Welcome!

How to Build a Free Website for your Small Business or Non-Profit Organization

Created for the Clemson Cooperative Extension for the South Carolina New and Beginning Farmer Program

COOPERATIVE EXTENSION
College of Agriculture, Forestry and Life Sciences

Nancy Williamson
Carolina Web Design Services LLC

Business Consulting, Website Design, & Social Media training for Small Businesses and Non-Profits.
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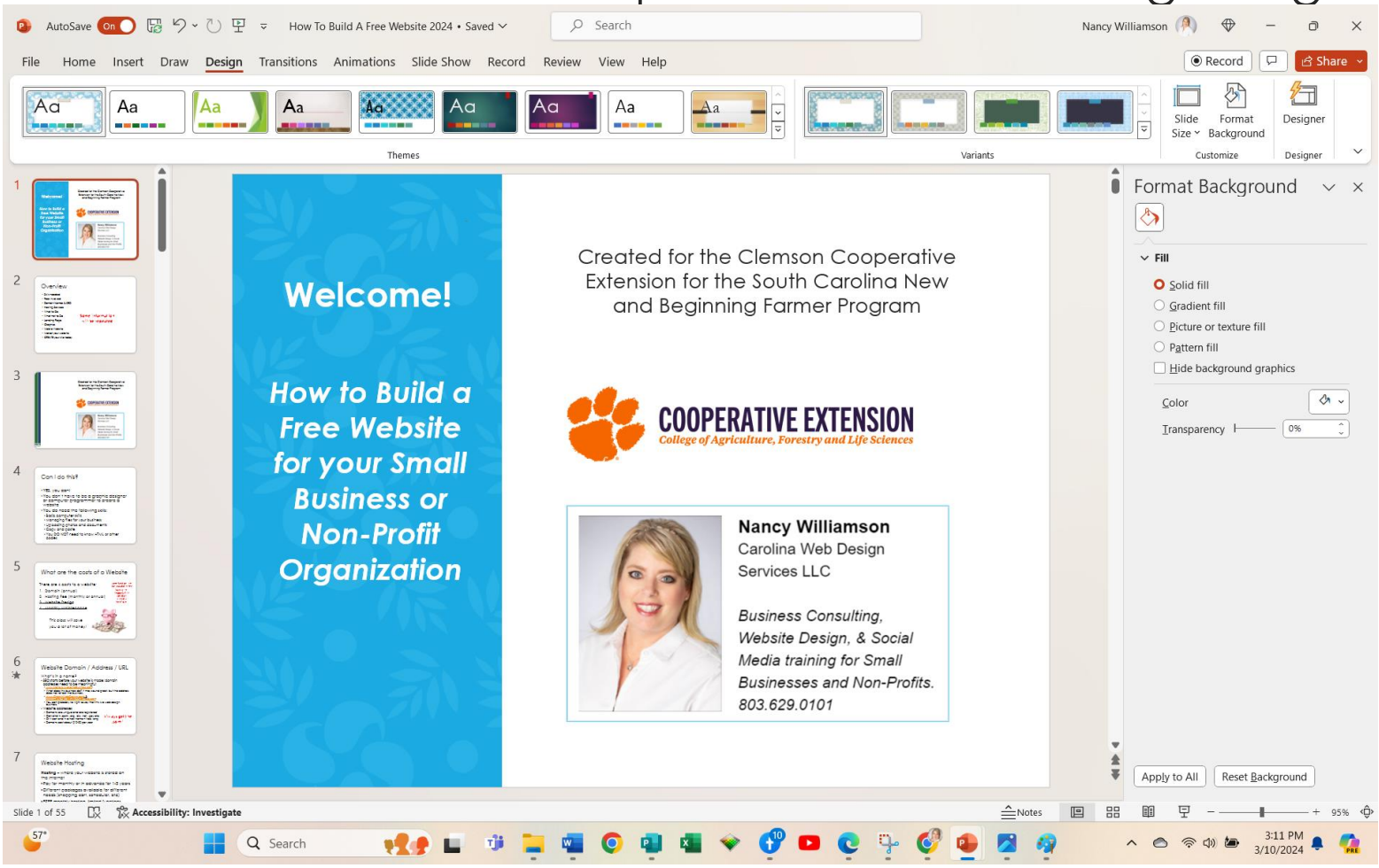
Created for the Clemson Cooperative Extension Beginning



Overview

- Skills needed
- Fees involved
- Domain Names & SEO
- Hosting Services
- What to Do
- What not to Do
- Landing Page
- Graphics
- Mobile Website
- Market your website
- Analytics
- CREATE your site today

Some information will be repeated

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About Nancy

Can I do this?

- YES, you can!
- You don't have to be a graphic designer or computer programmer to create a website
- You do need the following skills:
  - Basic computer skills
  - Managing files for your business
  - Uploading photos and documents
  - Copy and paste
  - You DO NOT need to know HTML or other codes

What are the costs of a Website

There are 4 costs to a website:

1. Domain (annual)
2. Hosting Fee (monthly or annual)
3. ~~Website Design~~
4. ~~Monthly Maintenance~~

Some functions are not included in free hosting like:
Shopping Cart
Scheduler
Calendar
Web Forms

This class will save you a lot of money!

Website Domain / Address / URL

What's in a name?

- SEO starts before your website is made; domain addresses need to be meaningful:
  - www.NancysAwesomeBusiness.com
  - What does this business do? It may sound great, but the address does not reflect the business.
  - www.ChapinWebDesign.com & www.CarolinaWebDesignServices.com
  - You can probably tell right away that this is a web design business.
- Website addresses
  - Domains are unique and are registered
  - Can end in .com, .org, .biz, .net, .gov etc
  - Or it can end in a host name – free, long
  - Domains cost about $10-30 per year

Always get the .com !

Website Hosting

Hosting – where your website is stored on the internet

- Determine what you want your website to do before you choose a hosting package
- Pay for monthly or in advance for 1-3 years
- Different packages available for different needs (shopping cart, scheduler, etc)
- FREE monthly hosting, limited functions, small ad on top – great option for beginners!
- Upgraded hosting less than $30 a month

Website Design

5 Pages or Sections your website needs:

1. Home – with clear Graphic about what you do (can you understand without text?)
2. Products/Services
3. About Us
4. Testimonials (or calendar/blog/webstore)
5. Contact Us & Location (Footer & Header)

*Clear Call to Action Buttons are imperative– ***Buy Now, Sign Up, Contact Us***

Top 10 Things to do

Top 10 Things to DO on Your Business Website

1. Choose a Domain Name with your product/service
2. KISS - your homepage needs to convey your product or service in 4 seconds!
3. Home page needs a logo, tag line & basic info & a photo that instantly conveys products & services
4. Contact info in Header and Footer on every page
5. Each page needs Call to Action buttons on every page (click here, email me, contact us for a free quote)
6. Be consistent with template, colors, and branding **http://www.imagecolorpicker.com/, add to editor**
7. Make your content scannable - bold titles, short paragraphs
8. Identify product/service benefits
9. Connect to FREE social media sites like Facebook & LinkedIn
10. Create Mobile site *(or edit your generated one if using Wix)*

Remember this when designing:

People have ADD (brief home page)

And People are Lazy (contact buttons)

Really they are just in a hurry!

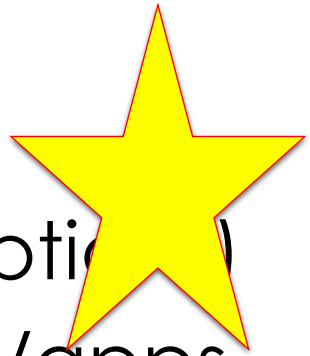
#1 Thing to Remember

Google is King!

- Google gets 93% of all Search Engine Requests
- You must have verbiage on your website for Google to index – use your key words in your verbiage and keep it at a 6th grade level!
- Claim your free business listing at google.com/business
- Google Business profiles increase your Search Engine Optimization and allow you to ask for and respond to reviews

Website Landing Page No No's

Items to avoid on Landing Page/ Home Page



- Moving Graphics
- Sounds and music (some exceptions)
- Irrelevant information/graphics/apps
- Color schemes that are not easily readable
  - Neon colors, black background
- TMI – other pages have the fine detail
- Misspelled words or ALL CAPS

Other Pages on Your Website

Other Pages / or Links on Home Page

- About Us, Photos, Calendar, Testimonials, Blogs, Pricing, Contact Us, etc.
- Content written for your CUSTOMER, 16 point font min.
- Same color scheme on each page (Template)
- Logo on each page, contact information (will be in header/footer on each page automatically now)
- Social Media Widgets(Facebook, LinkedIn, Twitter)
- Needs to look unified & reinforce your brand; a template for your website will do that automagically
- Include a Privacy policy on Contact Us page (or below contact us form, KISS)

Graphics

Please don't steal graphics!

- Don't use graphics that have a copyright
- You can purchase graphics to use
- FREE graphics websites:
  - http://Pixabay.com
  - http://DeathToTheStockPhoto.com
  - http://RGBStock.com
  - http://GratisoGraphics.com
  - http://Public-Domain-Image.com
  - http://FreeImages.com
  - http://www.picmonkey.com/ (online photo editor)
  - https://pixlr.com/ remove backgrounds from photos

How Can People Find My Site?

Type in web address

- GREAT when customers have your card!
- Validates your business & shows on-line portfolio

Search (Google is #1 search engine)

- Type in key words, including area if applicable
  - You can have more than one domain pointing at your website
  - Use your key word in domain if possible

What if my site doesn't show up?

