



WEBSITE WORK BOOK

Let this act as a guide to everything you should know about a website.

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WHY COMPANIES NEED A WEBSITE...



Companies need to be discoverable by search results.

93% of online experiences start with a search engine. Nearly half of these searches are for local businesses.

4 out of 5 consumers use search engines for local information

SEO is a cost-effective Marketing Strategy

Having a website that is optimized for search can be one of the most cost-effective strategies. Websites are the center of all marketing efforts.



It can help grow the business.

Bringing in new customers can be challenging at times. Websites help to do this exact thing.

*97% of small business owners would recommend having a website to other small businesses



It allows you to build the company brand and image

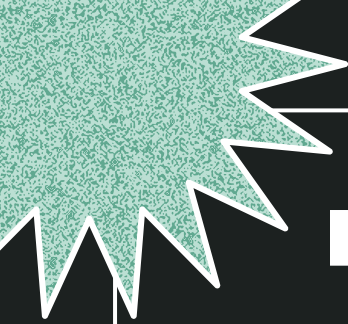
Having a website makes you look professional and increases trust.

Websites provide an instant credibility boost to the customers perception.



TO SUM IT UP:

A website allows a company to build credibility, expand and tap into different markets, provide a medium for advertising, better understand their customers, gain access to numerous opportunities for growth and..... I could go on and on.... Lets just say that websites can really take your company to the next level.



HOW TO GET STARTED WITH A WEBSITE:

1. CONNECT WITH SOMEONE WHO CAN MAKE A WEBSITE.
(IF YOU ARE LEARNING DO YOU'RE RESEARCH.)

2. PICK A WEBSITE BUILDER THAT WORKS FOR YOU.

- WEEBLY, WIX, SHOPIFY, ETC.
- READ MORE ABOUT WEBSITE BUILDERS NEXT IN THE WORKBOOK.

3. SEND NEEDED INFORMATION TO THE WEBSITE CREATOR. (FILL OUT FACESHEET)

- THINGS ABOUT YOUR BUSINESS THAT YOU WOULD LIKE ON THE WEBSITE.
- REMAIN IN CONTACT.

4. REMAIN IN CONTACT WITH CREATOR TO MAKE EDITS. FEEL OUT PREFERENCES.

- GO OVER THINGS THAT YOU WOULD PREFERENCE. (ALL THE WAY DOWN TO FONTS.)

5. MAKE FINAL EDITS AND PUBLISH.

- LOOKS PROFFESIONAL
- EASY TO USE FOR THE CUSTOMERS
- BUILDS A GOOD BRAND IMAGE
- TARGETS A CERTAIN DEMOGRAPHIC
- MEETS THE GOALS OF THE CUSTOMER



6. SEE THE BENEFITS

Typical Cost of a Website

ITEM

Domain Name-----
 Membership for Website Builder -----
 For Creator to design -----
 - eCommerce typically requires more

<https://www.webfx.com/web-design/pricing/website-costs/>

PRICE

\$2-\$25 dollars per year
 \$10 + monthly
 \$2k - Up



Website Builder Comparison

Weebly



- ✓ One of the cheaper membership
- ✓ Beginner friendly. Easy to use
- ✓ Good built in membership options
- ✗ Limited design features and apps
- ✗ Not the best for really big companies

Membership fees: Basic from \$0 -\$12. Performance package \$26 (Monthly)



- ✓ Good templates and overall features
- ✓ Great for small ecommerce stores
- ✓ Extremely flexible
- ✗ Medium to High pricing
- ✗ More apps than Weebly but limited compared to others

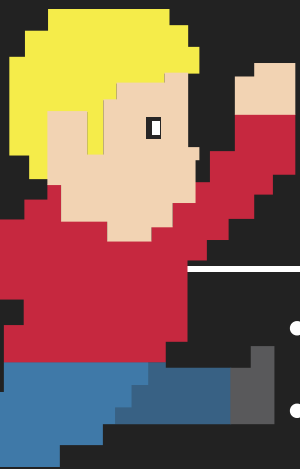
Membership fees: \$0 - \$18 basic memberships. Business and eCommerce from \$23+ (Monthly)
<https://www.webfx.com/web-design/pricing/website-costs/>

Shopify



- ✓ Great support team
- ✓ Big ecommerce stores
- ✓ In depth SEO settings
- ✗ Only 10 free templates. Have to pay for most of the others.
- ✗ More difficult to learn
- ✗ Cost more than others

Membership fees: Basic plan is \$29, Shopify plan for small businesses is \$79 a month. There are a few other plans that are more costly as well.
<https://www.shopify.com/pricing?>



Components of a successful website

- **Optimized SEO**
- **Great description of the company**
- **Professional look and feel**
- **Ways to connect with customers**
- **Contact information**
- **eCommerce if selling online**

90%

OF INDIVIDUALS ARE ONLINE. WEBSITES ARE ONE OF THE BEST WAYS TO GET IN FRONT OF THEM.



7 OUT OF 10 COMPANIES HAVE A WEBSITE.

What is Search Engine Optimization ?



Search engines are answering machines that scan the web looking to get the answers its users request.

It is the practice of increasing the amount of traffic whether that traffic is directed to a website, social media, or etc. This is done through what is known as "organic traffic"

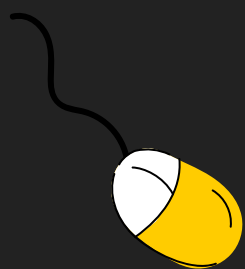


What is Organic Traffic?

Organic search results are the results that are earned through effective SEO, not to be paid for. For example, if you were to search "American food in downtown ____". This would be an organic search that would be tied to some restaurants SEO.



"Good SEO work only gets better over time. It's only search engine tricks that need to keep changing when the ranking algorithms change."



Here is a free program on SEO



Components of SEO

- Content:
- Meta tags and descriptions
- Keywords
- Social Media
- Back Links