

Payment gateways are platforms that enable online purchases of goods or services. eCommerce websites such as Takealot.com and amazon.com among a few use payment gateways. It is important to firstly have SSL enabled on an eCommerce website as visitors private and valuable information is used on the website. As well as to ensure you use a credible payment gateway service to ensure you and your visitors have piece of mind when it comes to making secure online payments.

## Payment gateways we trust

Our eCommerce website payments all run on credible online payment gateways that are convenient and safe to use, for the buyer and the seller.

## We offer integration with the following payment gateways:

- PayFast (Takealot.com uses the same gateway)
- Stipe (For automatic payments, and credit card payments)
- PayPal (For international and easy payments)
- Peach (For fast payments by a local payment gateway)
- Mobicred (Credit solutions, monthly payments and lay-buys)



# What content is important to include into your website?

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It's important to consider the readability and try put yourself in your readers shoes when it comes to creating website content.

When creating or gathering content for a website it is important to ask the following questions:

- What is the purpose of the website visit?
- What are my goals for the website?
- How can I provide the prospect with the relative information?
- How does my wording impact the goal of my new website?
- Can the reader see what the website is about?
- Do I need to showcase my portfolio or previous work?
- Where are my visitors coming from and why are they visiting my website?
- Is everything relative to what I offer as a business or individual?
- What content will make me stand out from the rest?
- How can I show the visitor that we are reliable?
- Are my images in a good quality or will this turn the reader elsewhere?

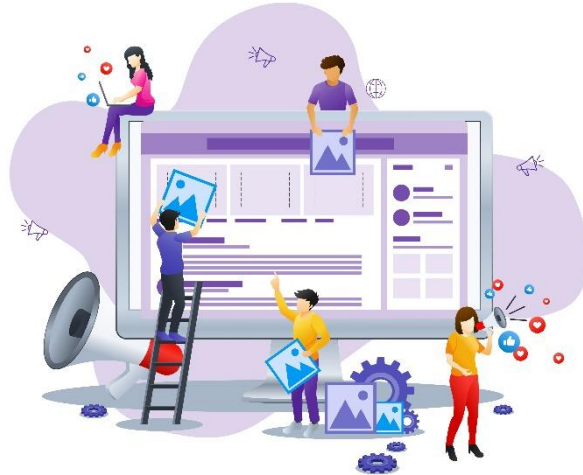
In general websites have 4 main goals. Namely 1-Make sales, 2-Generate leads, 3-Build brand awareness and 4-To build credibility.

Depending on your goal the approach may be different, but there are key pieces of information needed to make a great website:

- Images, illustrations and other media to communicate your message as effective as possible.
- Social media links and contact information is needed as this helps viewers find you easier.
- General information about what you offer or about the company, things such as the mission statement, vision, products, services or about your team.
- A clear goal, what is the purpose of the website?
- A distinctive logo, a logo is the image of a brand or company and it has a great impact on a websites design and feel as well. Never mind the impact it has on clients and or customers.. A logo is a first impression of your business and first impressions last.
- Contact information.
- Products or service descriptions, when purchasing online or looking for services we all tend to investigate the specs of the product or service at hand. It is important to have a well written description to let visitors know exactly what it is that you are offering

# How long does the process take?

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The website design process times differ. On average at DigitalOxygen the average time is between 7-14 days. In most cases, less and others more.

Working with the website designer and keeping an open mind along with providing all the necessary content as soon as possible all play an important role in speeding up the website design process.

We have found that clients who send all the content and information as required as early on as possible have their websites up and running in no time.

On the other hand, when content comes in drips and drags, something different happens... The designer gets to work on the bit of content and design idea the client has in mind and then...

The website design ends up being a back and forth between design ideas and content impacting the process negatively.

# SEO & other ways to show up on google

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## What is SEO?

SEO or Search Engine Optimization is the process of optimizing a website for key word rankings on Google.

SEO is one of, if not the best ways to advertise online. SEO is the alternative, long-term, cost effective to the expensive and short-term Google ads.

We at Digitaloxygen offer on-page and technical seo as well as backlinking.

Backlinking, is the process of linking or gaining links to strengthen a websites authority online. By generating backlinks firstly, a website gets more traffic from the referring websites. But secondly Google picks the content up as something of importance, after all why would credible websites link to content that isn't valuable?

On-Page seo is the process of targeting keywords and creating content that Google looks at and ranks for those key words.

Technical seo is more along the lines of ensuring the website runs as smoothly and quickly as possible all while ensuring great user experience and a fully responsive website.

If you have any further questions please email [info@digitaloxygen.co.za](mailto:info@digitaloxygen.co.za)