

How to Build a Website That Actually Grows Your Business

A complete 20-point guide covering website strategy, costs, design, SEO, local search, accessibility, AI search, lead generation, analytics, security and ongoing growth.



Practical
Advice you can use

Australian
Local business focus

Growth Driven
Built around leads

Future Ready
SEO + AI search

A free resource from WEBteam.au for Australian small businesses.

Contents

Use this guide as a practical reference when planning, rebuilding or reviewing your business website.

01	Introduction
02	Why Your Business Needs a Website
03	How Much Does a Website Cost in Australia?
04	WordPress vs Shopify
05	Essential Pages Every Business Website Needs
06	Design That Builds Trust
07	Australian SEO Best Practices
08	Google Business Profile Optimisation
09	Local SEO for More Customers
10	Website Speed Matters
11	Mobile Optimisation
12	Website Accessibility
13	AI Search, GEO & AEO
14	Lead Generation & Conversion
15	Analytics & Measuring Results
16	Content Strategy & Blogging
17	Website Security & Ownership
18	Privacy, Legal & Website Maintenance
19	The Ultimate Website Checklist
20	Common Mistakes, Final Thoughts & FAQs

How to use this guide

Read it from start to finish when planning a new website, or jump directly to the sections relevant to your current priorities.

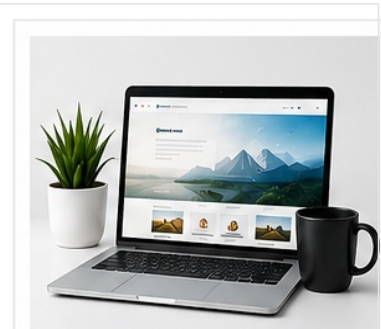
01

Introduction

A strong website should build trust, explain your value and make the next step obvious.

- Make your value clear within seconds.
- Design around the customer's next action.
- Treat the website as a business asset that improves over time.
- Use the website to support sales, marketing and customer confidence.

WEBteam tip: Treat your website as a business asset, not simply an online brochure.



02

Why Your Business Needs a Website



Your website gives your business a professional home online that you control.

- Build credibility with a professional, consistent presence.
- Create pages that can appear in Google, local search and AI-assisted search.
- Show reviews, completed work and other proof.
- Generate enquiries through calls, forms, quotes and bookings.
- Measure what visitors do and improve over time.

WEBteam tip: Your website should keep supporting sales and marketing even when your business is closed.

03

How Much Does a Website Cost in Australia?

Website costs vary with scope, functionality, content, integrations and the level of strategy involved.

- DIY / basic website: commonly around \$500-\$1,500.
- Professional small-business website: often around \$2,000-\$6,000.
- Advanced or custom website: often \$7,000+ depending on requirements.
- Plan for ongoing costs such as domain renewal, hosting, licences, email and maintenance.
- Separate one-off build costs from recurring operating costs.

WEBteam tip: Choose a solution that can grow with your business, not simply the cheapest option today.



04

WordPress vs Shopify



Choose the platform around your business model, required flexibility and long-term operating needs.

- WordPress suits service businesses, publishers and organisations wanting flexibility and SEO control.
- Shopify suits businesses where e-commerce is the main focus and a hosted workflow is preferred.
- WooCommerce adds e-commerce functionality to WordPress.
- Compare transaction fees, apps/plugins, maintenance and ownership.
- Test the complete purchase journey before launch if you sell online.

WEBteam tip: For many Australian service businesses, WordPress offers a strong balance of flexibility, SEO and ownership.

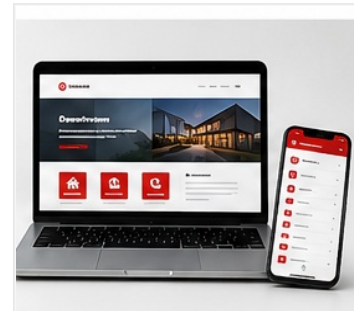
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Essential Pages Every Business Website Needs

Every small-business website should help visitors understand the business, build confidence and take action.

- Home: quickly explain who you help and what you do.
- About: share experience, credentials and business story.
- Services / products: clearly explain offers and benefits.
- Contact: make it easy to call, enquire, visit or book.
- Testimonials / case studies: show genuine proof.
- Add service, location, FAQ or campaign landing pages only when they have a clear purpose.

