

GARY: Edwin Lynch is a web designer, and he used to teach web design. A lot of people are floating around out there claiming to be expert, but the expert is in this room right now; and Chris Hilder from InPicture Productions, a camera man with Channel 10 for many, many years with lots of experience under his belt, decided to go out on their own and take some footage, which is wonderful. So Edwin, I believe, is going to start it off. It was going to be Chris, but they're going to kind of work this - - -

EDWIN: Together as well if we can, yes.

GARY: - - - in a unison, sort of together situation; so guys.

EDWIN: Thank you very much, Gary. Well, Edwin and Chris, that's who these two guys are. These are our web sites and together we do pretty much anything that moves or anything to do with graphics at all, basically. But I'm here not necessarily to sell and get you guys to come to me to get a web site, which you can do but you've probably all got a web site. What I'm going to do is talk about your existing web site.

What is a great web site? What's the definition? A web site's aim is to be in place of a person and, just like in normal business, it's to create trust because no-one is going to give you their money unless they trust you that you're going to do the job on time; whatever. How can you do that with a web site? Well, you can do it; you just have to play the game just slightly differently.

A really great web site is sticky, so you want to make a sticky web site that will stick in people's minds. Most web sites are brochure web sites and they don't do very much except what a business card floating in cyber space might do, and that's okay. Even 90 percent of the sites that I do are brochure web sites: this is my business; this is my phone number; and every now and again you might have a specials page. But you can do a lot more with a web site and, because your audience is the world, you can actually go beyond. For example, half of my customers aren't in Perth; they're in different states around Australia because I've got a web site, basically.

A well-designed web site makes good use of multimedia. People, when they want to learn something or they want to do something, like to do things in three or four different ways: people like to read; there are other people who like to watch, and that's where video and that sort of stuff will come. The big explosion on the web at the moment is a lot of the uni teachers around the world - the best ones - are actually going to the web because they get paid more to do online tutorials, and for, I think it's, \$250 a year there is a place called lynda.com - you could learn pretty much anything on a computer at lynda.com from the basics through to the advanced. I recommend my

students go there and in some cases I've not seen the student back for the second semester. But it is really a good place to learn, so there are a lot of instructional videos which are on the web at the moment and that is sort of taking off. Social media we will talk about in a minute.

Your web site must have free or timely information; this is, to be a really good, successful web site that starts humming and attracting people all the time. I always say this: since 1997 when I started doing this I've got about a hundred clients, about 70 or 80 percent of them don't do this and they're ranking well in the search engines and everything, but a web site which is updated weekly - monthly at a kind of second best. It's like the lights are and someone is home. A web site: there is the lights are on, but the lights are on and there is someone home is when you're updating your web site and you're keeping it up-to-date, and that's sometimes there are some articles. The new thing is not so much to try and sell your product but to try and give something to people that is useful for them anyway. You'll sell your product to one person but if that one person knows 10 people who, if you give them something, they're more likely to spread the word about your company and your business. All of my work is through referrals like that; all of it. I've always met the person.

So it's 2012. What is a great web site in 2012? I did a little bit of research and I'm going to pull back to some basic analogies of what a web site is. There are two aspects to a web site: there is a design of it, and then there is how successful the web site is. In terms of design, you can imagine yourself walking into a supermarket. There is actually - it's almost the bible for web designers - it's a book called Don't Make Me Think and they use a supermarket analogy. So you walk into a supermarket, you've got all these isles, all these shelves; a lot of information for you to take in at once. If you're like me and I want something quickly, I'll go straight to the information desk and ask, "Where are your shoes?" The equivalent of the information desk is the search box on a web site so people can search your site. Other people like to browse, so on a web site the isle will become headings, your buttons your main top level navigation and that gets deeper with pull-down navigation and all that. But it is, when someone lands on your site, you really need to give them the basics of how to go through your site and find things.

A good web site, one which is updated weekly - or monthly - is going to be changing all the time. You're going to end up with hundreds of pages after a couple of years, so you need to organise that information, and all of those pages, of course, are just food for Google, basically, so you get found that way. That is the genuine way to run a web site, or you can pay people to do search

engine optimisation. I do that for some of my clients as well. Yes, please; the next button.

