



# The Essential Website Guide

The Essential Guide to Owning a Website  
for Small Business Owners



# Introduction

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Your website is your business calling card. More than just a digital asset, your website is your 24/7 sales and marketing team, shop window, and reception desk all rolled into one.



### Avoid business risk and take control of your website

You never know who will be visiting your website and when. Manage your website correctly and you have a valuable asset for your business. Fail to keep on top of the complex list of requirements, and your website will tell a very different story.

### Website management from the beginning

While managing a website is an essential element of business operations, we also understand that as a small business owner, you often wear multiple hats.

First comes service delivery. Then accounts, sales and customer service. By the time most small business owners get through the list of competing priorities on the to-do list, website maintenance can be very far down the list.

And that's why, understandably, most website owners choose to outsource web development, management and ongoing service.

An experienced, qualified team that understands the terminology and requirements of managing a website saves time, money and, dare we say it, brainpower that no small business owner will ever have enough of!



### Outsourcing is a great idea in theory

In reality, however, with no guarantee that a web developer will always operate or remember to pass vital information onto their clients, it's not a wise business decision to leave such valuable information in the hands of a third party.

We always advise business owners gain at least the basic knowledge required to maintain the upkeep of their website.

01

While it might be an extra job on an ever-growing to-do list, in today's digital world, your business depends on it.

02

Without this knowledge, something as simple as failing to pay a bill can lead to you losing your website permanently.

03

All of this is a digital dilemma that nobody wants or needs.

Over the next few pages, we'll share all the information you need to keep on top of everything 'internet'.

We'll discuss website hosting, domain names and the most important area for all businesses... backing up!

If web jargon isn't your first language, print out this guide and make notes in the space provided. Our technical team is available on 1300 738 570 to answer your questions.

So, if you're sitting comfortably, let's get started and find out how to make sure your website continues to work for YOU.



# Our Microsoft 365 Support staff help migrate and support your online staff any time /any where.



Office 365



Enabling your business with Microsoft Office 365 is a part of the journey, and we're here to support you moving forward. For some customers, that means support through our Buzz A Geek managed services team, and for others it means providing a quality handover back to your own team.

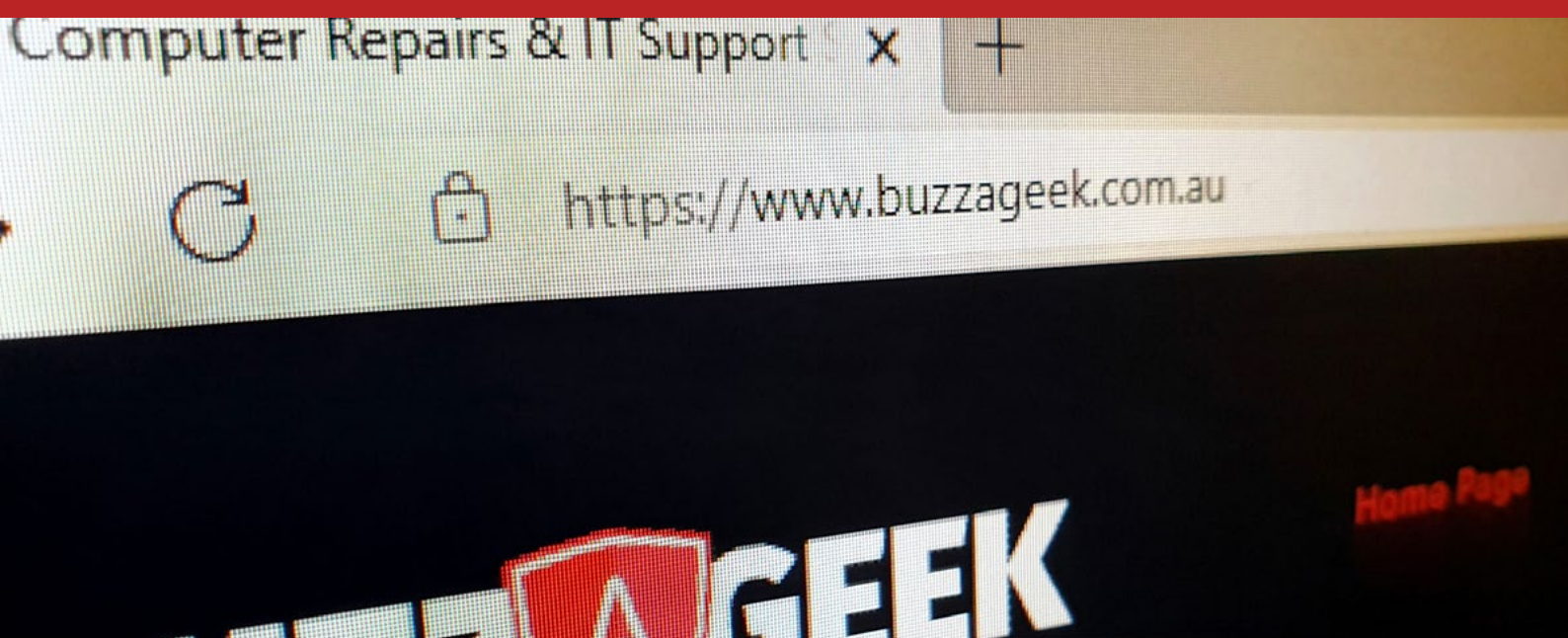
Giving a boost to your productivity is easy with business-grade email, document sharing and online meetings using Microsoft® Office apps.

