

4 THINGS

TO DO BEFORE YOU INVEST IN A WEBSITE



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IMPOSSIBLE PINK

MONETIZING.

You would be surprised how often we speak to entrepreneurs who want to launch their business with a great website, but they haven't quite figured out the details of how they are going to monetize their idea for a unique product or service.

It's ok if your product isn't quite ready to launch, but you do need to know what you're providing and how you'll earn money from that.

If you haven't figured this part out yet, that's ok! But we recommend you wait to invest in a business website until you have worked out the details around this.

A note to the perfectionists among us — you are going to learn a LOT in the first few years you run your business so this will probably change a bit as you go. It's ok to start before you have every detail figured out.

YOUR TURN.

Work through these questions in as much detail as you can. This will help you make sure your website has all the features it needs to support your business.

What are you selling:

How will customers interact with/purchase your products:

brick-and-mortar store, online store, online scheduling, call to schedule, email to schedule, demo, sales team

How will this be delivered to your customers:

shipping, on-site, in your office, via a video call, pdf download

How and when will you collect payment for this:

when an item is purchased, after the service is performed, monthly subscription payments

CHOOSING YOUR WEBSITE PLATFORM.

If you're building the website yourself, we recommend either Squarespace or Shopify. *(And no, we don't get paid by either of these companies for the recommendation)* We find that the average person can build a decent to great-looking website on either of these platforms. And in nearly all cases, the website they build will work correctly to meet their customer's needs.

Most people will decide if a brand is reputable within a few seconds on their website. So, a glitchy, badly designed, or poorly performing website can do irreparable damage to your profit potential and your reputation.

So which platform should you choose?

If you're primarily selling products, we recommend Shopify every time.

If you have a service that sells a few simple products, you may prefer Squarespace. They'll give you much better options for your content pages, and they have a "good enough" interface for managing and selling products.

If you're selling a service, we recommend Squarespace. They'll let you design beautiful, engaging pages describing your service, and inviting people to contact you to take the next step.

They've also partnered with Acuity Scheduling to provide comprehensive scheduling abilities.

If you're selling access to content, we recommend Squarespace. Squarespace will let you restrict access to pages on your website to members only. But depending on the complexity of your services, you may need a different solution for this one.

YOUR TURN.

Look at the previous page and make a detailed list of the features your website needs. Then do some research and find a platform that offers them.

If you're working with a web designer they'll do the research and make recommendations about the platform they want to build your website on.

Website Platforms:

CREATING THE CONTENT.

Having unique, high-quality content on your website is a key way to attract new customers. Before you start building your website, take some time to map out what pages you want to have and what their purpose will be. Think about how each page will contribute to your overall goal of making a sale to your visitor.

A good web designer will do all of this for you. They will also help you identify the content you need for each page and will either provide it or help you source it.

YOUR TURN.

Here are some things to gather before you start building:

- ☐ **Product photos.** You can't sell online without these, and they need to be good.
- ☐ **Client testimonials.** Think of clients who've had a good experience with your business and ask for these.
- ☐ **Blog posts.** If you're going to have a blog we recommend you start with 5-10 posts when you launch your website. Also, it's a good idea to make a schedule for after the launch. Think about what the next 2-3 posts could be about and plan to write and post them at regular intervals.
- ☐ **A high-quality photo of you or your team.** It's not essential but for small businesses, it can help people start to form that personal connection that will make them want to work with you.
- ☐ **Content library.** If you're selling access to content we recommend you build an extensive library before you launch your website. Make sure your earliest members feel they are getting their money's worth.
- ☐ **Aesthetic preferences.** Some people genuinely don't care about this and that's ok. If you do care, it's helpful to have a few examples of websites you like. You can use these as a guide for building your own website, or use them to communicate style preferences to your web designer.

Notes

MAKING YOUR WEBSITE WORK.

If there was ever a day when launching a website guaranteed traffic and sales, that day is long gone. Before building your website, you need to think about how you are going to get people to visit it. Making sure this strategy is incorporated into your site as you're building it will help you get the most out of your efforts.

This is probably the most overlooked part of web design, but it is one of the most important. Without taking care of this, you may not ever feel like you're getting a return on the investment you made in your website.

YOUR TURN.

Brainstorm how you could use each of these tools to attract potential customers to your website.

SEO. There are a couple of things to think about here. Be sure to include image alt tags, search descriptions, and social sharing images for each page. *Doing keyword research and building your pages around those keywords is something a good web designer will do for you.* Beyond this, SEO is an ongoing strategy. If this is the primary way you're going to bring people to your website you'll want to find a company that specializes in this, and know that this can get pricy so you'll need to budget for it.

Organic Advertising. Regular blog posts, social media posts, and ensuring your website is on your business cards, packaging, and email signature are all good ways to start getting attention for your business and driving traffic to your website.

Paid Advertising. At some point, most businesses will pay for ads. These can be on social media, google search results, and print ads on fliers, mailers, or local magazines and newspapers.

GET STARTED.

Most of us interact as much in digital spaces as we do in physical ones. So, having a strong digital presence is essential to the success of every business. We work with businesses of all sizes, whether it's building your first website, optimizing an existing site to get better results, or providing a full redesign to make sure your website represents your business's expertise and commitment to quality.

[Click the link](#) to schedule a call with us and find out how we can help grow your business.

Need something else? Email us anytime at
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