

## Cyberkite Services

# Marketing & Website Support

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- This guide outlines in detail the reasons when and why it's time to improve your Marketing IT setups for your marketing tools and websites.
- **Note:** This live guide is best viewed on a computer but ok on mobile devices. If you are viewing it on the phone and need to zoom in install the free Google Docs app on: [Apple store](#) or [Android Store](#)
- **Learn more** about our Marketing & Website Support services here: [cyberkite.com.au/#marketing](#)

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## Introduction

**What are common issues that small businesses experience when setting up or improving their marketing tools and website?**

Small businesses often face challenges when setting up or improving their marketing tools and website. Here are some common issues:

- **Limited budget and resources:** Small businesses may not have the financial resources to hire professional marketers or web developers. This can make it difficult to create a high-quality website and marketing campaigns.
- **Lack of marketing expertise:** Even if they have the budget, small businesses may not have the in-house expertise to develop and execute a successful marketing strategy.
- **Not knowing their target audience:** It's crucial for small businesses to understand their target audience in order to create marketing materials that resonate. Without a clear understanding of their ideal customer, it can be difficult to attract new leads and convert them into paying customers.
- **Keeping the website up-to-date:** Websites need to be regularly updated with fresh content and new information. This can be time-consuming for small businesses that are already strapped for resources.
- **Measuring marketing results:** It's important to track the results of marketing campaigns in order to see what's working and what's not. However, small businesses may not have the time or expertise to properly track and analyse their marketing data.

## Common Issues with marketing tools configurations:

- **Your Google Maps business listing(s)** - you're struggling getting the setup properly or are unable to access it. It's important to optimise this, as it's useless without optimising it.
- **Bing Search Business listing(s)** - you're struggling getting the setup properly or are unable to access it. It's important to optimise this, as it's useless without optimising it.
- You are not sure how to set up Google Search Console or Bing Search Console and submit your URL to major search engines.
- You need to configure Google ads
- You may need to configure Google AdSense
- You may need to configure Google Analytics
- If I need to configure Google Merchant Center
- You may need to configure Google Marketing Tools

## Common issues with social media configurations:

- **LinkedIn** - you are unsure how to set up a Company profile or spruce up your LinkedIn profile to look professional and relevant. Or you're struggling with all the unnecessary notifications and other annoying aspects of LinkedIn. You need help getting setup on Sales Navigator.
- **Facebook** - you aren't sure how to set up Facebook personal & company profiles and set it up to be usable. You're trying to get specific things sorted but Facebook Support is useless. There are useful tools on Facebook but you are lost.

- **Instagram or TikTok** - you aren't sure how to get set up on these social platforms to represent yourself and the company and get it setup properly. You may also need help on how to use it for business.
- **X / Twitter** - you need assistance in creating a company Twitter account and get that properly configured. You need training on how to use it for business.
- **YouTube** - you need help getting that setup for business use and the best way to manage your personal and business presence. Settings are confusing.
- **Choosing & setting up the right apps for marketing & sales** - you need help selecting and setting up basically a CRM (Customer Relationship Management) software or Social Media manager to manage all your social media posts in one place. You need guidance on selection and basic setup of all sorts of marketing & sales software.
- **Devices for Marketing** - you have slow or inoperative computers and mobile devices that keep freezing, getting infected with viruses and don't have the right software to get your marketing accessible and usable. You need help selecting the right marketing hardware for video conferencing, live streaming, etc.

## Common Issues with Website setup and improvements

- Your own website - you want your own website but don't have the budget for a professional website created and maintained. Cost of using marketing companies could range from \$1000 AUD or higher.
- You aren't sure which website design platform service to use. There are many and they have their flavours and positives and negatives.
- You're not sure what visual design will work for your website
- You need to setup a blog either on the website or in a choice of external blogging platform that best suits your budget and needs.
- You need to workout tools and setups for ecommerce (selling products)
- You need to workout how to have booking center or other appointment booking related settings and choice of booking platform that best suits your budget and features required.
- You need to create a company logo but unsure how to.
- It's difficult to workout how to set it up the core website settings including: Domain Name (for website address and office suite), SSL, DNS Zone Entries, and other setups required to make it work.
- You not sure how to setup or link Email to the website (on Google Workspace or Microsoft 365).

