

Online biz success handbook.

#GoForward in business with GoDaddy.



Corrin & Roxane
Barkery Deluxe Dog Treats
BARKERYTREATS.COM.AU





Welcome!

At GoDaddy, we know Aussie entrepreneurs don't give up easily on their dreams, but we also know the cost of doing business is hitting hard. From petrol prices to electricity and interest rates, business costs are going up. It's hurting small businesses, which are at the very heart of the Australian economy and community.

#GoForward with GoDaddy

We understand the effort that goes into building an online business and we want to help Aussie start-ups survive and thrive the tricky trading conditions ahead.

Our #GoForward program will empower you with the advice, support and inspiration you need to keep moving forward. From tutorials with Australia's entrepreneur-in-chief, Mark Bouris, to the best tips and tricks to help build your business online, we are committed to inspiring you to continue to go for it.

[Visit the #GoForward hub](#)[Jump to #GoForward offers](#)[Skill up with Mark Bouris](#)[Be inspired by our blog](#)

Created August 2022. For latest offers and terms visit godaddy.com.au

Meet our partners

Meet our partners helping Aussie entrepreneurs to #GoForward.



Everything to help you with accounting, payroll, payments, retail point of sale, CRM and professional tax solutions - and more.

Visit website



Let ITP Accounting Professionals help maximise your income tax return as well as small business accounting needs. Trusted by over 300,000 Aussies every year.

Visit website



Australia's leading online legal software platform for businesses and individuals. Create legal documents, manage compliance and connect with lawyers on demand.

Visit website

For partner offers visit our #GoForward hub [here](#)



Need a hand?

24/7 support is here

Don't worry, this isn't a solo event.

Our GoDaddy Guides are available 24/7 to help with any questions or troubleshooting.

Reach them at +61 (02) 8042 8920 anytime or use our online chat function [here](#)

For the latest tips and inspiration follow us on social



@AU.GoDaddy



@godaddyaustralia



@godaddy AU



Ready to dive in?

#GoForward with GoDaddy!





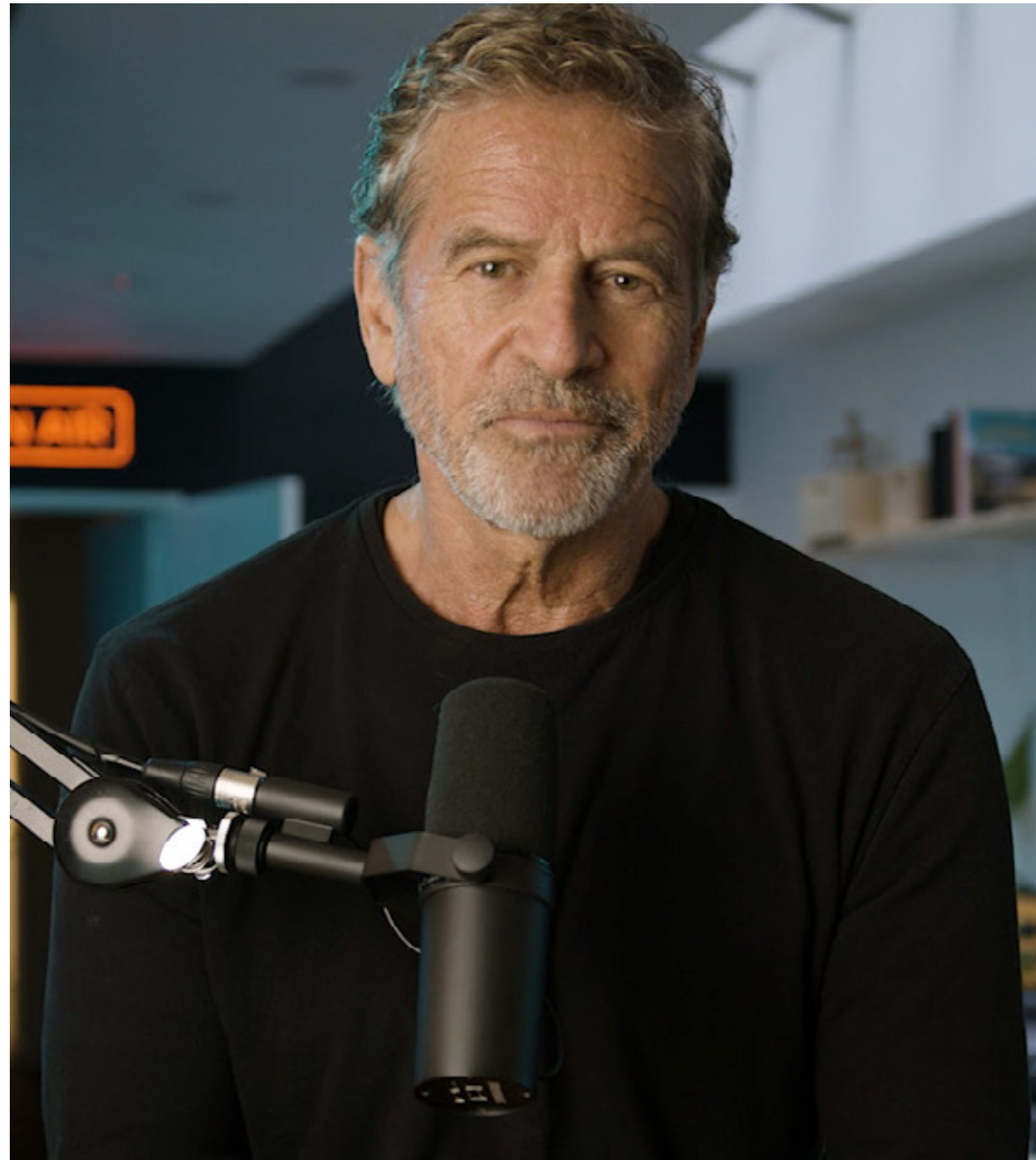
Miki Kanamaru
Pawsitive Mindset
PAWSITIVEMINDSET.COM.AU