WEBteam tip: Each page should have a clear customer or search purpose - not exist only to increase page count.



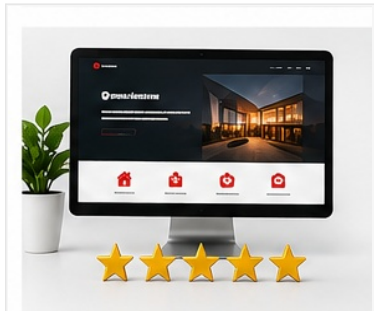
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Design That Builds Trust

Professional design should organise information clearly, reflect your brand and reduce friction.

- Use clear visual hierarchy and generous spacing.
- Keep branding, typography, photography and button styles consistent.
- Keep navigation simple and contact information easy to find.
- Use genuine reviews, real projects, case studies and credentials.
- Prefer real business imagery where possible.

WEBteam tip: A beautiful website that confuses visitors will underperform a simpler website with clear messaging.



Australian SEO Best Practices

SEO works best when technical foundations, useful content and local relevance work together.

- Research Australian keywords and search intent.
- Optimise page titles, headings and meta descriptions.
- Use internal links between related services, guides and locations.
- Optimise images and alt text.
- Maintain an XML sitemap, sensible robots.txt rules and Search Console monitoring.
- Use relevant structured data / schema and preserve redirects during redesigns.

WEBteam tip: Build pages for real customer questions first, then optimise so search engines can understand them.



Google Business Profile Optimisation



For local businesses, Google Business Profile can be almost as important as the website.

- Choose accurate primary and secondary categories.
- Complete services, description, hours and contact details.
- Upload genuine business photos regularly.
- Request genuine customer reviews and reply professionally.
- Keep business name, address and phone details consistent.
- Link the profile to the most relevant website destination.

WEBteam tip: Avoid misleading names, locations or categories just to target extra keywords.

Local SEO for More Customers

Local SEO helps nearby customers find your business when they are actively searching for your services.

- Target location-based keywords naturally.
- Create useful location or service-area pages only for real service areas.
- Maintain consistent Australian citations.
- Earn relevant local and industry backlinks.
- Use locally relevant projects, testimonials and examples.
- Avoid large numbers of near-duplicate suburb pages.

WEBteam tip: A strong local page should provide genuine local value, not just swap the suburb name.



Website Speed Matters



Fast pages improve user experience and reduce the chance that visitors leave before seeing your offer.

- Resize and optimise images; use WebP or AVIF where practical.
- Use caching and compression.
- Remove unnecessary plugins, scripts and third-party embeds.
- Use a CDN where it provides measurable value.
- Choose hosting appropriate for the website.
- Monitor Core Web Vitals and real-user performance.

WEBteam tip: Optimise the biggest bottlenecks first rather than installing several overlapping optimisation plugins.

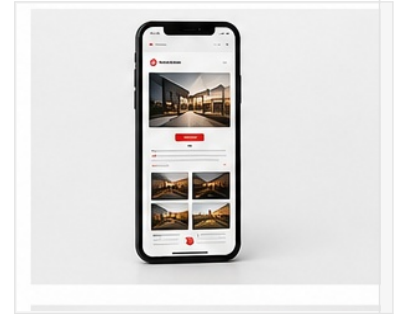
11

Mobile Optimisation

The mobile experience should be planned deliberately rather than treated as a smaller desktop layout.

- Use responsive layouts across common screen sizes.
- Keep text comfortably readable without zooming.
- Make buttons easy to tap and navigation simple.
- Use click-to-call where appropriate.
- Keep forms short and mobile friendly.
- Test calls, forms, bookings and checkout on real phones.

WEBteam tip: Test the complete customer journey on a real mobile device before launch.



12

Website Accessibility

Accessible websites consider people using different devices, input methods and assistive technologies.

- Use sufficient colour contrast and readable text sizes.
- Use one H1 with a logical H2/H3 structure.
- Add descriptive alt text for meaningful images.
- Label form fields clearly and use descriptive links.
- Support keyboard navigation and visible focus states.
- Use WCAG as a reference framework.

WEBteam tip: Build accessibility into the design instead of treating it as a final checklist item.

AI Search, GEO & AEO

SEO remains the foundation, while AEO focuses on clear answers and GEO focuses on visibility in generative AI experiences.