- Remember, you are competing with the world
- Connect your site to Google Reviews, Facebook Business pages, networked businesses, etc to increase your incoming links
- Can pay for ads
- Connect to other online directories like Yelp, Free Yellow pages, etc.

How do I Increase SEO

Increasing (SEO) *can take 6 months for results*

- **Content is KING** – write good verbiage, blog
- Increase organically by choosing the right business name and title, and Web Domain.

Example:

- Business Name: Chapin Pet Lodge *(key words included)*
- Domain: www.ChapinPetLodge.com
- Build your site for your CUSTOMER, not Google Bots
- Think of how your customers would search for you and use those key words in your site description
- Make use of FREE Google tools like Google Business Listing
- Make use of a FREE Facebook business page
- Join other online directories and marketing groups
- Join your local Chamber, BBB, BNI, & other groups

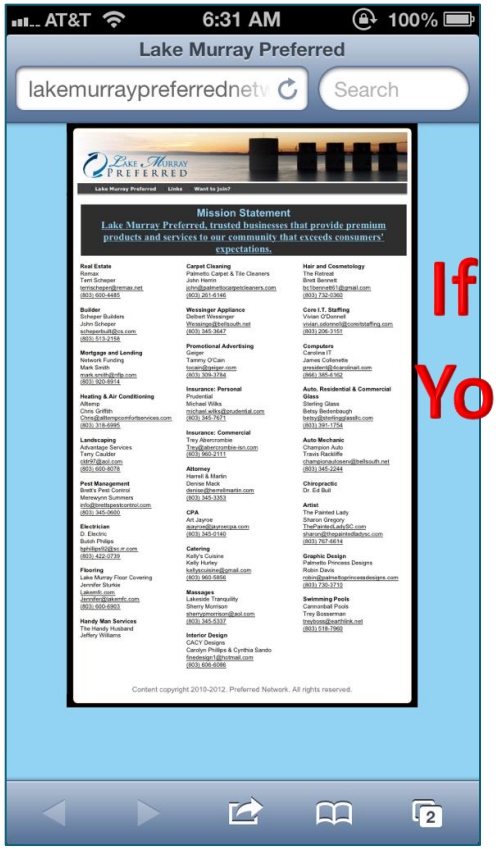
Mobile Sites

You must have a mobile version of your website

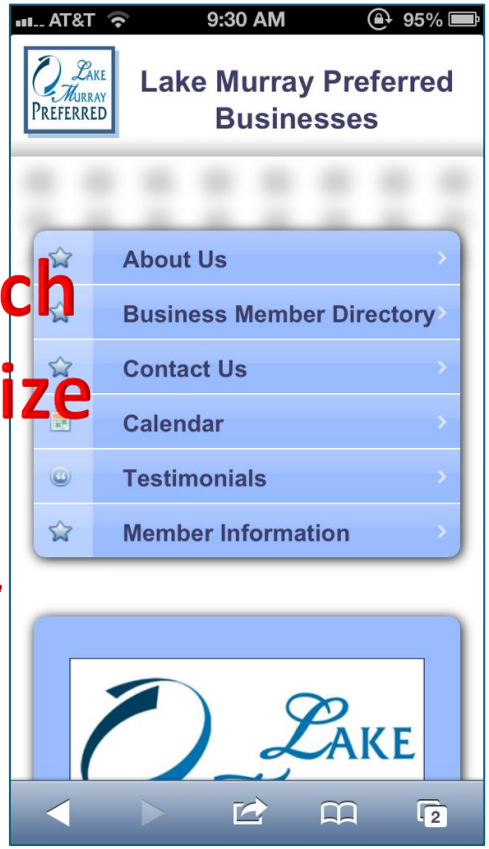
- 97% of local purchases are researched on-line
- 93% of search requests are through Google
- 88% of cell phone users use "Smart Phones"
- There are more smartphones in the world than toothbrushes
- 61% of customers that visit an unfriendly mobile site will go to the competition with a mobile site
- Websites must be "Mobile Friendly"
  - Most builders create a mobile site automatically, but you have to go in and fix it. Remember, this is what most people will see because they are using their phone and tablets.
  - If users can't read your website, they will bounce out and go to another!

Examples of Smart Phone Screen
(this may be extinct by now)

Website vs. Mobile Website



If you have to pinch Your screen to resize Then it is NOT Mobile friendly



WIX – is the site builder we will discuss today

- Free "sub domain", I recommend you upgrade to your own domain, through the hosting company if possible (slightly more, but worth it)
- Unlimited free pages and Free Hosting (limited functions)
- User friendly
- Free storage for a limited amount of pictures
- Free Contact forms
- Can connect your social media accounts free
- Can edit your site 24/7 at no fee
- Many templates to choose from

**Webstores/Ecommerce, Calendars, Schedulers, etc. are functions that require an upgrade; these are items you will always pay extra for*

Wix Hosting Examples

Free Farm Examples:

https://buzzedbeeco.wixsite.com/buzzedbee/home

https://abellallc.wixsite.com/abella (can buy online)

- Custom domains point to their websites buzzedbeecompany.com
- Can purchase online on Abella's site
- See add on free sites on top
  - now my partner logo shows up on free hosted sites which is less noticeable: https://martinslanding.wixsite.com/martins-landing
- https://www.stripermike.net/ - upgraded site to remove ads, but doesn't sell online

Wix Hosting Upgrades

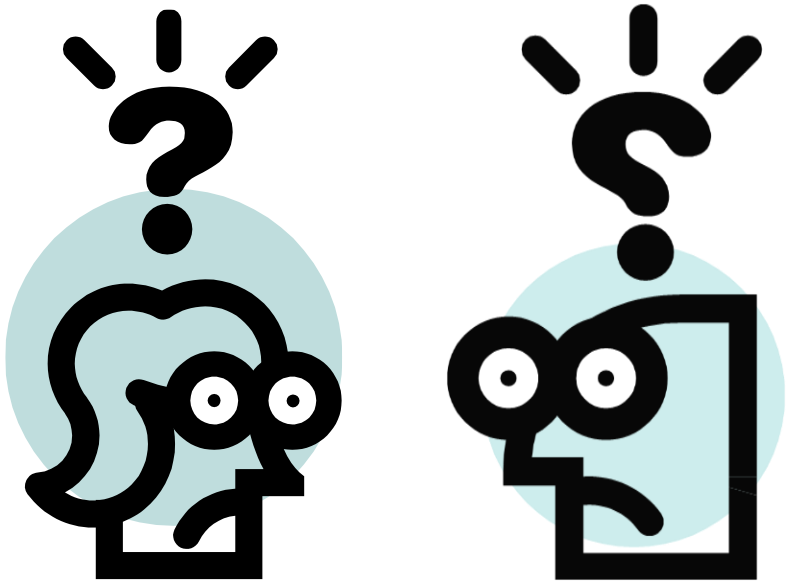
FREE hosting is awesome, but you may need more:

- There are hosting packages to choose from that include domains, calendars, shopping carts, schedulers, and more – sometimes you don't need that stuff
- You will get offers to upgrade if you use WIX, so don't upgrade when you get started (usually 2-3 days later you will get a ½ off offer)
- Today we are going to focus on the FREE website

*Before you get started on your website, you will need to research and write down your business tag line (short description), and long description of your products and services so you can easily copy and past verbiage.

Questions?

- Questions so far?



What do you NEED to start your Website?

- Wix free site to get started
- Upgrade later if you want the added functions, but just get started
- Google business listing – imperative! Link the website button to your site.
- Can get a custom domain at Godaddy or Squarespace to point to site (can do when you are done)
- Create a rough draft in your head of how you want your site to look. Write down the functions you will need.
- Gather photos and logos and testimonials

Let's Go!

- We are going to go over each step, with screen prints
- We are going to look at some examples live
- I will send you a copy of these instructions so you can watch now and do later

Create Account

- Create your account / profile top right
- Add Logo
- Create account prefix (applies to all websites you make under this account

EXAMPLE: https://martinslanding.wixsite.com/martins-landing/

- In Martin's Landing website, the account prefix is: **martinslanding** (it is the account name, comes before the .wixsite.com: **martinslanding**.wixsite.com/martins-landing/

- Then you create the last part of free domain with each site you make: **martins-landing**
- https://martinslanding.wixsite.com/**martins-landing**/

Create Account

Another Example:

https://nancycwds.wixsite.com/web-design

- In my account, every website I create will have my account prefix

https://**nancycwds.**wixsite.com/web-design

- Then you create the last part of free domain with each site you make: **web-design is my personal site**
- https://nancycwds.wixsite.com/**web-design**

It is important to create a generic account name if you are going to have more than one website