So the shopping centre is someone coming into a web site; you have to have everything all ordered. What makes an effective web site? Well, this is my own silly analogy: it's like fishing. A web site is a fisherman in a boat alone out at sea and, according to stats that I got yesterday or the day before, there is there is going to be a billion web sites soon: one web site for every person after that. That's for the business inside of that statistic. Press the next button.

A fisherman at sea with his one rod and his web site: if he's lucky he'll catch a shark or a nice big fish or a groper, more than likely he is probably going to get - like when I go fishing - a herring or a blow fish, and these are people that are coming to his site to look at his business. So you can't just be a lone fisherman. Would you like to press the button?

You can still be one fisherman. I work alone and I'll work with programmers sometimes, but I can do most things by myself, as can Chris with the video too; we're talking about working together, of course. But you can have many rods in your boat. You can have many lines out and when there is a tug on the line, you bring that one in. These days, that is social media.

You don't have to have a Facebook account. You don't need to know about LinkedIn. LinkedIn is really a network of freelancers like ourselves who all talk to each other and we share work. You don't really need to know about that. You don't even need to know what Twitter is. But you do need to have something on your site that will bring the millions and billions of people who do know what those things are to you as well. So you don't even have to have a Twitter account, but you can have a button on your site which will, when they click it, send a message to their Twitter account saying, "I just saw this really good web site. You should check it out; you're in the market for a carpenter" or whatever else. So these are the things you can have in here. Serious people who are serious about their web site will go on other forums or other web sites and they'll leave messages.

Ultimately on your site you could have: instructional videos; obviously, newsletter - you can do that through your web site; online advertising - you know about that; SEO, that's search engine optimisation; tweets. You can get a company in to do your SEO.

Just a little note there, in terms of search engine optimisation, your biggest client might actually be a single inbound link. I spoke to a guy the other day. He was racking my brain. He has got eight businesses and he is paying 500 bucks a month for each business, but he has

signed a contract for a year for search engine optimisation. He makes ice sculptures and there are only two ice sculptor people in Perth so he didn't need to do any search engine optimisation because his site comes up as ice sculptures in Perth anyway. I liken paying for SEO, which is something you can do but you must limit yourself to it, as rather than going through the process of becoming an actor and losing all those roles and getting your academy award of just going to the shop and just buying an academy award. That's what the SEO is, effectively, in my opinion, but it can work in small doses. I just felt that he was paying a lot of money for not very much.

What does all this amount to? One more button and I will leave you to think. Business on the web: this is almost an American term, for people who have read about the web, but business has become a conversation, so whenever you make one of these weekly posts, at the bottom of each post you should have a place where people can talk and comment on what you've just said and you get that conversation going and then people leave and they talk about you and your web site and your business. You don't even have to talk about your business. On Twitter, for example, nine of my tweets and nine of my Facebook entries will be about what I've had for lunch or I got a really good deal - 10 bucks: I got a whole bag of vegetables the other day and I took a photo of it and I stuck it on Twitter - but every tenth or fifteenth, perhaps, tweet will be, "I've just finished this web site; looking forward to your comments. Come and check it out", and then I'm in people's minds then as a person, because some people are my friends on Facebook, but also they are following me for other reasons besides the fact that I do web sites. You know, there is a human being behind the tweeting. So it's this conversation, the idea of getting people to come to your web site and then to talk to each other about, not necessarily directly about your product, but just to become aware of you, because the key is to become noticed by people and trusted before you make a sale.

That's pretty much it. I want to thank Matt and Kristine. I'm sure there are other people involved here that could be thanked.

In terms of graphics, moving vision and sound, I'm going to hand it over to Chris in a minute. If you've seen it before, it can be done; if you haven't seen it before, that can also be done too because it's just either a bit of programming or a bit of tweaking with technology which can fairly easily be done by the people who know how to do it, I suppose, for your clients. It's not the next one, but I think the next one where you press that button; see what we've got. There you go.

That's lifting the fog on web sites if you you're wanting a web site. The key is, keep it up-to-date. Update it once a week. For people who are involved in

franchises and don't have as much power as someone who owns their own web site/their own business, so they can't change things, you must find some way of keeping that web site up-to-date, even if you do it off-site, even if you're in forums for your industry and your writing stuff. The pen is as much the sword today as it was yesterday. There you go. I'll hand you over to Chris. Thank you.