🕒 58 mins | 7 modules

Creating your digital identity

How to pick a business idea, choose a name, and set up an online address (Domain) for your business.

How to pick a great
business name



Getting your business idea
**Off the ground
the right way**

with

Mark Bouris

POWERED BY



FEATURED VIDEO

Thrive online video series with Mark Bouris

If you're looking to start a new business
or side-hustle but don't know where to
begin, Mark Bouris has you covered.

Watch the video



3.35 mins | 1 module



How to pick a great business name

1.1

Creative business names and how to find yours.

Read the article

 6 mins | 1 module

How to set up an online address (Domain) for your website

1.2

Get started with Domains.

GoDaddy Guides video content series:

- Introduction to Domains at GoDaddy (00:55)
- What is a Domain name? (1:58)
- Top tips for choosing a great Domain (2:43)
- What’s the difference between a domain name and a website? (2:05)
- What is a Subdomain? (2:04)
- Use your domain to create an email account (3:23)
- Connect your Domain to a Website Builder site (1:50)

Watch the video

 15mins | 8 modules

1.3

What are the five most common Domain extensions and which one should I use?

Read the article

 7 mins | 1 module

1.4

I registered my Domain. Now what?

Watch the video

 9 mins | 1 module



Unleash the power
of your website

1.5

How to tell your story
on your website
in 3 easy steps.

Watch the video

🕒 7 mins | 1 module

1.6

7 ways to build
a website that
customers trust.