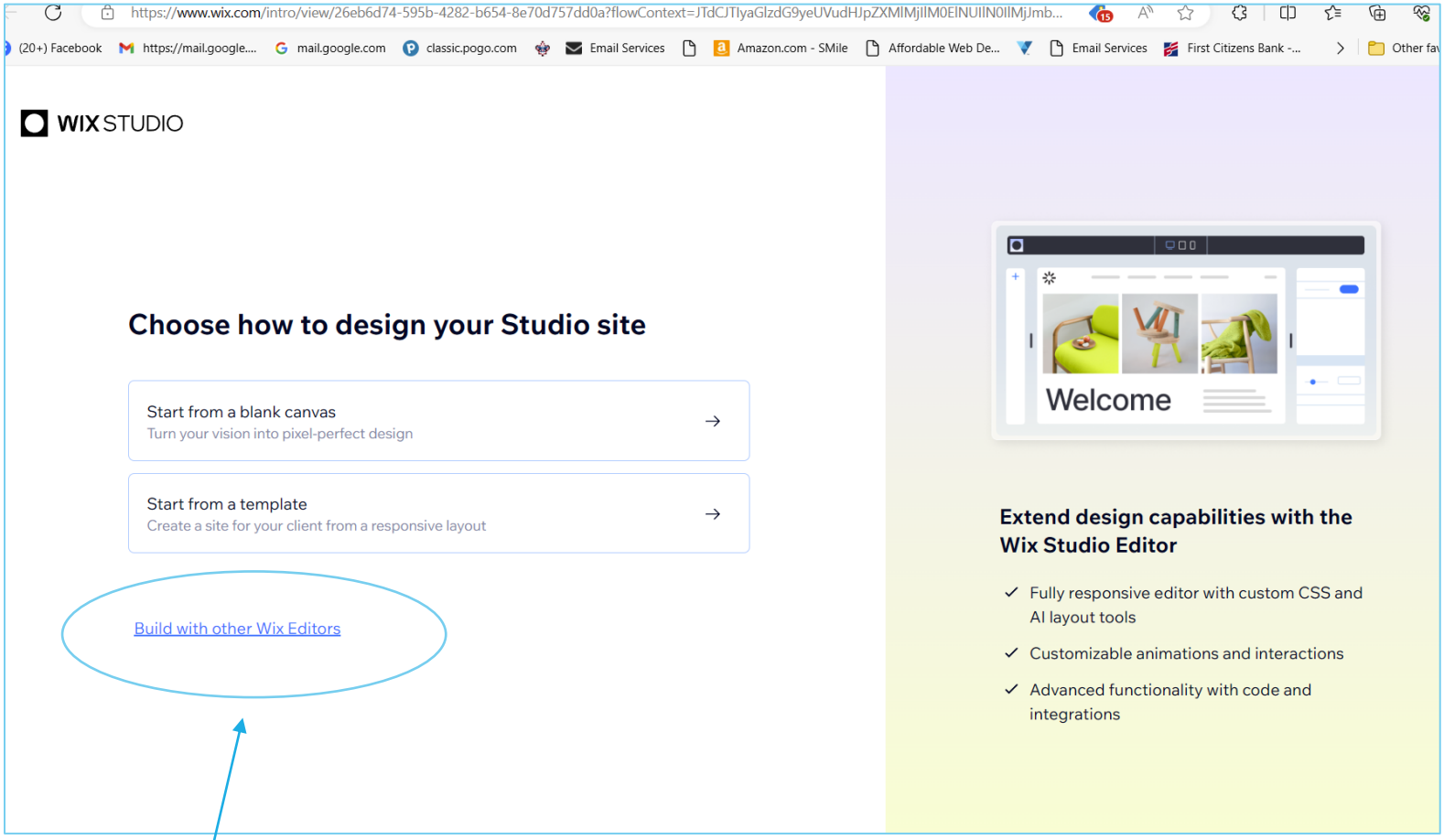
Let's Get Started

- Go to www.Wix.com
- Use your business email to create your account
- Use a password you will remember
  - Write this down

