

Make sure visitors to your website get the information they want, without having to spend ages looking for it!

Website Advice

- This eNote should be relevant whether most of your sales are business-to-consumer (B2C), business-to-business (B2B), or business-to-government (B2G).
- A frequent complaint of website visitors is that business websites lack information about the business itself. Visitors are not likely to do business with companies they know little about.

Essential Information

You should include some basic information about your business on your website. Some of this information is just good business practice, while some is required by law. Refer to *eNote 17: Legal Considerations* for more information about legal requirements.

A visitor to your website will most likely be seeking answers to five questions dealing with you:

- Does the company have a registered Australian Business Name or Australian Company Number listed on the website?
- Does the company seem reputable and reliable?
- Does it identify itself sufficiently?
- Is information about products and services accurate and comprehensive?
- Does the company follow fair business practices?

The following information may assist in providing answers to these questions on your website.

1. Who Are We? Where Are We?

- Company name, ABN, physical address and postal address.
- Contact phone number, fax number, email.

2. Information About Our Products and Services

- Accurate, comprehensive information about your products and services.
- If appropriate, clear information about prices, delivery charges and times, GST and other taxes.
- If dealing with overseas customers, clear and relevant information for them (e.g. currency conversions).

3. The Way We Do Business

- Information about your business practices.
- If provided, clear and accurate information about online ordering and payment, and the steps to be followed. How can orders be cancelled?
- If provided, clear and accurate information about your delivery procedures. If a third-party freight-handler is used, identify it. Can the customer track an order while it is being shipped?
- Clear information about your privacy and security policies for customer information.
- Information about warranties, guarantees, refunds and returns, and how you will deal with problems.
- What consumer protection laws apply?

Tips for Success

- Exercise caution — don't give away your trade secrets, but provide enough information to be useful!
- Ensure that essential information is easy to find on your website.
- Ensure your website visitors can easily find the information that they are looking for — make your site user-friendly.

- Ensure that design, text, pictures and graphics all combine to clearly communicate information to your potential customers.
- Ensure that the pictures and graphics you use are not overly complex or too numerous, as this may cause slow download times, a significant deterrent to potential customers. Discuss these issues with a web designer if you are unsure.
- Always be responsive to customer queries and complaints.
- If your website provides online ordering of and payment for goods and services, provide an immediate confirmation (email) of an order.

Where to Get More Information

- Refer to *eNote 17: Legal Considerations*.
- Refer to *eNote 12: Selling online*
- Refer to *eNote 13: Buying online*

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