Suffice it to say, setting up marketing tools, social media and websites is a pretty hard process that isn't easy when you're planning to learn to self manage.

## Why use Cyberkite to help with your marketing & website?

Enhance your small business's online presence with Cyberkite's IT Support for Marketing & Website setups.

Here's why we're the preferred choice for those managing their own marketing and social media:

- **Cost-Effective Solutions:** Opt for budget-friendly IT consulting & support from Cyberkite, saving you from the high costs of traditional marketing companies that typically charge \$1000 to \$3000 and beyond!
- **Online Presence is Vital:** Even with a limited budget, having an online presence is crucial. Cyberkite offers an affordable way to get help to set up your website, marketing tools, and social media, ensuring you don't miss out on potential customers, especially considering that 82% of Aussies shop online ([2023 Shop Assoc Stats](#))
- **Retain Control:** Unlike other marketing companies, we empower you with control over your marketing. We assist in the setup, and you remain in charge, ensuring you always have access to your marketing and social media.
- **Flexible Payment:** Pay for support time as needed. We assist in purchasing or setting up your marketing and social media, providing documentation for future reference. Invoicing can be done per session or weekly based on our service rates.
- **Technical Support Bridge:** Cyberkite serves as a technical support liaison between you and marketing companies. When you're ready to hire a marketing company, we facilitate the process by gathering technical details and assisting on the back end, simplifying the creation of your marketing and website.
- **Save thousands** by opting for Cyberkite IT Support for marketing & website setups. We handle the IT aspects, empowering you to self-manage the marketing end.

Ready to enhance your online presence? Book Marketing & Website support here:

[cyberkite.com.au/#book](https://cyberkite.com.au/#book)

## Why upgrade IT for Marketing & Websites?

- You're wasting less time trying to fiddle with something you're not that experienced in while you could be focusing on your own business. Let Cyberkite do it for you or at least do the difficult bits
- You could tap into the knowledge resource of Cyberkite in how to make your marketing and website more effective to your customers.
- Lack of effective and simple marketing can be difficult to communicate to clients. Although we do not cover the strategy and wording as such, we can provide you with a lot of tips on how to make it more effective.

- Over 60% of Australians use a mobile phone, so why not tap into that power of digital marketing and website to reach your customers better and speed up your processes.

## Marketing & Website Services

***Cyberkite offers practical marketing and website support tailored for small businesses with up to 10 staff and those with a limited budget. Whether you're running a commercial operation or a home-based business, we provide flexible solutions to help you grow your online presence. Most services are delivered remotely across Australia, with in-person support available in Greater Melbourne.***

Support starts from \$57 AUD per 30 minutes (incl. GST) for walk-in customers (for onsite support there are travel surcharges for travelling over 30 min. each way from Cyberkite Mt Waverley office) and there is lower price service agreement rate for long term customers. See our very competitive [service rates](#).

Save thousands of dollars on Marketing & Web Design companies and book one of our small business professionals to help you get started with marketing setups & websites using our services below.