Log in:_____

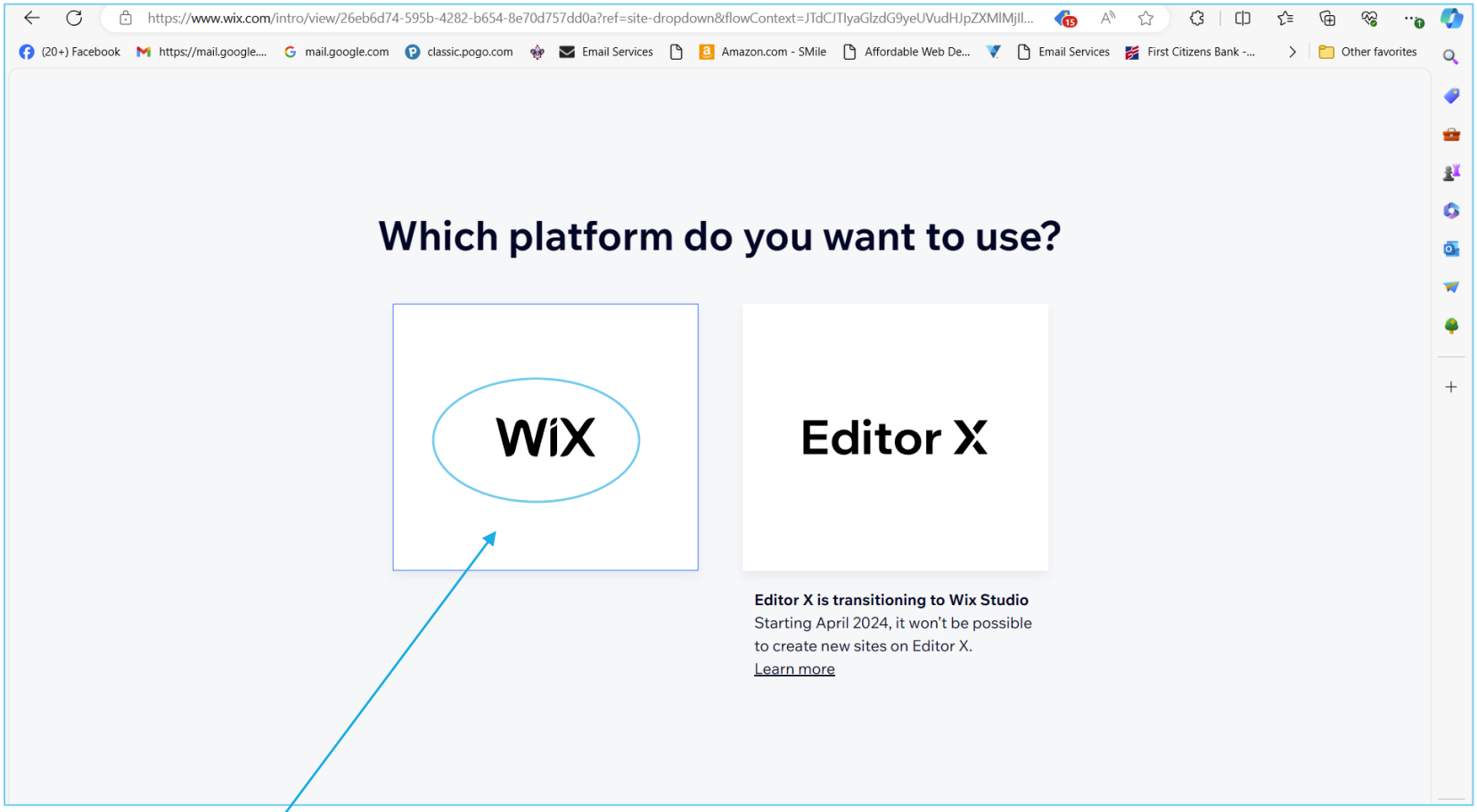
Password: _____

Create a New Site



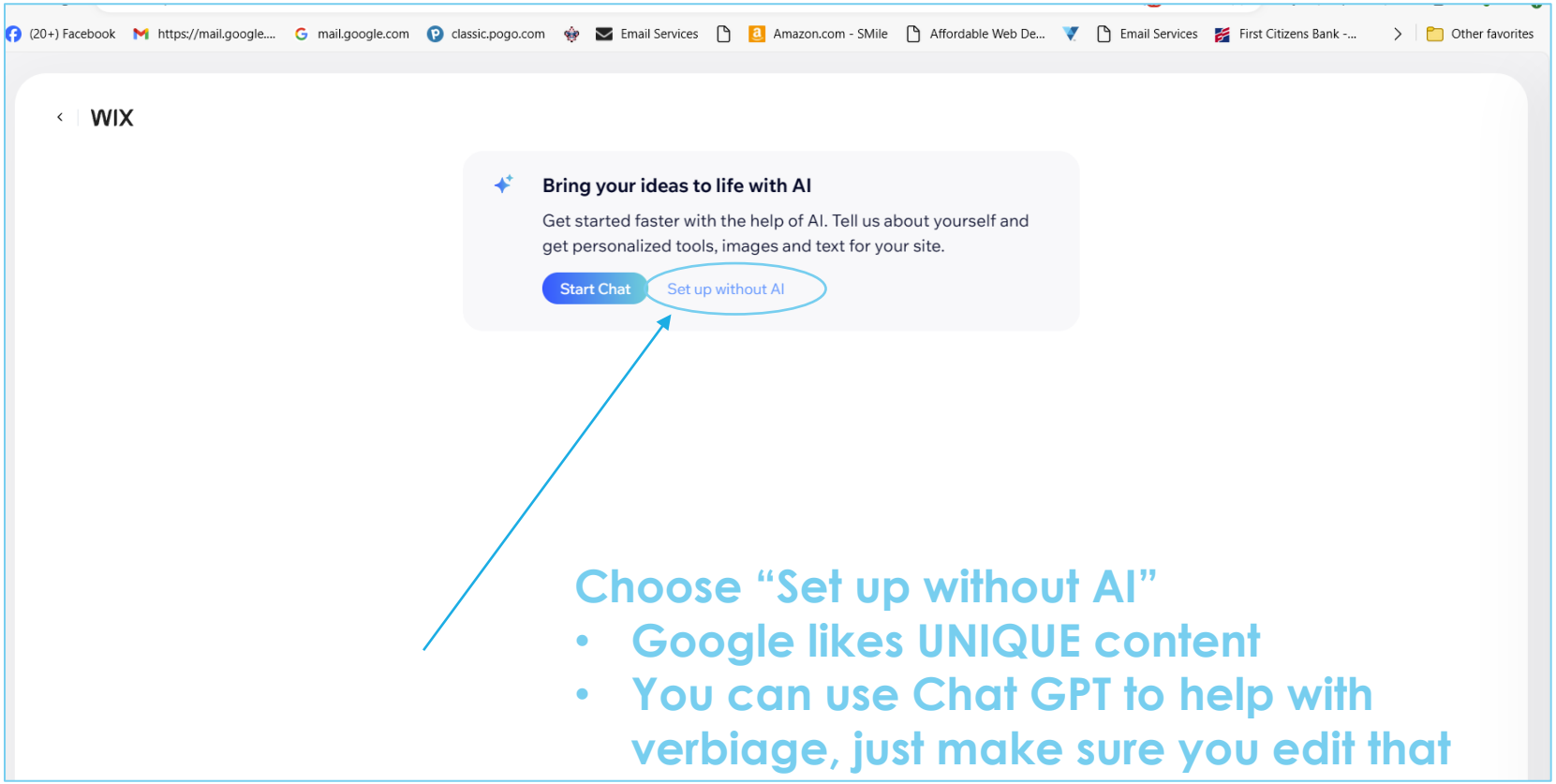
I use the “Build with other Wix Editors

Choose Platform



I use the “Wix”

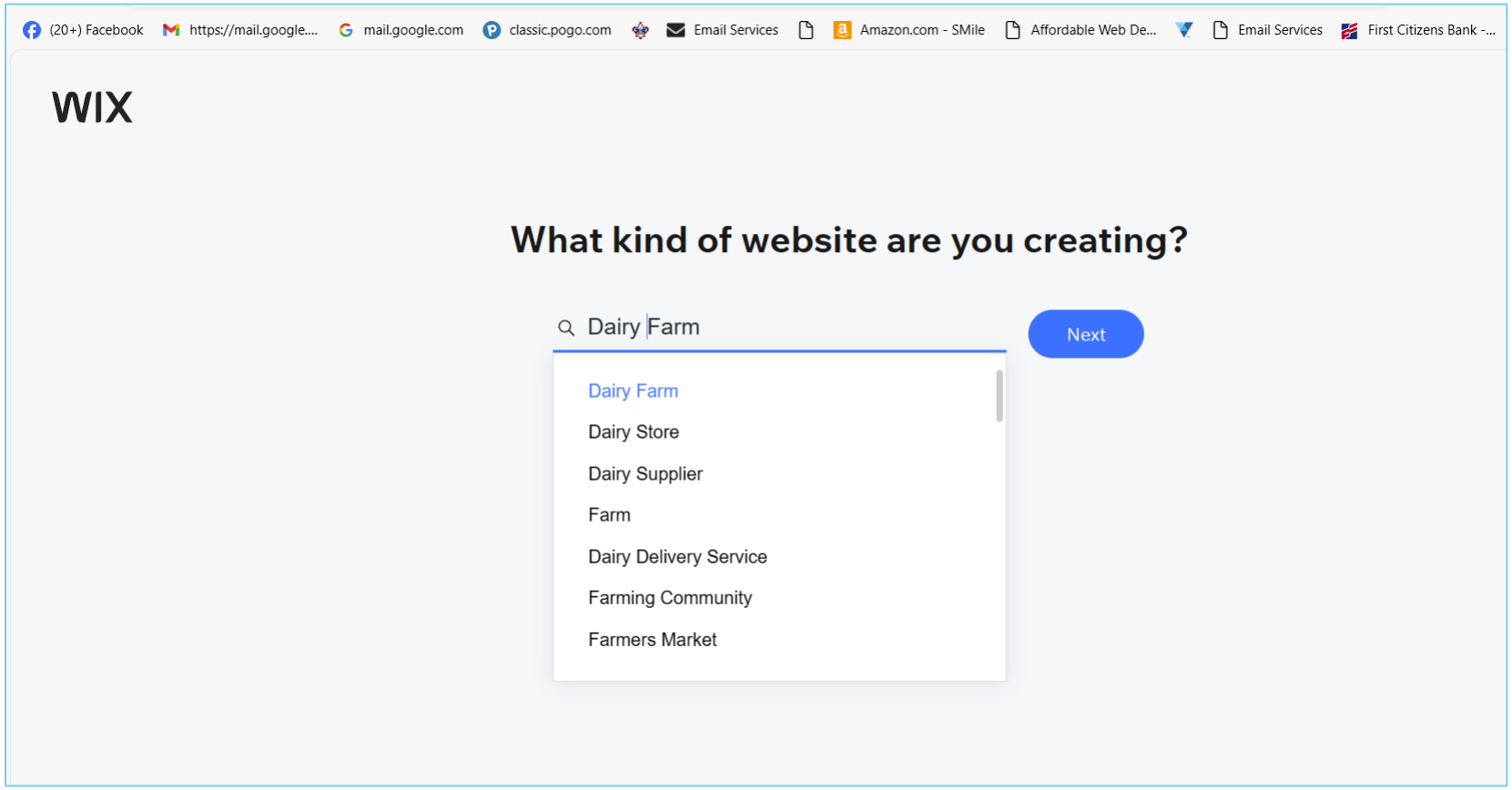
Choose Set Up without AI



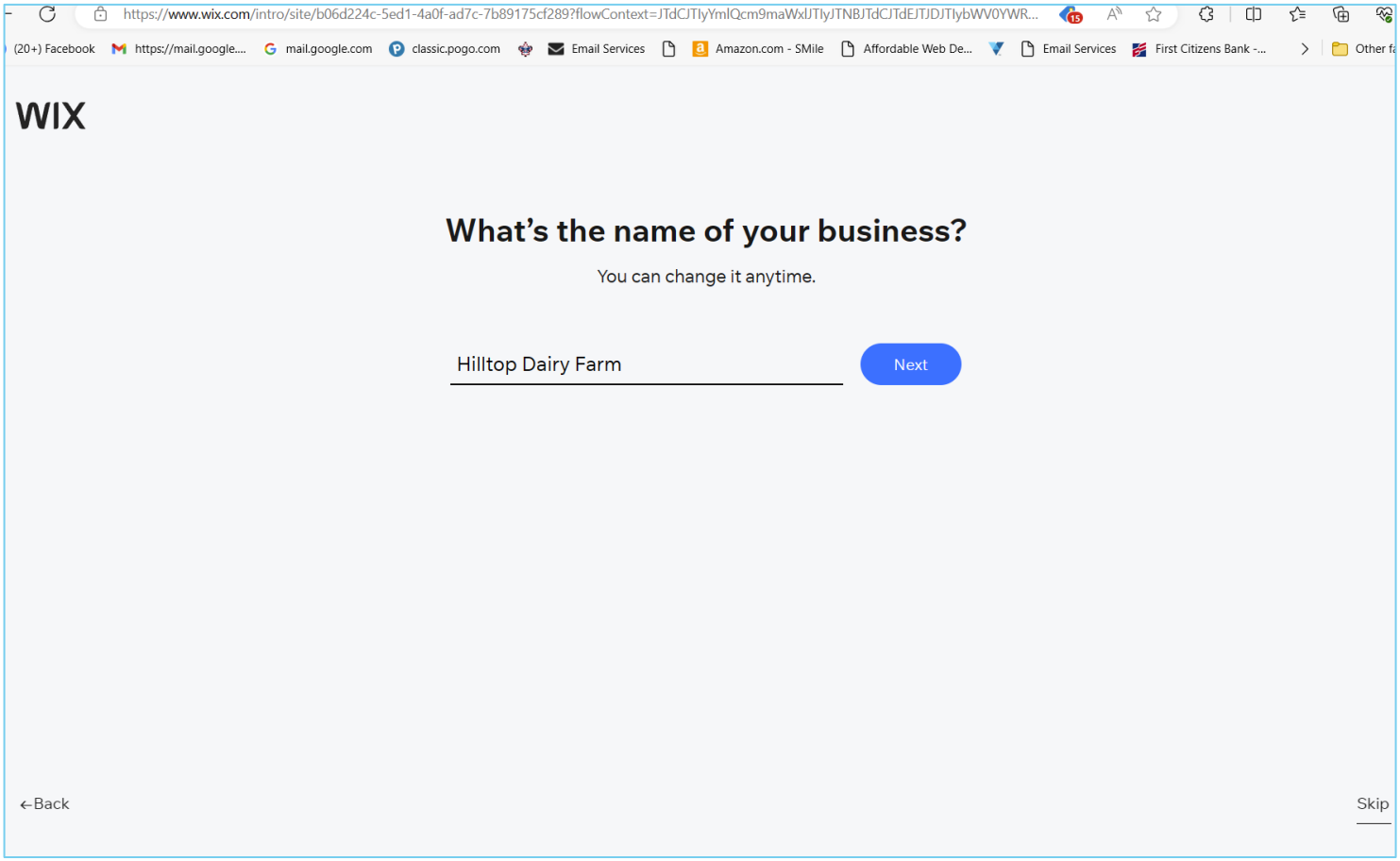
Choose "Set up without AI"

- Google likes UNIQUE content
- You can use Chat GPT to help with verbiage, just make sure you edit that and customize it so it isn't duplicate verbiage. Also, it needs to sound like 6th grade text.