Talk to us about migrating your business today.





# Domain Names



In a nutshell, the domain name is the name of the website.  
No two domain names can ever be the same.

If your business name is already taken (you can check with any domain provider), you'll have to adapt it slightly.

You can easily do this with some carefully placed punctuation or by using another domain extension. It's important to choose a domain name that represents your business and can grow with you.

## Payment

You'll need to pay for all the domain names you hold.

The reality is, you won't ever own a domain name and the payment will be to effectively rent it for the duration of the subscription. The payment can be an ongoing monthly fee but

it's usually an annual or five-year charge.

If the payment lapses either because of incorrect payment details or if an ongoing subscription wasn't set up when the domain name was purchased, you will lose ownership of the domain with very little chance to get it back.

When this happens, your content will be removed. Anyone can then buy the domain name leaving you unable to recover it.

It's therefore critical to business operations that you know who you bought the domain name from. If you don't know, you can find out [here](#) (click the link below):

**ICANN Lookup**



## Fast facts: Domain name

- You can't have the same domain name as another website so choose carefully
- Domain payments are ongoing, usually annually. If you don't pay this bill when it's due for renewal, you can potentially lose access to your website
- Find out who owns your domain here <https://www.icann.org/resources/pages/renew-domain-name-2018-12-07-en>

# Website Hosting



Website hosting is the online service that allows you to publish your website on the internet.

**H**ost companies rent out space on a server they own to give your website an internet presence.

Hosting is essential for everyone who wants a visible website. Again, payment for this is as a subscription either monthly or annually. Exactly like the domain name, if you don't keep up with the subscription, your website will no longer be published.

If you're still confused between domains and hosting, look at it in simpler terms.

You have a lamp (domain) in your home, but you also need an electricity account (host) to switch the light on and for it to function.

This is no different.

You can have one without the other, but the two need to integrate to function correctly.

Not all hosting packages are created equal. The higher functionality and bigger the website, the more hosting space and capacity you'll need. Costs for hosting can vary.





## Fast facts: Website Hosting

- You can't publish a website without hosting
- Subscriptions are ongoing either annually or monthly
- Find your host here [hostingchecker.com/](https://hostingchecker.com/)

# Dates For Your Diary



**Hosting and domain registration are ongoing businesses expenses like any other subscription.**

**T**he cost will be similar from year to year, but if you choose to pay yearly or five yearly, it's an easy cost to miss. Especially if your web developer paid for the subscription when they built the site and have overlooked the annual reminder.

While the hosting and domain companies will send a renewal, this can be sent to whoever built the website. Because of the setup process, it's not unusual for these reminders to get missed. Once an attempt has been made to contact you, the service will then be switched off.

Create a calendar reminder in your payment system when subscriptions are due to expire. This will make sure you never forget to renew and have the option to shop around making

