**KWIKWAP TRAINING PRETORIA – 8 AUGUST 2015**

**INTRODUCTION**

* Kwikwap License Holders and Agents
* Buddy Web Design / Francois Marais
* Designers (Value Added Services)
* Clients (Key to success)
* Client Charter / Agent & License Holder Details
* Kwikwap Software Introduction Video
* Online Tutorial

**KWIKWAP SOFTWARE**

* Content Editor
* Drawing Tables
* Inserting Text
* Inserting an Image
* Inserting a Hyperlink
* Home page slideshow

Remember to publish changes and refresh actual website. Use Mozilla Firefox or Google Chrome and work while having a good internet connection.

**IMPORTANT KWIKWAP SEO BASICS**

* Main Title Description
* Headings of pages (All headings)
* Introduction paragraphs of about us contact us
* Include the right words
* Use own text

Do the basics right and be ahead of the rest of the field. Most people are too concerned about look and feel that little or no consideration is given to the actual content.

**OTHER DESIGN ISSUES**

* Examples of having a call to action (Buy now, subscribe now)
* Enquire now button

**COMMUNICATE WITH CUSTOMERS**

* Mailing list
* SMS and Bulk Email – No Spam
* Birthday text settings

**HOW GOOGLE SEARCH WORKS**

* Introductory video : How Search Works – Matt Cutts
* Top 3-5 SEO Mistakes
* What is back links?
* Understand the indexing process

**IMPORTANT FREE GOOGLE RESOURCES**

* Google my business
* Google Webmaster Tools (Kwikwap Reports no longer complete)

**VIEWING TIME AS MONEY**

* Understand the value of one new client
* Page 1 of Google is achieved either via paying Google or having better content that your competition
* There are other ways to market your business / website than relying on search engines
* Might be cheaper to advertise with Google than to spend hours on content

**CONCLUSION**

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**INTRODUCTION**

**Kwikwap License Holders and Agents**

When you visit [www.kwikwap.co.za](http://www.kwikwap.co.za) and click on contact us you will see the License Holders or Kwikwap Franchise Holders details. They in turn appoint Kwikwap Consultants who run their own Kwikwap Web Design Agencies.

**Buddy Web Design / Francois Marais**

Buddy Web Design is a Kwikwap Web Design partnership based in Cape Town South Africa. Francois Marais , who holds a B-Compt degree first practised as an accountant and held senior financial management positions in the corporate world before joining Kwikwap in 2007, first as a consultant and then later as a license holder.

Kwikwap has now appointed an internal person responsible for training and this might be one of the last sessions Francois will be presenting.

**Designers (Value Added Services)**

Not all Kwikwap Web Designers are skilled equally in graphic design. Under value added services in the management portal of your Kwikwap Website you will find 3 recommended Kwikwap Web Design agencies who can be contracted to design your website professionally.

Our best efforts will not enable our clients to design websites of similar professional standards and the time needed to really master graphic design to achieve a professional custom look can be spend better by clients. (See next section.)

**Clients (Key to success)**

A Kwikwap Website is only as good as the content it contains. Our clients pay a monthly fee of R150 + Vat. We need our clients to be successful in order to continue paying those fees. To be in a win / win situation our clients need to properly populate their websites with content in order for them to see a return on their investment.

**Client Charter / Agent & License Holder Details**

The client charter can be found in the settings / admin section and details what a Kwikwap client can expect from his Kwikwap consultant in return for the initial setup and training fee.

To see who is your Kwikwap Consultant and the License Holder he reports to select the Help section and click on My Consultant Details.

If your consultant has stopped consulting on Kwikwap websites you may request that a new consultant be allocated to you by the License Holder you fall under.

**Kwikwap Software Introduction Video**

In the help section there is a 5 minute introductory video. Since the video was made the Home and Content Sections were merged but the video is still a good introduction to the Kwikwap system.

**Online Tutorial**

Also in the help section and in the middle right of the management portal of he Kwikwap System is an Icon or link to an Online Tutorial which will take you trough the system.

**KWIKWAP SOFTWARE – THE CONTENT EDITOR**

The content editor is found in all sections of your website where content will be added whether it is the home page , an announcement or a blog entry. The content editor looks similar to Microsoft Word and should be easy for the average computer user to understand.

After inserting your content you will click update and then publish. When you refresh your actual website, which should be on a different tab, you should see able to see the actual changes done immediately.

Please note that sometimes your PC stores a cached version of your website and you may need to clear this to view the current websites with new changes. (Cache of a device is cleared by deleting browsing history and could include cookies and temporary files.)

**IMPORTANT KWIKWAP SEO BASICS**

Doing the basics right is essential for laying a good foundation for your website. If your business or service offering is very unique then by simply doing the basics right and with very little effort you will get good search results. The more generic your business or service offering and the more competition the better you will need to build on your basic foundation in order to perform well in search results.