CHRIS: My background: I'm basically a TV professional. I've been in television for 20 years: I've been at Channel 10 for 12 years, and I've been doing weddings and kids' footy and commercials. I've had a bit of a client base so I thought I'll take the lead, which is what everyone here has done; a bit scary, especially the first year. But when I left doing what I was doing I thought I'd be doing TV commercials, I thought I'd be doing safety documentaries, I thought I'd be doing documentaries.

What I am doing is internet videos. Examples: this is BankWest; the last commercial that was on air. It is on air at the moment. A lot of staff were involved in this. For all the people in there it's a bit of a spiel. They spent nearly as much on making this as they did on the commercial, and it's that sort of things that we're doing; so come and watch. You might recognise it.

EDWIN: This behind the scenes stuff is really popular. More and more putting this stuff up on the web, or the person who owns the company giving a spiel to the camera; more trust, that sort of thing as well.

CHRIS: As for this sort of thing, the bigger the company is, the smaller the company is, it doesn't really matter. It's a tool that you can use; it's cheap; it's actually easy to get involved with as well.

At the moment we're all kind of trained into a good video production; we watch TV. It presents. It's the front door to your business. People go to your web site, they look at it; they want some moving pictures generally. If you have got something to sell them, something funny, something catchy, up till now, probably the IT guy in most big companies has been doing that. It's where it is coming around full cycle is to people like myself who are professionals. Have you ever tried to make a video at home? It seems like a really easy process until you actually try to do it and make everything work together. It's hard. It's difficult. This took me about 40 to 50 hours to put together. It was two days worth of vision and it only runs for about three minutes. You look at it and go, "That's pretty easy", but it's not. But you need it. It brings in people and people it's the most powerful way of selling at the moment. Yes; any questions?

....., **MR:** I've got a question Chris.

CHRIS: Yes?

....., **MR:** Have you got like any sort of pricing structure that I'm - you know, as you said it has taken you - what did you say, 40?

CHRIS: 50 hours to do that, but - - -

....., **MR:** You know, and obviously BankWest is a pretty big company; it has probably got a bit of money to spend. But some of us, obviously, are trying to look or do something a little bit on a smaller scale.

CHRIS: Yes. I've got some prices in there. Another one of my clients is the Western Force. Now, to do something like this, which is the same thing, you go on their web site, you see the boys having a little chat and a laugh. The real cost of this: about a thousand dollars. You get something for about a grand to 1500 bucks and it was done properly. The difference is, you've got a bit of lighting, you've got good microphones, you got effects quite easily. I come from a new background so I can make things look like a news story pretty easily. Anything else?

EDWIN: Any question for either of us?

GARY: Thanks, guys, and you know, when you look around the room, the talent that we actually have in this room is amazing and we talk about a network meeting, but beauty of it is, is that we are all individuals and we are all very talented in our own areas and there is a such a great lot of experience in this room; it's amazing. And it doesn't matter what walk of life you have walked out of. Chris, I know, I support the Ellenbrook Dockers and so I met Christ through the Dockers, so he has also come to my business.

Edwin came in as a new customer, home-based business, so that started to get my attention because of the home-based business. He really knows nobody and, again, there was no networking and then this is how this all started to evolve, is people walking the walk, we talk, you know, you see an opportunity, you say, okay, you know, Edwin, this is on dah dah dah, so he came to the last meeting down at my place and now he's here tonight and so this is how it all works, so, you know, and I encourage people to talk to Kristine, book yourselves up for, you know, for sponsoring the night and having your turn up here and being able to put your business in the showcase. What a wonderful way to go and to meet. It doesn't take long to take up 12 months of your year very, very quickly. Look, just before we get on with the door prizes, I would just like to ask Sandra Wallis to come up. Because we are affiliated with and part of the Swan Chamber of Commerce, Sandra will have a little bit of the chamber word to say and then we'll get into some prize giving.

WALLIS, MS: Thanks Gary. I've got to tell you, I am totally technology challenged and all these things

that you guys have been talking about - fortunately, I've got a really switched on staff and a couple of really young ones so our web site is updated every week, our Facebook - they look at it every day. I mean, you know, they said, "We need to put it on Facebook" - now, you know, they go around taking photos if you do weird things in the office and they put it on Facebook but we're getting real good hits. I mean, you know, every day I go in - I have to ask them every day, "How do I get on to have a look at the Facebook?" And they show me and I get a shock every time get on, so that's how it works guys, so listen to what we're saying.