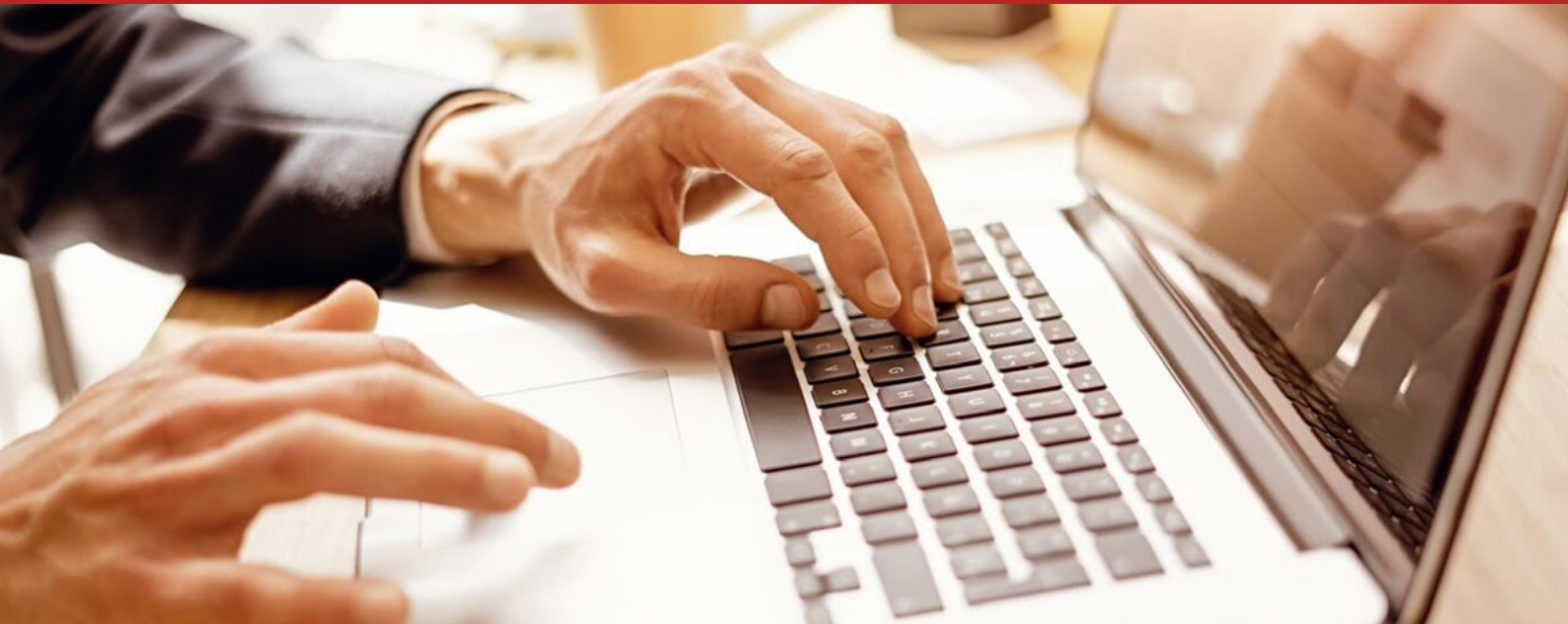
sure you're always getting the best value and most efficient service.





## Fast facts: Dates

- Diarise domain name renewal
- Diarise hosting renewal
- Check that subscriptions, bank details and email addresses are all active



When you sign up for hosting, you'll have another username and password to log into the interface.

If you haven't got this or don't know where to find it, contact the web developer today and get this information to keep somewhere safe.

In this interface, you'll find account and billing information as well as a section called cPanel.

cPanel is control panel software and provides all the tools you need to manage your website, create new email addresses and back up the site.

## Backing up through CPanel

A web developer can manage a website back up, but we recommend that every website owner at least understands the process.