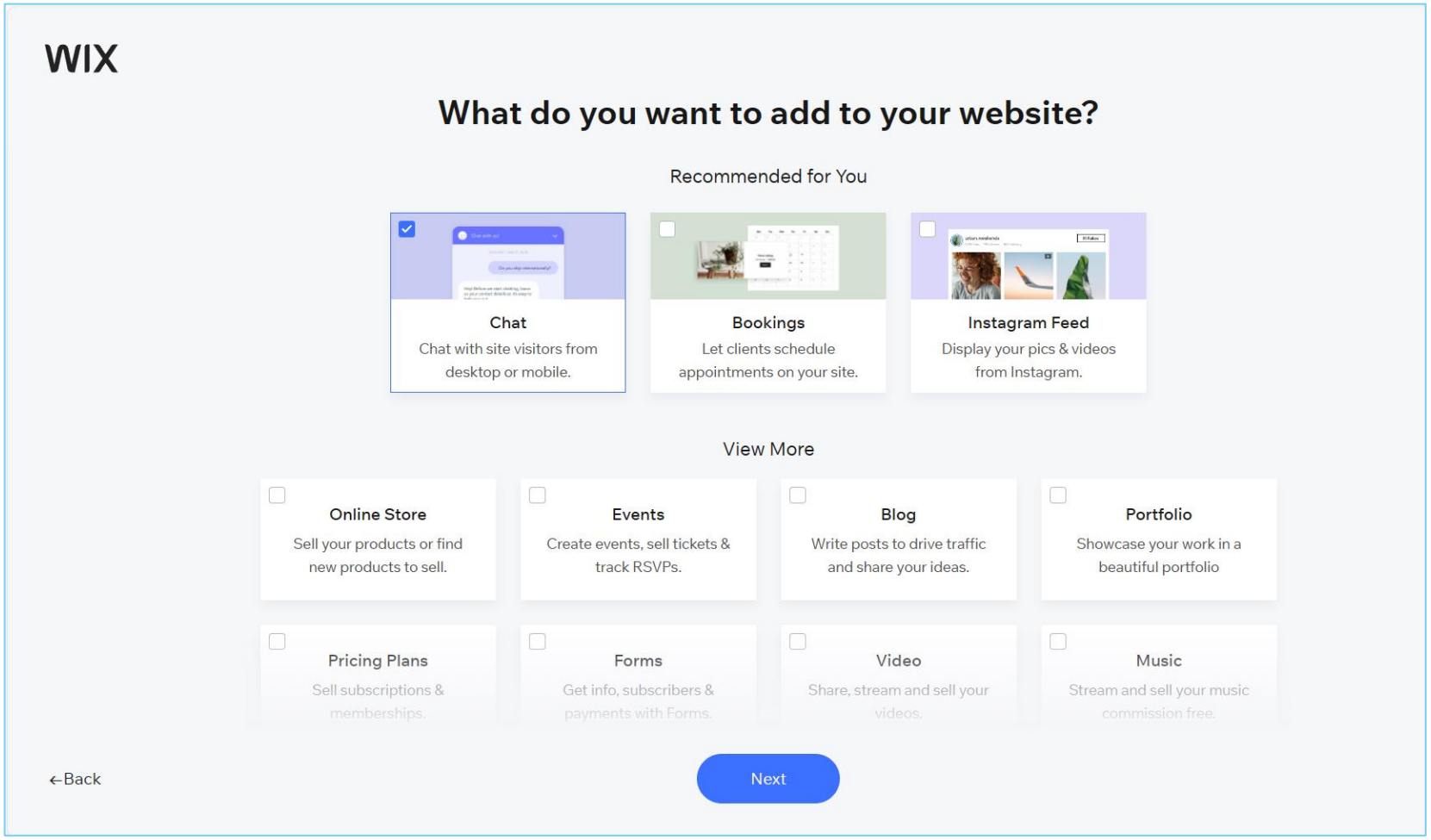
Choose Business Type



Choose Business Name



Choose Business Name



WIX

Start setting up this website

Manage apps, business tools, analytics, site settings, and more.

Go to Dashboard

Start with site design

Begin with a template →

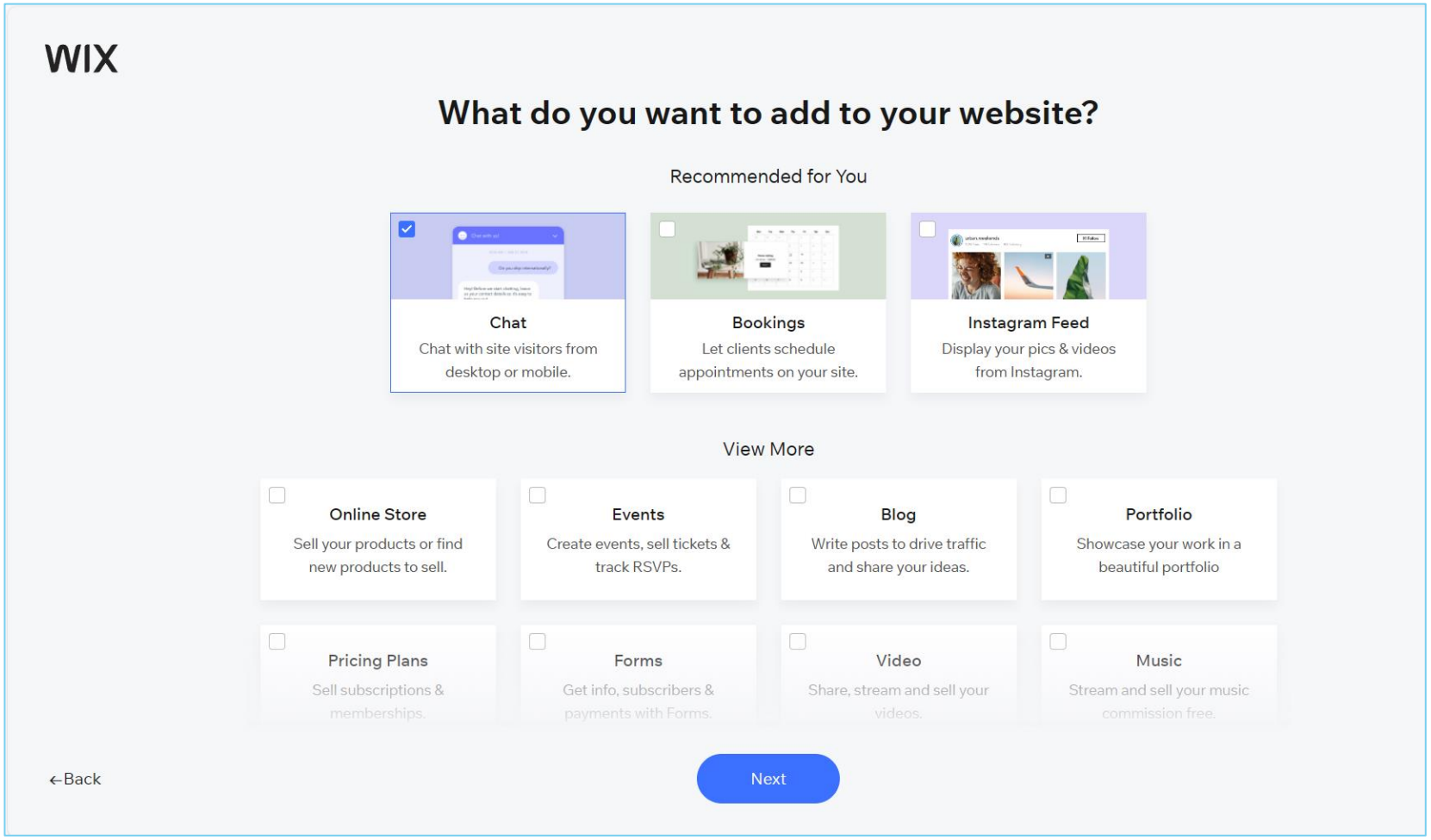
Customize a designer-made template.