Watch the video

🕒 10 mins | 1 module



Marcus Bradbery
MB Complete Coaching
MBCOMPLETECOACHING.COM.AU



Website building 101

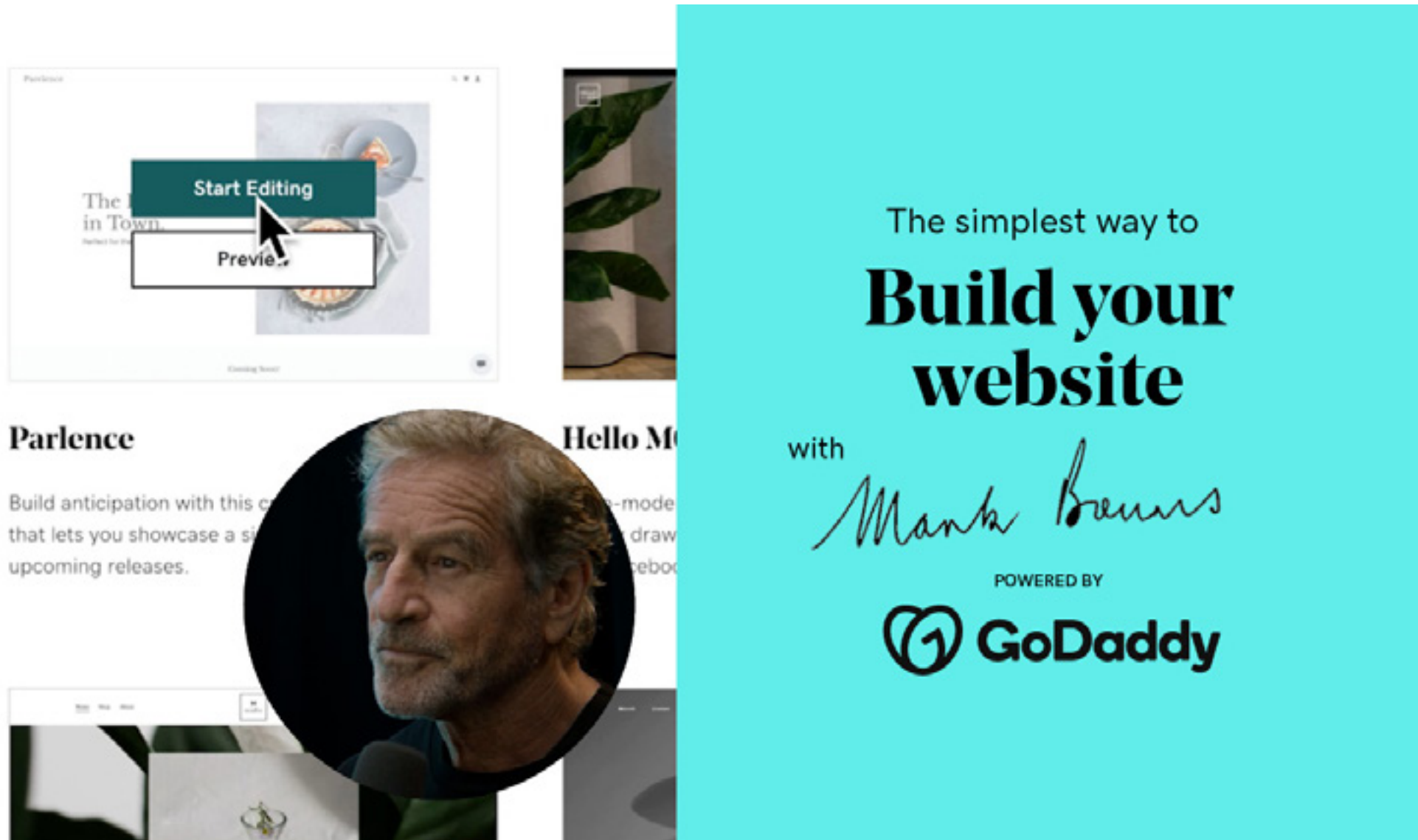
How to build a beautiful, functional website (it's easier and faster than you think!)