- Answer important customer questions directly.
- Use descriptive headings and concise summaries.
- Clearly identify the business, services and service areas.
- Demonstrate first-hand experience and expertise.
- Use original examples, data or case studies where available.
- Use appropriate structured data and keep important information current.

WEBteam tip: Write primarily for customers. Clear, authoritative content is also easier for search and AI systems to interpret.



Lead Generation & Conversion



A website should guide visitors from interest to action with clear messaging, trust and low-friction forms.

- Use a strong call-to-action near the top of important pages.
- Add click-to-call on mobile where appropriate.
- Use dedicated quote, booking or consultation forms.
- Show reviews, results and case studies close to conversion points.
- Explain what happens after an enquiry.
- Use CRM, email or SMS follow-up where it helps the customer journey.

WEBteam tip: Every important page should answer what you offer, why customers should trust you and what they should do next.

15

Analytics & Measuring Results

Traffic alone does not tell you whether the website is working; measure the actions that matter to the business.

- Set up Google Analytics 4 and Google Search Console.
- Track enquiry forms, quote requests, bookings and purchases.
- Track click-to-call actions where useful.
- Measure organic visibility, qualified traffic and conversion rate.
- Review lead source, attribution and cost per lead where relevant.
- Validate conversion events after website changes.

WEBteam tip: Focus on enquiries, calls, bookings and sales rather than celebrating traffic that never converts.



16

Content Strategy & Blogging



A strong content strategy connects service pages, guides, FAQs, case studies and articles around real customer questions.

- Prioritise useful topics over publishing frequency.
- Build topic clusters and strong pillar pages.
- Link supporting articles to relevant service pages.
- Balance informational and commercial topics.
- Refresh important evergreen content.
- Add original experience, examples and expert input.

WEBteam tip: Use this Website Guide as a pillar resource and connect supporting articles back to relevant sections.

Website Security & Ownership

Protect customer trust and business continuity, and make sure the business controls the assets it depends on.

- Use HTTPS, strong unique passwords and two-factor authentication.
- Keep WordPress, themes and plugins updated.
- Maintain off-site backups and test restores.
- Use firewall and malware protection where appropriate.
- Document domain registrar, hosting and WordPress admin access.
- Keep Google Business Profile, Analytics and Search Console ownership clear.

WEBteam tip: Do not allow a developer or agency to be the only party with access to the domain, hosting or critical Google accounts.



Privacy, Legal & Website Maintenance

Australian businesses should understand the information their website collects and maintain the site after launch.

- Review privacy policy requirements for your business.
- Be transparent about relevant cookies, analytics and marketing tools.
- Publish appropriate terms, refund/returns and consumer information where needed.
- Keep software, licences and backups current.
- Test forms, email delivery and broken links regularly.
- Refresh outdated services, prices and contact details.

WEBteam tip: This guide provides general information, not legal advice. Seek professional advice for your specific obligations.

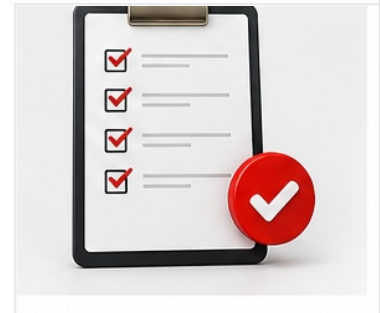


The Ultimate Website Checklist

Use this checklist before launch and during regular website reviews.

- Clear purpose and value proposition.
- Responsive design, accessibility and mobile usability.
- SEO-ready structure, sitemap, robots.txt and schema.
- Fast performance, HTTPS and security protection.
- Helpful content and strong calls-to-action.
- Analytics and conversion tracking.

WEBteam tip: Review the checklist every few months so the website stays current, competitive and useful.



Common Mistakes, Final Thoughts & FAQs



Avoid recurring problems that weaken credibility, search visibility and conversion performance.

- No clear value proposition or next step.
- Poor mobile experience or slow loading speed.
- No meaningful SEO optimisation or conversion tracking.
- Copying competitor content or publishing thin AI content.
- Creating large numbers of near-duplicate suburb pages.
- Redesigning without redirects.

WEBteam tip: Review the website as a customer would: Can I understand the offer, trust the business and take the next step quickly?

Build a Website That Works Harder for Your Business

WEBteam.au helps Australian businesses with WordPress web design, SEO, local SEO, performance, content and AI search optimisation.

Visit [WEBteam.au](https://www.webteam.au) to discuss your website.