



Expand your business with a website

There was a time when word of mouth and newspaper advertising was all you needed to promote your business. Times have changed. The Internet is now one of the most cost effective ways to publicise your business to a wider market. business.gov.au's *New to business checklist* can show you just how easy it is for your business to jump from yesterday into tomorrow.

Using the Internet as a business tool can help you reach more people and save you time and money. In Australia, over 60% of homes have Internet access and online purchasing has increased by a staggering 66% in recent years.

A business website can act as a 24 hour advertisement for your business. Having your own website can give you the opportunity to showcase your goods, give information about services that your business provides, and promote your business to potential clients and new staff.

The business.gov.au *New to business checklist* covers the fundamental considerations to check off when you are creating your own website and provides a list of key contacts that can help you.

Good online business practices will encourage customers to come back to your site. When creating a business website, it is important that your information is accurate and compliant with current law.

Your legal obligations

business.gov.au's *New to business checklist* can help you to understand your legal and consumer obligations and provides information and key contact details about intellectual property.

Using customer information gathered from your website to contact your clients about special offers, new services or business events can be a great way to promote your business, but there are a number of privacy laws to adhere to when you use personal information.

Being aware of Spam laws can help you avoid unnecessary legal costs and damage to your business caused by sending out uninvited electronic messages to your clients.

The *New to business checklist* details contacts for support and information to help you work out your online legal obligations. If you're conducting online transactions with your customers or simply putting information about your business and products up on the Internet, the material will need to comply with the federal *Trade Practices Act* and state Fair Trading Acts.

Keep your website secure

Getting the right advice about online security can be vital to the safety of your online business. The *New to business checklist* points you in the right direction to protecting your business against online scams.

Training to develop your site

Learning how to use your computer and software packages will ensure you have a great looking website. If you think you or your staff need Information Technology (IT) training, there are a wide range of sources available.

The *New to business checklist* provides you with a range of training options such as seminars, workshops, or local TAFE colleges and specifies contact details for help. You can also visit the events calendar on business.gov.au for more information about training in your local area.

You don't need to be an IT guru to know the principals of setting up a business website. The more you know about your online obligations the easier it will be to have a successful website for your business.

business.gov.au is the Australian Government's award-winning business website that offers you simple and convenient access to government business information, transactions and services. It gives you a vast range of business information and resources that can help when you're planning, starting or running a business. For further information and to download your own copy of the *New to business checklist*, visit www.business.gov.au.