A couple of quick things I want to do. First, I want to thank the City of Swan very much and (indistinct), who is here in the corner, for assisting us and sponsorship for getting this networking activity up and running, so thank you to the City of Swan for that, and also the chamber sponsors who are here tonight, we have a big long list of sponsors, but tonight we've had (indistinct) so it's great that our sponsors make the effort to come along to these activities as well. Thank you guys for coming along.

Gary talks about the networking functions. Kristine and Camilla are running around with expressions of interest forms and the idea of that is for you to, if you're interested in holding a networking event or you're interested in looking at other networking things that we do, grab one of these forms and fill it out and hand it back to the girls and Kristine will be in touch with you. If you don't know who Kristine is, Kristine, come here so everybody knows who Kristine is. Kristine is our events coordinator, so that's Kristine, okay, so make sure you get quantity and quality.

We've just got a couple of things coming up with the chamber that we thought you might be interested in. We've got our Swan Business Awards that are sponsored by Hanson; they're the people who do all the quarry and all the road base and all the rest that that we need in this state; they're our major sponsors. These application forms will be mailed out next week to all businesses that live in the City of Swan, so please take a look at this and every business from a brave new business right through to, you know, a business that does big exporting is coming to these awards. There are 13 different categories so Kristine has got some forms here. We don't want to take them away from you, but if you are a business that has a registered address within Swan, you will also get it in the mail, so these come up. Entries close right at the end of June, so you have plenty of time to fill in your application and to get all the help in the world that you want from the office. We send you a pack with the judging criteria and everything, so really consider about entering it. Over the years we've had a few winners from the Ellenbrook area who have won the award: Sue and Rob from the Post Office in their very first year in business won it, so, you know,

have a real good think about that.

The other thing is, we've got our golf day coming up at the Vines, so if any of you want to be involved in that golf day Kristine has got some of these brochures. That's just a fun day that we have and we have up to usually a hundred players on the day, so it's a good day and we always have a good prize pool if you're interested in that. We're also about to launch our Junior Chamber of Commerce, so if you have got any staff who are between 18 and 35 or if you are between 18 and 35 or you know of some other younger business person who might join the Junior Chamber of Commerce because it's for younger people so younger people can network with each other and we're looking later on at some mentoring and a niche of skills. Again just let Kristine know and we could put you on the list of people to contact. Our first event is 10 May at The Principal in Midland and we thought, "Let's pick a microbrewery. People like to go to microbreweries", and they were delighted to host it for us, so that's our new Junior Chamber of Commerce. That's a new edition.

The last thing I just want to ask you about is that if you haven't already thought about doing so; join the networking activities at the chamber. We have a membership fee of \$168. That is going to take you through to 30 June 2013, so you actually get the next couple of months free.

GARY: Thank you.

WALLIS, MS: One other thing, sorry, for those of you who don't know, we have a little committee for the Ellenbrook Networking Group and we have Gary Kelly, we have Terry Hayden from Protect West, and we have Chris Hilder, so if you want to harangue anybody, they're the ones.

GARY: Before we just grab those prizes out, again, please thank Chris and Edwin for what they've done tonight. As always, if you don't have a venue and you need to come to the great Brook, Matt is a lot more than accommodating, he is very accommodating and helps us out with the cost as well and really does help out, so, Matt, thank you, and I'd like everyone just to thank Matt. He bends over backwards to make us feel welcome and looks part of the cost, so if anybody hasn't got somewhere and they want to come here, this is the way to do it. Okay, Christopher: number 1.

CHRIS: Dominic Smith.

GARY: Dominic; would you believe you have a free graphic or logo from Geoffrey Multimedia thanks to Edwin. Number 2.

CHRIS: Glenn.

GARY: A zero obligation, one-hour free consultation and

an appraisal from Geoffrey Multimedia.

EDWIN: Yes, so we're going to meet again.

GARY: That's right; and the third one, thank you.

CHRIS: Ellenore from the community newspaper. Ellen; yes.

GARY: You have: a stationery hamper from Office Choice.

ELLENORE: Thank you so much. Thanks guys.

CHRIS: That's a good prize.

ELLENORE: That's somewhere between 50 and \$200 I'm told.

ELLENORE: Is it? Thank you.

GARY: Again, everybody, thank you for coming. We've got some time left. Please mingle and if there is somebody that you haven't actually spoken to yet, please do, and as I say, there is more than enough talent in here and people.