Builder trial and domain test sheet

LoftyBiz 176 — Website Builders and Domains: Choose a Platform and a Name You Can Own

These are examples, not promises. The people and businesses in this video are illustrative examples, and results vary. Example figures, not targets or forecasts. This is general business education, not financial, legal or tax advice. Results vary.

The steps

1. Write who will edit the site after launch.
2. Trial one or two builders by changing a simple piece of information and publishing it.
3. Write the words first: services, hours, a short about section, and one clear next step.
4. Test your preferred domain out loud with ten people: short, easy to spell, easy to say, no hyphen, no invented spelling.
5. If you buy it, set a renewal reminder and point it at the site.
6. Confirm that the billing contact and the login belong to the business, not to a personal account you cannot enter.
7. Keep that page in Systex, our own product.

Your site-and-name task this week

1. Write who will edit the site, and trial one or two builders by changing a simple piece of information and publishing it.
2. Test your preferred domain out loud with ten people.
3. Then, if you buy it, set a renewal reminder and point it at the site.
4. If a colleague is helping, confirm today that the billing contact and the login belong to the business.
5. Keep the editor, the trial, the name test and the renewal in Systex.

Worked example: Clare, Richmond

Step	What Clare did (example figures)	Your note
The problem	A friend offered to "knock up a site this weekend" in a highly custom setup. Later changes would need that friend, or a specialist. Clare needed to update hours, add a practitioner, and change a fee note herself, during a lunch break.	
Skill-and-need list	Who will edit the site after launch? How often will pages change? Blog, shop, or a clear home page, services, and a contact or booking link? How much complexity can we support if something breaks?	
The trial (example)	She trialled a hosted, guided builder and a more open system with add-ons, one evening each. The task: change the Saturday hours, add a staff photo, and publish. The guided builder was less flexible, and she could finish without a guide. The open system could do more, and she got stuck on a plugin.	
The choice	She chose the guided builder for now, with a written note that she could move later. She asked where her data lived, how to export it, and the renewal cost after the first year. She accepted a slightly plainer design so she could edit the site on a Tuesday afternoon.	
Words first, then a check	Content was ready in a document first: services, hours, a short about section, and one clear next step. A colleague who does not work in marketing had to find the Saturday hours and the booking link in under thirty seconds. She later kept the skill-and-need list in Systex.	

Worked example only: Clare, physiotherapy clinic, Richmond (USA). Example figures, not targets or forecasts. These are examples, not promises. Results vary.

Worked example: Diego, Tucson

Step	What Diego did (example figures)	Your note
The temptation	He almost bought a long domain with a hyphen, because the short one he wanted was taken. He also considered a clever misspelling. Then he imagined saying it over the phone to a venue manager, and watching them type.	
The tests	Short, easy to spell, easy to say, no hyphen, no invented spelling. He said the leading options to ten people and watched them type. If the first-choice name was taken, he went back to a clean alternative, rather than adding numbers or a confusing extra word.	

Step	What Diego did (example figures)	Your note
Register and point (example)	He registered with a registrar he could reach for support, turned on renewal reminders, and wrote the renewal date in his calendar and checklist. He pointed the domain at his new site and set up a simple email address on that domain for enquiries. The name test took one afternoon.	
Do not collect unused names	He did not buy a dozen unused extensions "just in case" on day one. He bought the one he would print, and noted two others to consider later if the budget allowed. A pile of unused domains is a pile of renewal dates.	
Who owns the login	The domain was in the business's control, not only in a friend's personal account. The registrar login went in the business password manager, with a second trusted person as a backup contact. He checked the domain pointed to the new site before he printed it on cards and the van. He later kept the renewal reminder in Systex.	

Worked example only: Diego, catering kitchen, Tucson (USA). Example figures, not targets or forecasts. These are examples, not promises. Results vary.

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