Ben Barnett
Barnett Building
BARNETTBUILDING.COM.AU

How to build a beautiful, functional website
with GoDaddy Websites + Marketing

Thrive online video series with Mark Bouris

FEATURED VIDEO

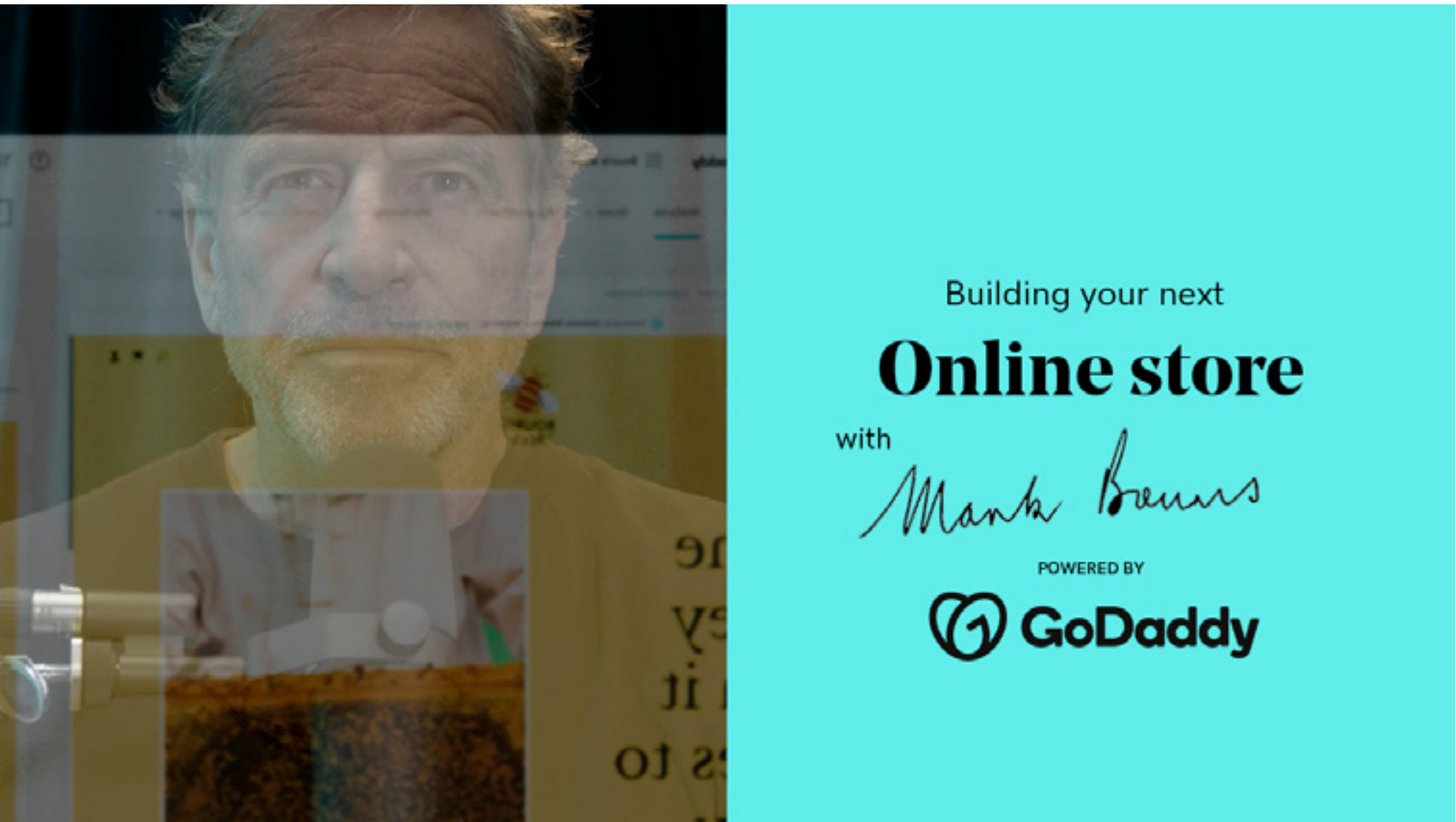


See what all the ‘buzz’ is about as Mark Bouris shows just how easy it is to get online and build your own beautiful website with GoDaddy.

Watch the video

⌚ 4.29 mins | 1 module

FEATURED VIDEO



Whether it’s your products, services or knowledge, see how easy it is to create your own online store and start selling.

Watch the video

⌚ 3.50 mins | 1 module



How to build a beautiful, functional website
with GoDaddy Websites + Marketing

2.1

Getting to know Websites + Marketing.