Get a custom-built site →

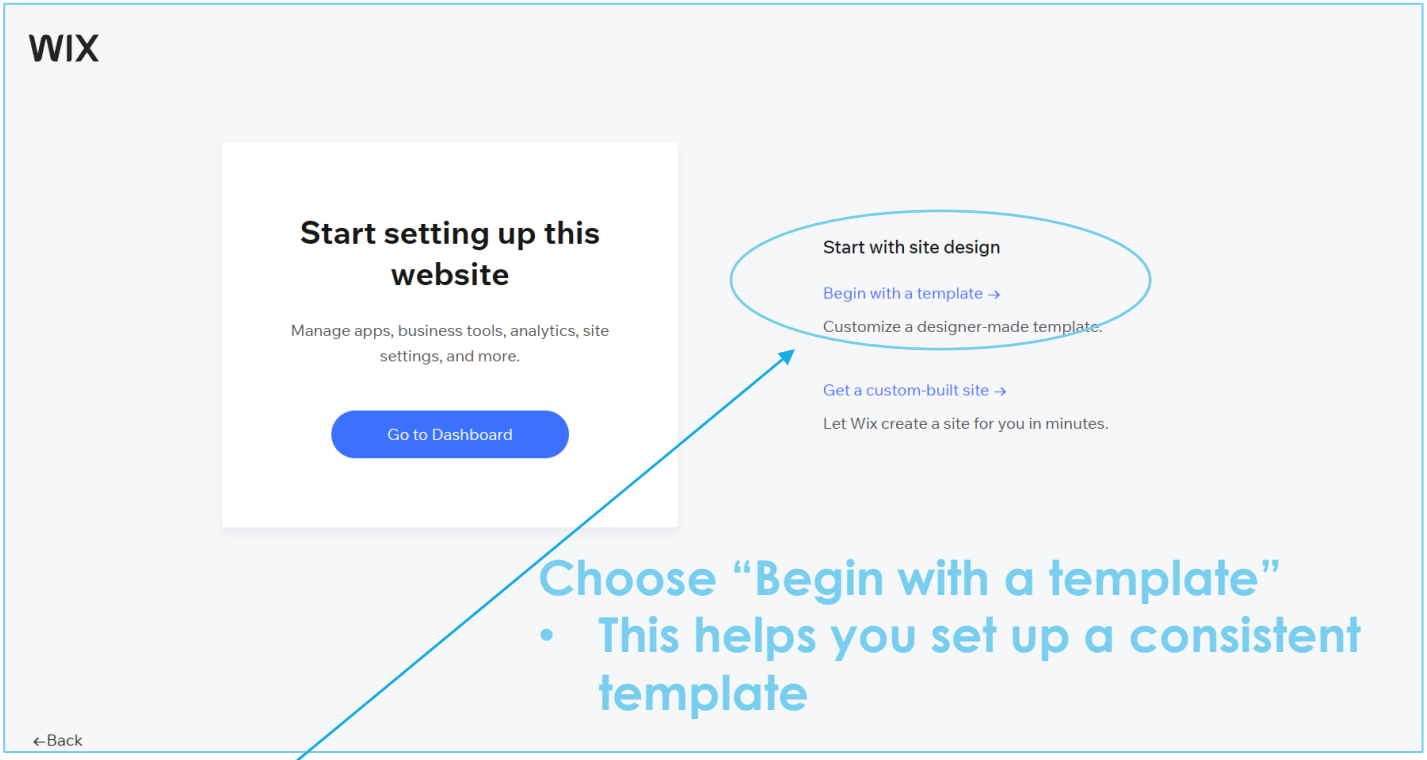
Let Wix create a site for you in minutes.