### List of Marketing Services

- **Google Maps Business Listing Setup & Enhancement services** – we assist your small business in most cases to successfully set up a Google Search & Maps business listing supporting you through the verification process and provide support to enhance the listing and provide the best strategy to grow visibility of it. Cyberkite is a registered Google and Bing Business listing agency.
- **Social media setup, enhancement & support service** – We offer social media business profile setup, enhancement and support service for both your small business and your staff profiles (those who are involved in the business) including business influencing. We also assist with working out the best strategy for your social media. Following social media apps we assist with: LinkedIn (Company & Staff Profiles), Facebook, Instagram, X/Twitter, Youtube, Reddit, TikTok and many others.
- **Marketing App Setup & Support** - We offer setup and support service to assist a small business to get setup on content generation and social media content scheduling apps such as Canva, Buffer, Meta Business Suite, TikTok Studio, YouTube Studio and others.
- **What we don't support** - We don't support adult social media apps and services. We don't support some business types for marketing services at our discretion.
- **Marketing Services Disclaimer:** As IT professionals with visual skills and extensive social media experience, we offer affordable marketing support focused on self-serve platforms and tools. While we apply proven strategies tailored to your products and services, frequent changes

in social media and marketing vendors' algorithms mean we cannot guarantee specific results or growth. Clients acknowledge that outcomes may vary, and Cyberkite is not responsible for any loss or damages related to these factors.

## List of Website Services

- **Website Design Setup & Support** - We provide basic assisted website design setup, enhancement and support for [WIX](#), [Carrd](#), [Weebly](#), [Squarespace](#), [Square Online Store](#), [Shopify](#), [Google Sites](#) and others. This includes Email mailbox setup & linking either via Google Workspace Gmail or Microsoft 365 Exchange/Outlook. We also assist you in selecting the right small business website editor. And we also assist in connecting additional plugins and add on apps in the website editor app marketplace to help enhance the website. We can also assist with SEO settings to help maximise your website reach or we can suggest locating a specialist to help. And finally we also assist in helping you update the web pages as needed.
- **Blog Setup & Support** - We offer blog setup & support to help you maximise your marketing reach by maintaining a blog and sharing your knowledge with the clients. The blog can be set up on your website editor of choice or on Medium.
- **Podcast Setup & Support** - We offer podcast setup & support to help you maximise your marketing reach by maintaining a blog and sharing your knowledge with the clients. The podcast can be setup on YouTube, Youtube Music, Apple Podcasts, Spotify Podcasts and other major podcast listing websites. We can go through a consulting session as to what you need, how to setup and assistance in setting up the podcast ready to hit the mic. This can help promote your business and show the world you know the subject you are offering as a service or product.
- **Dropshipping & Print-on-demand Setup Support** - Dropshipping & Print-on-demand Apps setup to add to website store eg to WIX to enhance product range etc.
- **Website Analytics Setup & Support** - Assistance to help you set up Google Analytics and Facebook / Meta Pixel and TikTok Pixel and link them to your website to get an idea of the activity and how to improve your website traffic.
- **Appointment App Support** - Appointment Apps setup & support and linking with your Microsoft 365 or Google Workspace calendar. This could be Appointments by Google or a 3rd party Appointment booking app which we can then display on your website or link with a booking page on the website so your bookings go straight to your work calendar of choice.
- **Domain Name (Website address) & SSL Registration & Support** - We provide domain name / website address registration setup and support for your website through one of the most trusted providers, GoDaddy. You own the domain names and we can assist in documenting and setting up the new domain name/website address on your website and your office suite email

server of choice in either Google Workspace Gmail or Microsoft 365 Exchange/Outlook. We also provide ongoing [IT Support](#).

- **What we don't support** - We don't support Wordpress hosted sites in terms of administration, web development and hosting but we can assist you transition to wordpress.com or GoDaddy hosted Wordpress service that is easier to manage. We don't support some business types for marketing services at our discretion. We don't support large e-commerce setups with large product ranges but can help set up online stores and show the owner and staff how to add more products etc. We also aren't programmers or web developers so we don't support desktop web design software often required for Wordpress eg: Adobe Dreamweaver as these require the expertise of specialists and is not designed for the the client who may not have experience in web design desktop apps.
- **Website Services Disclaimer:** We are IT professionals with visual skills offering affordable assistance for basic self-serve website setups using platforms like Wix, Squarespace, and others. Our support includes both marketing guidance and technical aspects of these platforms. However, we do not provide custom web development. Because search engine algorithms and market conditions can change beyond our control, we cannot guarantee specific results or growth. Clients acknowledge that outcomes may vary, and Cyberkite is not responsible for any loss or damages related to these factors.