GoDaddy Guides video content series:

- Getting to know Websites + Marketing (39 secs)
- What is Websites + Marketing (2:19 mins)
- Which Websites + Marketing plan is right for you (2:42 mins)
- Getting started with Website Builder (4:26 mins)
- Touring the Websites + Marketing header (4:26 mins)
- Using the Action Plan to grow your online presence (2:10mins)
- Using GoDaddy InSight™ to see how your business is growing (2:16 mins)
- Accepting appointments on your site (2:17 mins)
- Marketing features that you can use to grow your online presence (3:07 mins)
- Using connections to engage customers (02:02 mins)

Read & watch

 27 mins | 10 modules

2.2

Building a website
– the total A to Z guide
of website design.

Read the article

 38 mins | 1 module

2.2

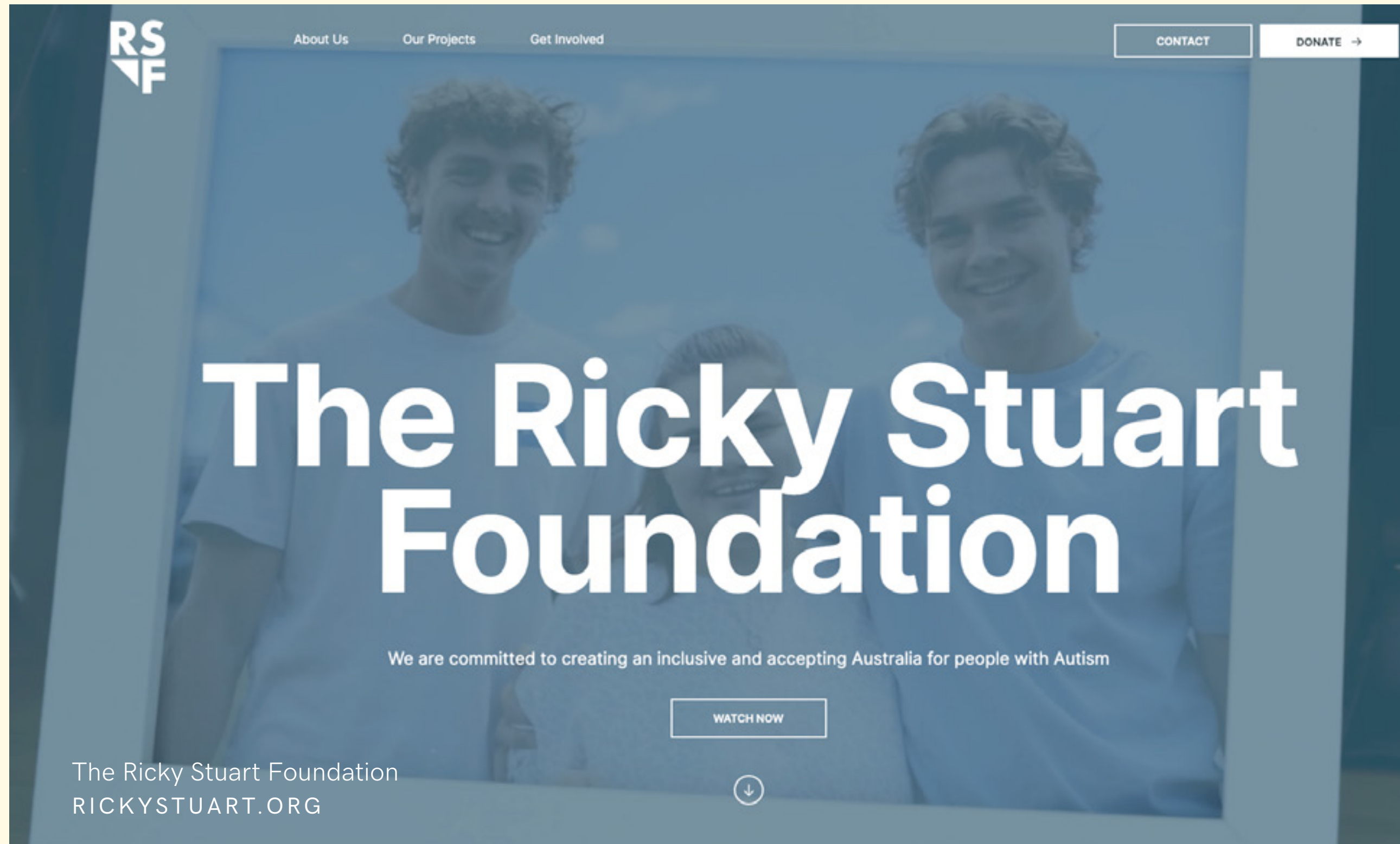
Introducing
GoDaddy Studio.