←Back

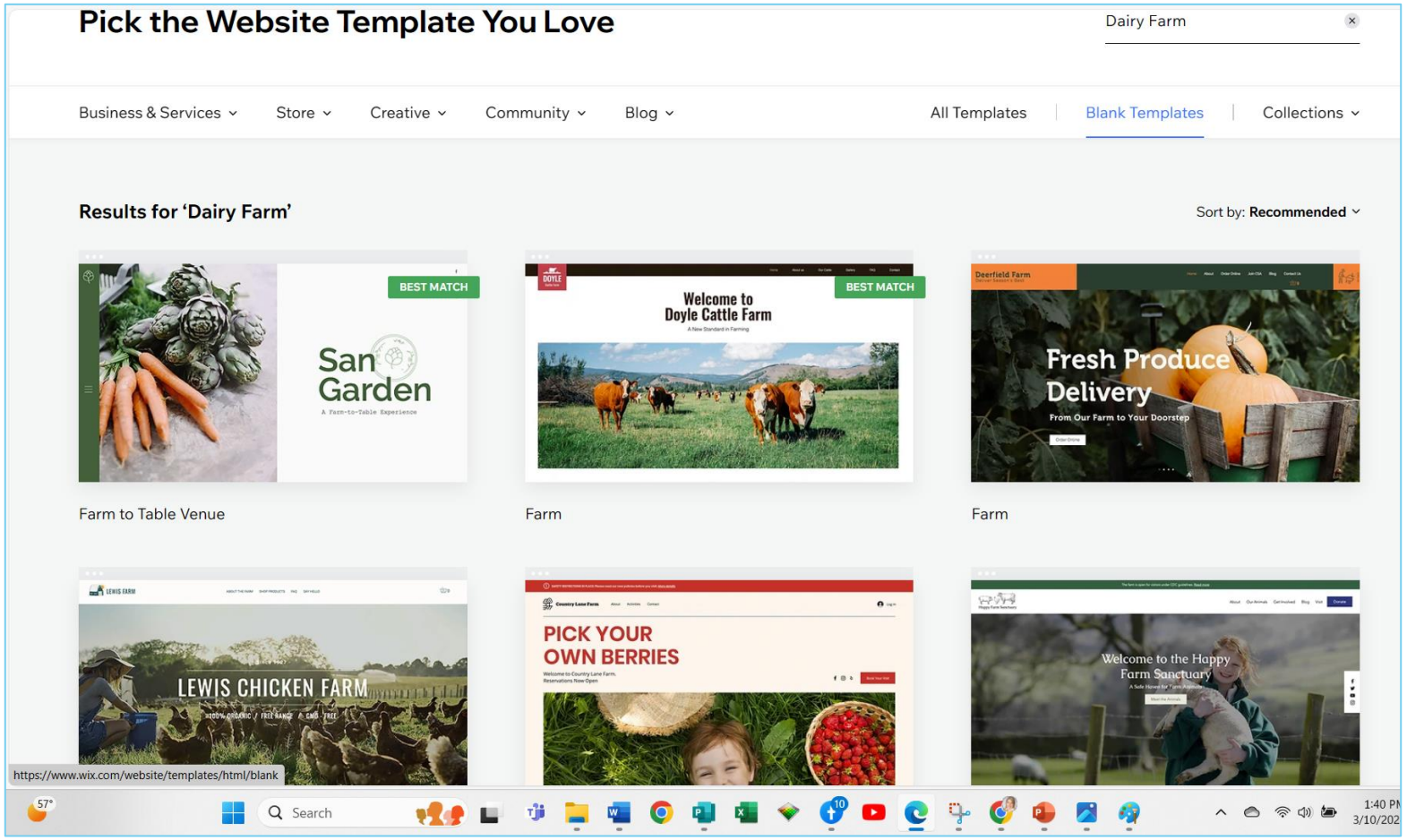
Choose Business Name



Begin with a template

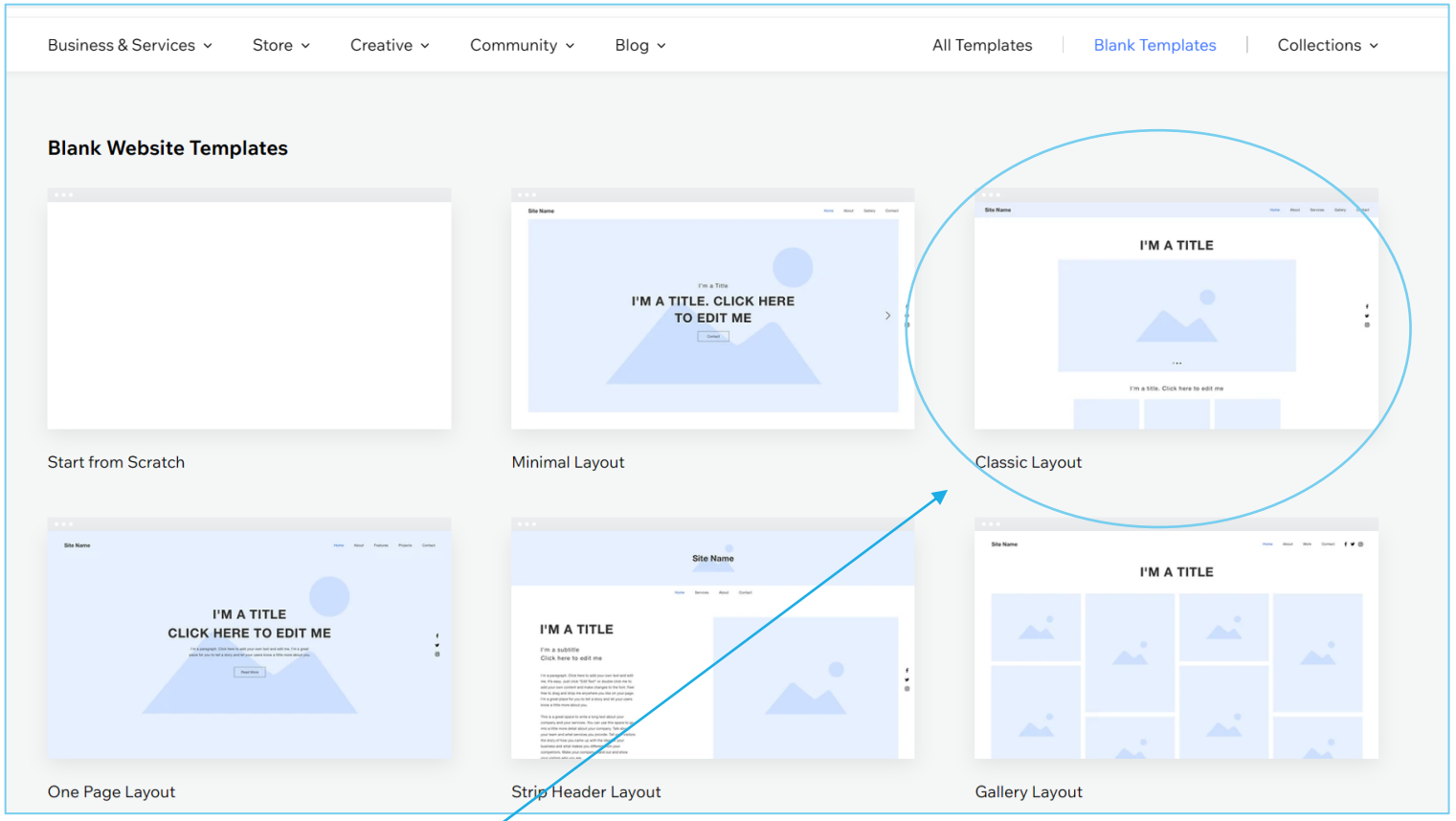


Choose a Template or Blank



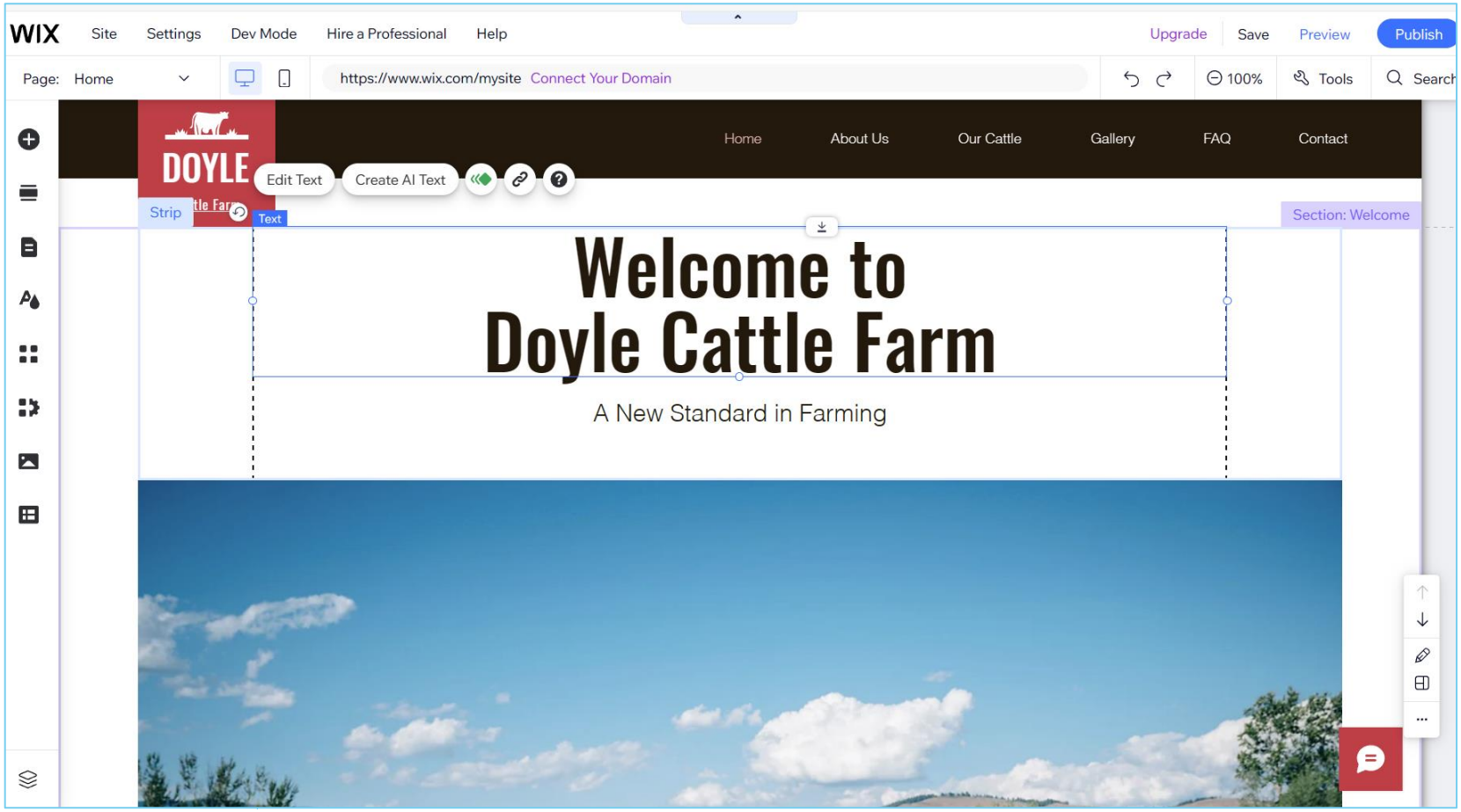
In class, this is where I lose you… some people will choose the first template they see, some will look at every one for 30 minutes… or choose a blank one

Or Choose a Blank Template



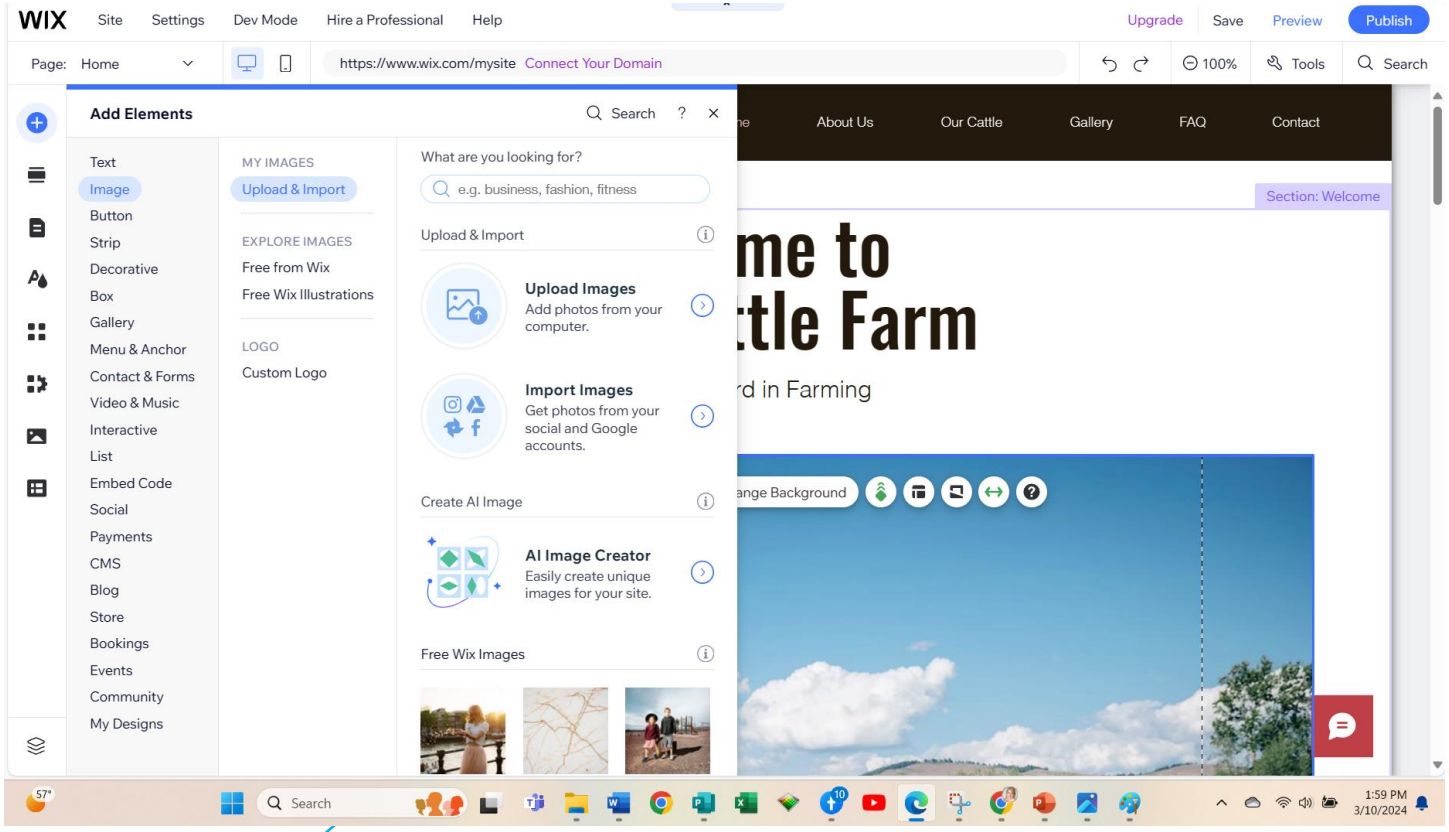
I like the Classic, but this is up to you. You can also "View" each design before you choose.