## What Our Clients Say

Real feedback from small businesses across Australia. Leave us review on [Google](#)

**5 Stars:** *"Cyberkite again to the rescue with a complex email issue and I appreciate the methodical and skilful way in which Michael approaches the issue at hand. Cannot recommend more highly and very reasonable fees !!!."* - **Philip** (Solicitor, NSW) via [Google](#), Service: IT Support, Marketing Support

**5 Stars:** *"Michal has been absolutely fantastic to work with; both reliable and efficient! Would recommend :)"* - **Georgia** (Art School Administrator, VIC) via [Google](#), Service: IT Support, Cybersecurity, Marketing Support, Innovation Consulting

**5 Stars:** *"Really Really Good Service. We have used quite a few IT providers over the years but Cyberkite is by far the most responsive, reliable and knowledgeable. We had them recently assess damage to a couple of Apple Devices for insurance purposes and he was both helpful and a fast service."* - **Samuel** (Director of EcoResults, VIC) via [Google](#), Service: IT Support

**5 Stars:** *"Very informative and he knows what he's talking about"* - **Tobias** (EcoResults, Seaford, VIC) via [Google](#), Service: IT Support

**5 Stars:** *"We've used the Cyberkite team a few times now to promote our business each time has been a great result, would definitely recommend these guys."* - **Bart** (Buzz Concrete, Endeavour Hills, VIC) via [Google](#), Service: IT Support, Marketing Support

**5 Stars:** *"It's so nice to be serviced by a professional and efficient organisation. I would highly recommend Cyberkite to anyone who requires fast and thorough IT solutions"* - **Mario** (Engineer, VIC) via [Google](#), Service: IT Support

**5 Stars:** *"Michael is advising me with digital solutions for my business. He took the time to understand my business needs and tailor the right solutions. Michael is very professional and knowledgeable."* - **Hana Shapira** (Officiency, Malvern, VIC) via [Google](#), Service: Marketing Support, IT Support

**5 Stars:** *"Michael gave us a quick solution to an IT automation problem, at a fair price!"* - **Nic** (Full Support, Dandenong, VIC) via [Google](#), Service: IT Support

**5 Stars:** *"Very professional, polite and helpful. It advised me for my business to choose the right products. Very happy. I definitely recommend his services and I will use it again."* - **Chris** (Kanelle Patisserie, Glen Waverley, VIC) via [Google](#), Service: Marketing Support, IT Support

**5 Stars:** *"Most impressed. Keep up the good work. Thanking you also, for the support. I'm very impressed... 🙌"* - **Just Seduction Cars (NSW)** via [Google](#), Service: Marketing Support, IT Support

Read more reviews on [Google](#)

## Contact Cyberkite

- **Contact** us for to request a quote or questions: [cyberkite.com.au/#contact](https://cyberkite.com.au/#contact)
- **Learn** more about our solutions: [cyberkite.com.au/#solutions](https://cyberkite.com.au/#solutions)
- **Book** a complementary **Discovery Call** to discuss your needs: [cyberkite.com.au/#book](https://cyberkite.com.au/#book)

## Our Services

- Learn more about **IT Support**: [cyberkite.com.au/#support](https://cyberkite.com.au/#support)
- Learn more about **Cybersecurity Services**: [cyberkite.com.au/#cybersecurity](https://cyberkite.com.au/#cybersecurity)
- Learn more about **Marketing & Website Support**: [cyberkite.com.au/#marketing](https://cyberkite.com.au/#marketing)
- Learn more about **Innovation Consulting**: [cyberkite.com.au/#consulting](https://cyberkite.com.au/#consulting)

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