GoDaddy Studio helps you create beautiful visual content for all platforms. The tools are built for use by non-designers, offering professional results, even for beginners.

Watch the video

 1mins | 1 module





Looking for WordPress?

Set up your WordPress site easily with GoDaddy and create an optimised online shop with loads of templates and plugins that simplify selling. Get started by choosing a Managed WordPress hosting plan, or let the experts build your site for you with our Website Design Services team.

DIY: Managed WordPress
Hosting Plans

Do it for me: Website
Design Services



Dr. Anisha Dinaz
Ayurveda Sydney Clinic
NATUROAYUR.COM.AU

🕒 21 mins | 3 modules

Protect your brand and customers with website security.

Why cyber security matters for online businesses big and small.

LEARNING:

How to protect your biz online
(and why it matters)



Make your business more

Productive online

with



POWERED BY



FEATURED VIDEO

Thrive online video series with Mark Bouris

Learn how to work smarter not harder
with Mark Bouris' best tips for running
your business more effectively online.

Watch the video

 4.27 mins | 1 module



3.1

4 website security features every online business needs.

GoDaddy Guides video content series:

- 7 small business network security tips (6.21mins)
[Read & watch](#) →

Read & watch

 12mins | 1 module

3.2

How and why websites get hacked — and how to fix them when they do.

GoDaddy Guides video content series:

- My website was hacked. What should I do? (2.00mins)

Read & watch

 2 mins | 1 module

3.3

The A-Z of website security.

GoDaddy Guides series covering how to:

- Set up passwords and two-step verification (1.00min)
- Back-up, restore and prepare for disaster recovery (1.00min)
- Get an SSL certificate (1.00min)
- Set up a firewall (1.00min)
- Monitor and scan your site (1.00min)
- Secure payments (1.00min)
- Update your Content Management System (CMS) (1.00min)

Read the articles

 7 mins | 1 module





Grow your business

Reach more customers through the power of brand, email marketing, social media marketing & Search/SEO.

Melissa Wu
Australian Olympian / Entrepreneur
HrdKAWstregnth.com.au

LEARNING:

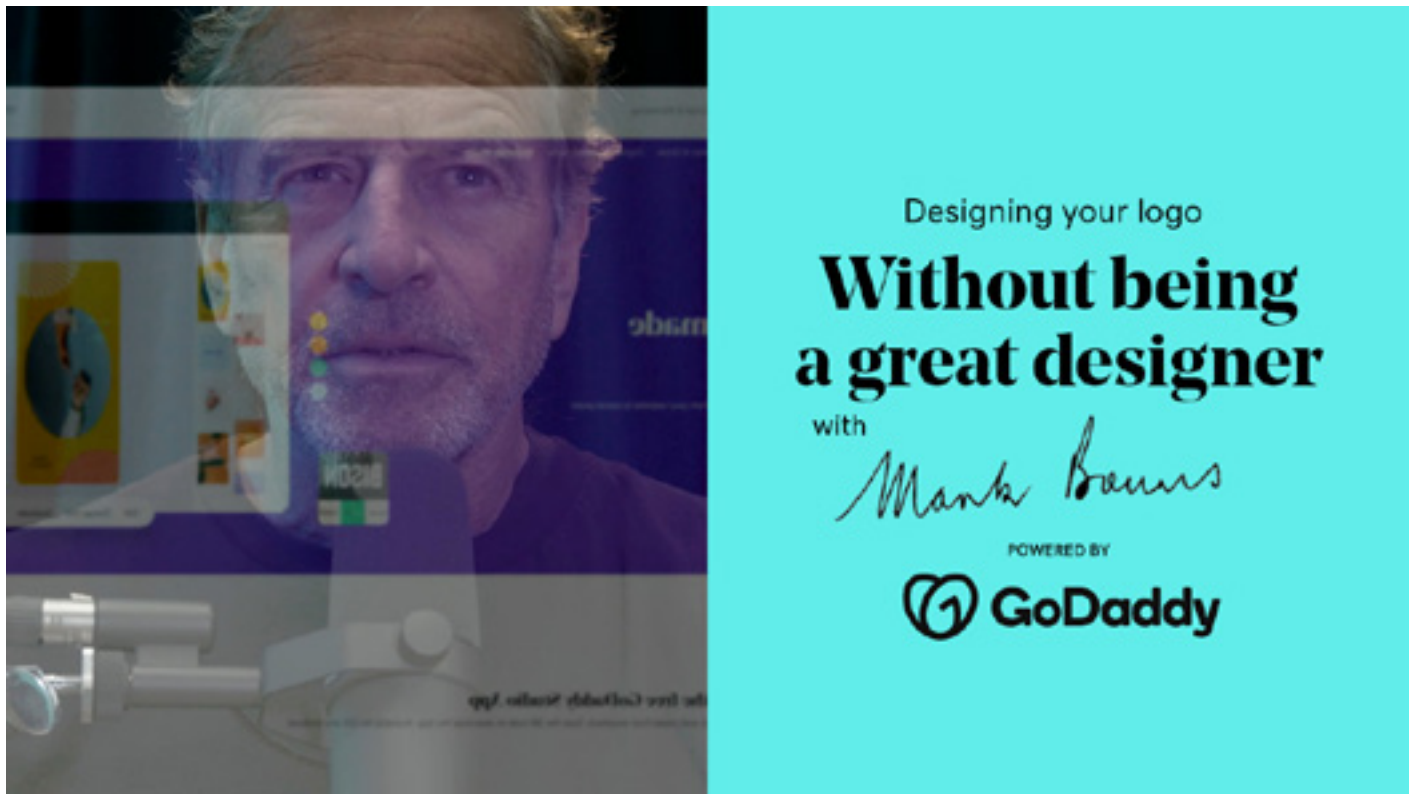
Unlock the power
of your brand

LEARNING:

Reach & attract
more customers

Thrive online video series with Mark Bouris

FEATURED VIDEO



Join Mark Bouris and learn how to create a professional looking logo in four easy steps with GoDaddy Studio.

Watch the video

⌚ 3.27 mins | 1 module

FEATURED VIDEO



Make a big impact for your business by learning how to master Search Engine Optimisation – or SEO – for your website.

Watch the video

⌚ 4.15 mins | 1 module

FEATURED VIDEO



Learn how to easily create some social media ‘buzz’ for your online business with these handy tips.

Watch the video

⌚ 4.11 mins | 1 module



Unlock the power
of your brand

4.1

A beginner’s
guide to branding
your business.

Watch the video

⌚ 6 mins | 1 module

4.2

What is a brand
voice, and how do
you find yours?

Read the article

⌚ 6 mins | 1 module

4.3

How to set up your
visual brand on your
GoDaddy Websites +
Marketing website.

Read the article

⌚ 3 mins | 1 module

4.4

What’s the
difference between
a brand and a logo?

Watch the video

⌚ 4 mins | 1 module

4.5

Using social media
to build your
personal brand.

Watch the video

⌚ 7 mins | 1 module



4.6

Digital marketing tips to reach an Aussie audience.

Journey video:

- SEO for beginners: how to rank in search (11.17mins)
[Watch the video](#) →

Read & watch

🕒 16mins | 1 module

4.7

Google SEO: make the most popular search engine work for your business.

Included GoDaddy Guides video:

- A beginners guide to SEO (44.47mins)



Read & watch

🕒 50 mins | 1 module

4.8

How to create marketing emails.

- Starting your marketing email (01:46 - embedded)

Read & watch

🕒 3 mins | 1 module

4.9

How to connect your website to your Facebook Business page.

Read the article

🕒 1 mins | 1 module

4.10

Small business guide to Facebook marketing.

Read the article

🕒 5 mins | 1 module



#GoForIt

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