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Need a website for  
your business?

# YOUR ESSENTIAL WEBSITE GUIDE

Easy to understand guide to  
creating your stunning website.

[resen.com.au](https://resen.com.au)



# YOUR GUIDE

Welcome to Resen Digital. Our mission is to transform your online presence into an outstanding asset that fosters genuine connections and grows your business through strategic planning, innovative design, SEO strategies and ongoing support.

When starting a website project, there are a lot of questions you will have and a learning curve in understanding the roles and processes in creating your stunning website.

So to make your experience as smooth as possible we have written this guide specifically for you. The guide will cover everything you need to know as well as provide helpful tips and recommendations along the way, so you can feel confident during the entire process.

Please read on and get ready to start the journey to your new amazing website, we look forward to partnering with you and please feel free to reach out and ask any questions you may have.

Kind Regards  
Darren Porter  
Founder of Resen Digital



# YOUR DIGITAL ASSETS

There are multiple digital assets that go into have a website, and they are your **domain, hosting, SSL certificate, CMS** and **website**. So what are these 5 things and why are they required for a website?

Think of the internet as streets and roads, it's where people travel, your domain ie. [resen.com.au](https://resen.com.au) is your street address, it's how people know where to find you on the internet.

Once people arrive at your address, your block of land is your website hosting plan, it's the space on computer servers that are connected to the internet and where your website resides.

The concrete slab of your house is the CMS, which is an acronym for Content Management System, it is the platform that your website is built on, like WordPress, Shopify, Craft CMS, Webflow etc.

Your house is your website and is always in a state of being an open house, you keep it always looking and performing at its best as people are constantly visiting your home to engage with your business and services.

The SSL certificate, which is a acronym for Secure Sockets Layer is your security fence, it makes sure that when people visit your website, any information they share with you is kept private and is encrypted to anyone on the streets (internet).

Don't worry, we take care of setting up your digital assets for you and our website hosting plans are the perfect price and fit for your website needs. Find out more about our website plans on our website here: [resen.com.au/website-hosting](https://resen.com.au/website-hosting)



# EMAIL HOSTING

This is an area that a lot of people don't have a clear understanding of and it is very common for people to assume that emails have something to do with websites.

But here's where the confusion comes from, a lot of website hosting providers also offer email hosting services as part of the same hosting plan, so it's easy to understand how the confusion happens.

At Resen Digital we don't provide email hosting or support, it's simply not what we do, it's like asking your plumber to service your car. But rest assured we make certain that your website hosting will never impact your business email, we have all heard of those horror stories of less than professional web developers taking down business emails when updating hosting records. Yikes!

Here is a common question we get regarding email hosting: "But isn't my email part of my website, they have the same address?"

Remember that your domain is your address, not your website. Both the website and your email address use the domain name so people can find your website and send you emails.



# SEO AND KEYWORDS

Let's chat a bit about getting your website noticed on the internet. You know, when someone types a question or a keyword into Google, and they end up finding exactly what they were looking for? That's where SEO (Search Engine Optimization) comes in.

We dive deep into research to find out what people are searching for, what your competitors are doing, and what will make your website show up when it matters most. These "keywords" are like magic spells that help your website appear in those search results.

Ever wonder why some websites pop up first when you search for something? It's not by accident! We use these keywords to craft your website's words and titles so that Google can't resist showing it off.

## STRATEGY

Let's talk about the roadmap for your new website! Imagine this as the blueprint for your online success. We'll sit down together (or virtually) and have a nice chat about your business goals, who your customers are, and what makes them tick.

This strategy isn't just about pretty colors and cool features—it's about making sure your website is designed to meet your specific needs. Think of it as tailoring a suit or a dress just for you, but for your online presence.



### Think like your customers!

Use keywords that they would likely type into Google when searching for businesses like yours. This helps your website show up in search results.

# SUPPLYING CONTENT

Now, let's get to the fun part—telling your story! You've got a unique business with amazing services or products, and we want the world to know about it. But we get it, writing website content can be a bit daunting.

No worries, though! We're here to help. Whether you're a wordsmith or not, we'll work together to create the perfect words and images for your website. We can even snap some awesome pictures for you or use high-quality stock images if that fits better.

## DESIGN STAGE

Picture this: we're bringing your vision to life! Once we've got a solid plan in place, it's time to start sketching out how your website will look and feel. This is where the magic happens.

### Less is more!

Aim for a clean and organised design that guides visitors smoothly through your website. Clutter free pages make for a better user experience.

Depending on what you need, we'll either show you a sneak peek of the homepage design or dive right into creating the entire look of your website. And don't worry, you'll be part of the process every step of the way. We want to make sure the final design knocks your socks off!



### Showcase your uniqueness!

Share stories, photos, and details that set your business apart. This helps customers connect with your brand on a personal level.

# DEVELOPMENT & GO LIVE

Alright, things are getting real now! It's time to turn those awesome designs into a fully functioning website. But don't worry, we're not doing this on the live internet just yet.

We create a secret playground called a staging site. It's where we build and tweak everything until it's perfect. Once you give the green light, we'll launch your website into the digital world for all to see!

# WEBSITE HOSTING

Now, let's talk about where your website lives. Just like your home needs a block of land, your website needs a reliable host. We offer [tailored hosting plans](#) to make sure your website is safe, speedy, and always up and running.

With features like SSL certificates, daily backups, and lightning-fast performance, you can rest easy knowing your website is in good hands. Plus, our Care & Growth Plans ensure your website stays healthy and grows along with your business.



## Prioritise security!

Choose a hosting plan with robust security features like SSL certificates and regular backups to keep your website safe from threats.



# SCOPE VARIATIONS

Ah, the unexpected twists and turns of a project! If things change along the way or we need to add a little extra something to your website, no worries. We'll always chat with you first and let you know what's up.

Any changes to the original plan will be quoted separately, so there are no surprises when it comes time to pay the bill. We believe in transparency every step of the way!

# CARE & GROWTH PLANS

Your website isn't a "set it and forget it" kind of deal. It's more like a living, breathing thing that needs a little love and attention now and then. That's where our [Website Care & Growth Plans](#) come in.

We'll keep your website running smoothly with security monitoring, analytics, SEO services, and more. It's like having a dedicated team of web wizards making sure your online presence shines bright!



## Stay flexible!

Projects can evolve, so be open to adjustments along the way. Clear communication helps manage changes effectively.





# NEXT STEPS

So, what's next on this exciting journey? We'd love to chat with you! Whether you have questions, ideas, or just want to say hello, we're here for you.

Feel free to reach out for an intro discussion or hop over to our website [resen.com.au](https://resen.com.au) for more juicy details. Let's make your website dreams a reality.

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[info@resen.com.au](mailto:info@resen.com.au)

[resen.com.au](https://resen.com.au)

## Free in-depth website audit

Find out how your website is performing and the recommendations to optimise for success.!

[Click here to get your free website audit.](#)