

FREE – Build a Better Business Website

Businesses are all different with different needs. Your website should be an extension of your business. Below is how to best achieve a successful online presence with a professional website.

What is the purpose of the websites?

A website should always be an additional source for a business. It can be driving clients into the local store, displaying your product or breaking out into the world wide web of e-commerce sales. So you must first determine the goal of the website, consider these questions;

- Are you looking to drive more traffic into your brick and mortar storefront?
- Do you want to increase your sales through an e-commerce website?
- Do you want to provide a place where clients can obtain information?
- Or all of the above?

Who are your customers?

Most businesses have a target audience. Considering your target audience will let you know what the best color options are, what is the optimum look and feel of the site, and type of layout is needed.

Who will be visiting your website?

- What are they looking for on your website?
- Are they younger and more likely to use a mobile phone?
- Are they older and needing clear navigation?
- Do they need to order a product?
- Do they need to obtain specific information?

How should the website benefit your business?

A website must earn its keep, just as all other aspects of your business. Consider how you will know the website is successful. If, for instance, you will know the website is successful by its online sales, then the design of the site must be e-commerce with a secure shopping cart, clear product information, and fast & easy options for purchasing. In this case, the amount of online sales determines the success of the website.

In another scenario, if you are a professional individual, your website should have your experience, perhaps articles and an obvious method of contacting you. You will know its success by the potential clients who contact you.

Need to drive customers to your storefront? You will want to sign up with Google Business. Add sales products to the website homepage. Offer exclusive coupons to print and bring in to the store for additional savings.

There are other options for gauging the success of a website, such as Google Analytics and SERPs (Search Engine Result Pages), and form submissions.

Most businesses will have a mix of the options in varying degrees.

What must ALL websites have?

- A clear navigation so that your users will be able to find what they need.
- Up-to-date design to show your business is professional and credible
- Phone, Address and a Map to storefront.
- Contact and /or order form
- Product and/or services information.
- Mobile website

What makes ordinary, extraordinary?

- A fully responsive website that is viewable on all devices and mobile friendly.
- User friendly design
- Professional photography – Make your products and services as beautiful online as they are in person. Convey accurate information.
- Content – SEO content that will push your website into a higher search ranking.
- Outside support – Google Business, social media, email follow-ups.
- Saves you time to manage and grow your business.
- Makes you money!

How do you get a Better Business Website?

Now that you have considered all the reasons and needs for your website, don't settle for a cheap website. You did not settle for a mediocre store location, education or business plan. You sought the best that would work for you.

A professional website is an investment that should pay off well. Choose a domain name that is professional and accurate; pick a platform that will grow with your business. And, hire a designer that will know how to build a website that will build your business.