We live in an information age and your competition will also have access to user friendly CMS software soon if they do not already. They might even have the budget to pay their webmasters to upload the content for them. At the end of the day it is about having the best information out there on your website, which is being indexed by search engines.

**OTHER DESIGN ISSUES – HAVING A CALL TO AN ACTION**

When you simply search for “Having a call to an action” you should find good articles and examples explaining what this is. Simply put you want your website visitors to convert into buying customers. You want them to either buy, request a quote, to join your mailing list or to leave their contact details.

A good design of a call to an action would highlight the benefits and make use of different colours to encourage website visitors to interact with your business via your website.

**COMMUNICATE WITH CUSTOMERS**

It is a good idea to stay in touch with potential customers by sending them a monthly newsletter. Buddy Web Design does this very successfully. Once the newsletter has been emailed this is turned into a blog entry by changing the title and the standard introductory paragraph which is needed to bypass Spam filters.

Example:

Our title for a newsletter would be Buddy Web Design – August 2015 newsletter.

Our introductory paragraph for the newsletter would be:

You are subscribed to the monthly mailing list because of our recent interaction regarding a website from Kwikwap and Buddy Web Design. Should you no longer be interested in making use of our web design services then please use the unsubscribe link found at the bottom of this email.

Once the email has been send we would remove the title and replace it with something which relates to the content of the newsletter and we would change the introductory paragraph. This is necessary because search engines frown on duplicate content, even if it is on your own website.

Besides monthly newsletters you could also sms your customers and do so automatically on their birthdays. There are other ways of staying in touch with your potential customers than hoping for new customers to arrive via search engines

**HOW GOOGLE SEARCH WORKS**

We will watch two videos:

* How search works and
* Top 3-5 SEO mistakes webmasters make

There are more videos from Google Webmaster Channel which website owners would find useful.

Google functions like an electronic librarian indexing pages of websites (not all pages of websites are indexed – only those meeting Google’s quality guidelines).

Google searches its index of the web and not the entire web when returning search results.

Google crawls the internet trough software programs called robots. If you have a new website it is imperative that you submit your website manually to Google and other Search Engines as your website would not have any other websites linking to it.

If you are an industry specialist and you have very good content on your website , other websites will automatically link to your website. That is called a back link. Google uses the number of quality back links to determine your page rank. It is definitely no longer advisable to partake in link farming or unnatural link building schemes by buying a massive amount of low quality links, to link back to your website. You might find your site being blacklisted if this is the case.

**VIEWING TIME AS MONEY**

For most small and medium business owners the saying or equation that time is money rings true. Instead of attending a training session or working on the content of your website you could be out seeing an existing client or out looking for possible new contracts.

How much time should be spend on your website or how much should be spend on Google advertising?

You first need to understand how much a new customer is worth to you. That means you need to understand accounting terms like Gross Profit and understand your business to know whether it is a once off transaction or a returning customer.

A recent analysis of a Swimming Pool Shop suggests that a new returning customer could be worth as much as anything between R3,500 and R6,000 per annum.

New customers will generate new revenue which could then be reinvested in either spending time on your website or further Google advertising. (Time = money). If you invest R3,000 in Google Ads and you keep on reinvesting the income from new clients in following months then you are not really spending your R36,000 on Google Advertising per annum. You are spending money which would not have been yours had you not made the initial investment in advertising. The same could be send on the amount of time you spend working on the content of your website.

It pays to work clever: This agenda would be emailed to the people attending today’s training session. The agenda would be part of my website content and attract people to my website via search engines. People will be added to my mailing list. I have already been contacted by one such person for consulting work. She attended the previous training session in Pretoria and so became part of my monthly newsletter.

Websites can also save you time. There are definite time saving benefits of having a complete website in the fact that you can refer potential clients to the website for information where they can view information such as examples of your work, references or get an idea of pricing.

Time definitely is money!

**CONCLUSION**

The Kwikwap Software is really easy to master. Like any other user friendly software program once you understand the basics it is relatively easy to progress to be completely competent with your CMS Software. If all else fails of if you view yourself as being born BC (before computers) you can always ask your Kwikwap consultant or license holder to assist. Normally the more difficult once off items are done by the Kwikwap consultant like embedding a Facebook Like box to your home page. In general it is better to pay for a professional design which includes the layout of your home page.

You need a basic understanding of how search engines work and you need to do the basics well in order to have a good foundation on which you would further develop the content of your website to reflect the competitiveness of the industry you operate in and to possibly have other quality websites linking to your website. There are other ways to market your website and other benefits of having a websites like it being time savers when approaching and dealing with new or existing clients. With Kwikwap there are also other benefits like the bulk SMS and emailing system.