



# Buildcloud Quick Guides

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4 STEPS TO GETTING YOUR  
TRADESMAN BUSINESS ONLINE



## Introduction

Hi! I'm Cat and I'm a founder at Buildcloud. If you use the app then you may have spoken to me on our in app messenger. I love chatting to our customers and we often get talking about more than just Buildcloud as I like to learn about your businesses and their challenges.

A common challenge many of you face is getting your businesses online. I often hear that you might have an old website, but it's not being kept up to date, or that someone quoted you £500 to setup a website and that's just not in budget right now, nor is it clear what you are really getting for your money.

To help you guys out I have written this guide to getting yourselves online. **I have created loads of websites for small and large companies, and I'm going to**

**point you in the direction of the online services I think are the best.** It won't take long to get yourself up and running with a website, and it's going to be much cheaper doing it yourself.

The benefits of an online presence are obviously more customers. Customers are searching online every day for tradesmen who can help them out with their fixes and renovations, and I want them to be able to find you.

This guide covers getting yourself a domain name with a website, then setting up a facebook page, and then linking the two up. You use the website as an online brochure and business card, and your facebook page as an easy to update portfolio of your work.

**Hold my hammer while I nail your website...**



## STEP 1: Set up your new domain name and website (all in one place)

To make things easy you can register a domain (your website address) with a company that will also point that domain at a hosted website that you create from one of their templates. This saves you having to mess with complex settings to ensure your domain is linked up with your website.

**There are a few companies that offer a domain with a template website, but I'm going to recommend Wix.**

Their pricing is fair, most plans include a domain, and they have plenty of templates suitable for tradesmen.

Here are some good WIX templates:

- Rafter's Carpenter  
<https://www.wix.com/website-template/view/html/1403/>
- The Builder  
<https://www.wix.com/website-template/view/html/936>
- Ground Floor  
<https://www.wix.com/website-template/view/html/1333>

You can view more templates on the site, when you find a template you like click the 'Edit this site' button, sign up and then the website editor will load.

Here you can edit your site and change all the details to your company details. You can save at any point and come back to your site when you have time to get it all sorted. If the site has too many pages that you don't need you can remove them and they will be removed from the navigation menu. Wix is pretty good at keeping things neat and tidy.

If you would like some nice images to replace the default ones that Wix puts in for you then these sites have good free photos:-

- <https://unsplash.com/>
- <https://stocksnap.io/>

**Once your site is ready, just publish it to a temporary Wix domain, and then upgrade your Wix plan. You are going to need any plan that includes a 'Free Domain'.** The cheapest plan when I wrote this guide is 'Combo' at £5.16 per month which is for site hosting and a domain. When you upgrade your account you get to pick your new domain and then link it to the website you just made.

And that's your website done for now, all you will need to do later on is login and add a link to your facebook business page which you will make in the next step.



## STEP 2: Create a Facebook Business Page

Your website is like a fancy business card, it's got all your contact details on it. But what you really need as well as a website is a Facebook business page which will act as a portfolio of your work.

**Your Facebook page will be easy to keep up to date and you can use it to attract more customers.**

To setup a facebook page login to facebook on your laptop, then click the dropdown menu arrow next to the question mark, in the menu you will find Create Page, click that and then facebook will run you through the steps of creating your Facebook business page.

Add a nice header image, you can use one of the ones you added to your Wix site from the links I gave you and also add a profile image, I would use your company logo for that.

Your Facebook business page can be published when you have completed all the steps Facebook asks you to, which are simple things like adding your contact details and other info.

The last step is to invite your friends to like your page, I would recommend doing this for your whole friend list, you can do it right on your facebook business page on the right hand side.



## STEP 3: Link Your New Facebook Page With Your Wix Site

When you have published your Facebook page it will have a temporary address, you can update this address to something nicer when you have 25+ likes, but your temporary address will always be valid too.

Make sure you save and publish your changes to your live website and then customers will be able to find your new facebook page from your website.

**You can copy your Facebook page address and add a link to it from your Wix site now.** It's as simple as using the links in the template, there will be a 'social bar' somewhere in your Wix template and you can set social links there, here is the social bar in the 'Rafter's' template:



## STEP 4: Keep Your Facebook Business Page Updated

**Your facebook business page is easier to keep up to date than your Wix website, so it makes sense to post regular updates, projects and photos on facebook.** Plus you should be familiar with the facebook mobile app, so you can manage your updates on your mobile phone. There is an additional facebook app called Facebook Pages Manager which you can download if you like, which makes managing your page a bit easier.

**You can post a mixture of content you create, plus good content shared from other pages.** For your own content you should post pictures of projects you are working on, plus completed jobs. What you want to show to your customers is expertise, craftsmanship and professionalism. Make sure you always post well lit photos that are as tidy as possible (I'm aware some jobs are messy by nature!).

Before and after photos always do well on Facebook, so make sure you take some good photos at the start of any job. Consider the angle of your 'after' photos when you take your 'before' photos, as this makes it easier for customer to see the improvements you have made. You can upload these photos in pairs and facebook will put them side by side on the post.

You can also share content from other pages on facebook, facebook encourages this by enabling you to select your facebook business page when you share any post you come across. You could share news that relates to your industry, interesting new product launches, other projects you think are great and advice your customers would benefit from.

**You should post as often as you can, as a minimum once a week, ideally every other day, and the very best would be to post every day.** Don't worry if it feels like you are talking to yourself at the start, just keep posting and building up the portfolio on your facebook page.

Facebook Messenger also works for Facebook business pages, so make sure you have that installed. You can set a welcome message for your customers and facebook will add a 'send message' button right at the top of your page.

You can join some local groups and post friendly advice as your facebook page to get more likes, and you could consider 'boosting' some of your best posts to get started on some (very low level) facebook advertising. If you do boost some posts, target them to friends of friends and to the local area you work in, Facebook favours more targeted posts.



## Summary

That's it! You should now have a nice website (that you can update yourself), your own website address, and a linked Facebook business page that you can keep up to date. Just keep posting to your facebook page and your page likes will grow, which should lead to more customers.

If you liked this guide and found it useful please share it with your friends, and follow our facebook page for more guides like this in the future.

Thanks,

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