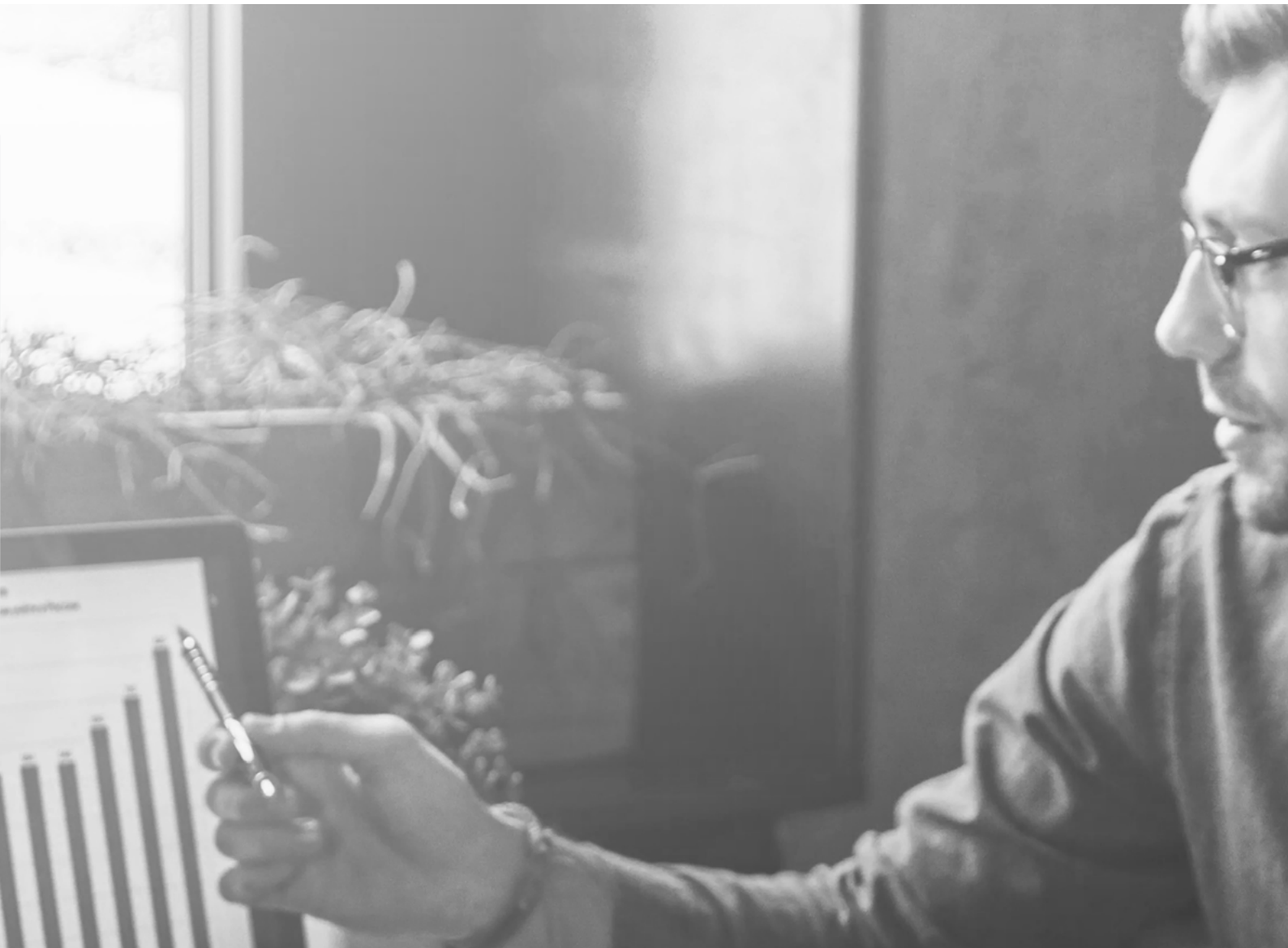
This comprehension will avoid you becoming vulnerable to losing valuable data caused by a breakdown in a relationship or if the web developer company ceases operations.

In the cPanel, you can make a full copy of all files, emails, and any databases attached to the website.

You don't need to know how to do this yourself, but if you lose your files you need to understand that this is where a backup may be.

While you won't be able to restore the website from the cPanel backup, a zipped copy of your files will be available.





## Fast facts: cPanel

- You can't restore your website from the cPanel but you can backup files there
- Performing regular backups means the files will be accessible for a web developer to restore the website.
- You will have a separate username and password to login to the cPanel interface for your website host, if you don't have this, get it!

# Email Backups



We recommend backing up to a USB device or a cloud-based software such as DropBox, Microsoft One or iCloud.

In the cPanel, you can set up email addresses that can be accessed via an email server such as Outlook or Gmail. If your email server is cloud-based, you'll be able to access them anywhere.

If they're stored locally, you must back up regularly to avoid losing access to important information.

Step by step back up from Outlook:

*Select File > Open & Export > Import/Export.*

*Select Export to a file, and then select Next.*

*Select Outlook Data File (.pst), and select Next.*

*Select the mail folder you want to back up and select Next.*

*Choose a location and name for your backup file, and then select Finish.*

You can choose where you want the backup to be located but beware of storing locally. If you lose access to the PC or laptop, you'll lose access to the emails too.

We recommend backing up to a USB device or a cloud-based software such as DropBox, Microsoft One or iCloud.





## Fast facts: Email backups

- Backing up locally is still a risk
- Back up emails externally in the way most convenient for you on a hard drive or a cloud-based program
- vvBuzz A Geek provides a range of backup strategies with a free consultation

# File Backups



Implementing a system for backing up the rest of your computer files remains one of the most important things you can do for your business in 2021.

You can choose from the following:

- External hard drive
- Internal hard drive
- Cloud
- Server
- Apple Time Capsule

about backing up files here <https://www.buzzageek.com.au/computer-backup-support-for-home-and-business>

You can choose where you want the backup to be located but beware of storing locally. If you lose access to the PC or laptop, you'll lose access to the emails too.

Each method has pros and cons depending on the nature of the business and we'd be happy to discuss these with you. You can read more





# How can Buzz A Geek help protect your website?

At Buzz A Geek, we focus on providing solutions to mitigate risk rather than fixing problems once they've already occurred.

We put contingencies in place to help small business owners avoid the risk of losing access to their website and along with it, helping them keep control of content and important business assets.

To find out more about website management and back up with Buzz A Geek, **Contact Us** today to arrange a free, no-obligation consultation.