Familiarize Yourself with Editor



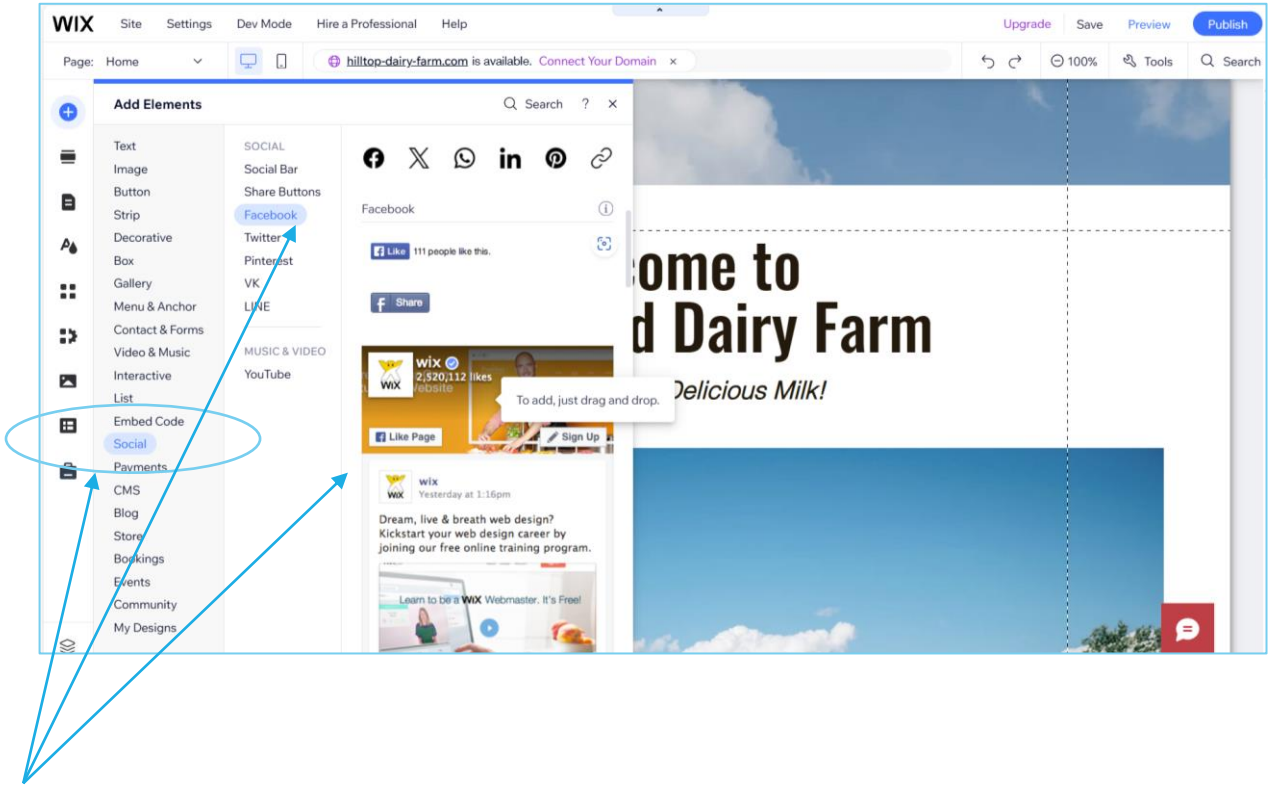
Click on the screen to look at different tools before you start
Use the **+** button up top to add boxes

Familiarize Yourself with Editor



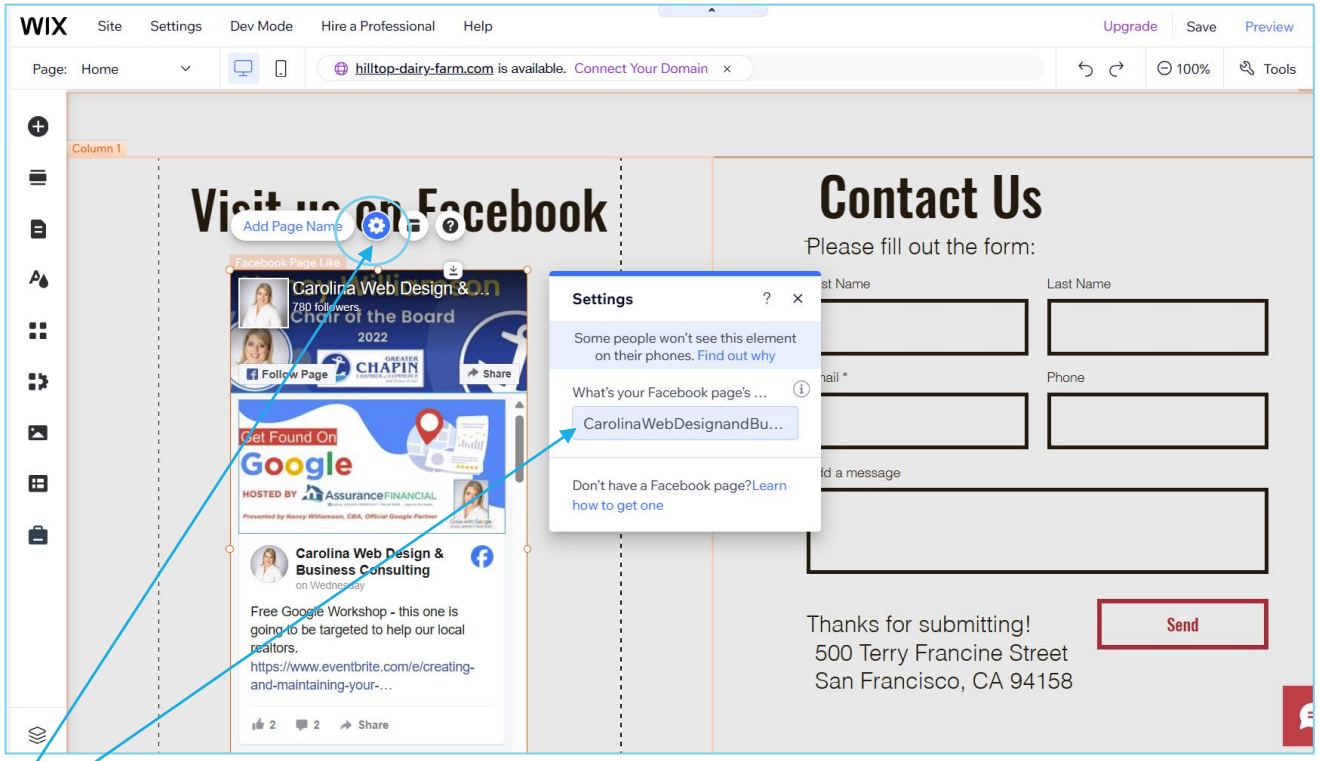
Add text boxes, photos, and more and
Click on text or photos to edit

Add Facebook Feed



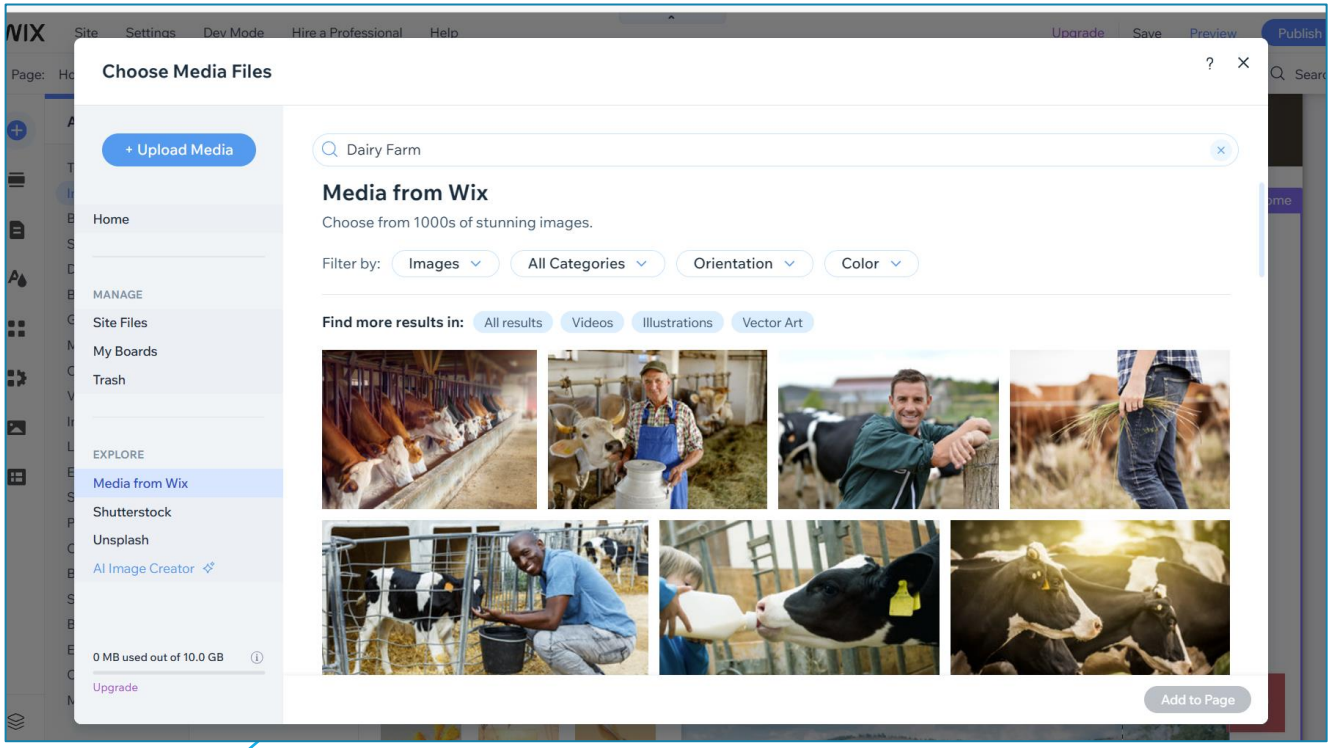
- Go to +, Social, Facebook, Choose the Feed
- Add Facebook Name by clicking on settings
- Put on Home page or in Footer

Add Your FB Page Name



- I like to put in the footer
- Click on settings gear to add your page name
  - *add the page name, not url

Add Free Photos that look Great!



One of the best features is the ability to add great free photos, be sure they reflect your business

Familiarize Yourself with Editor

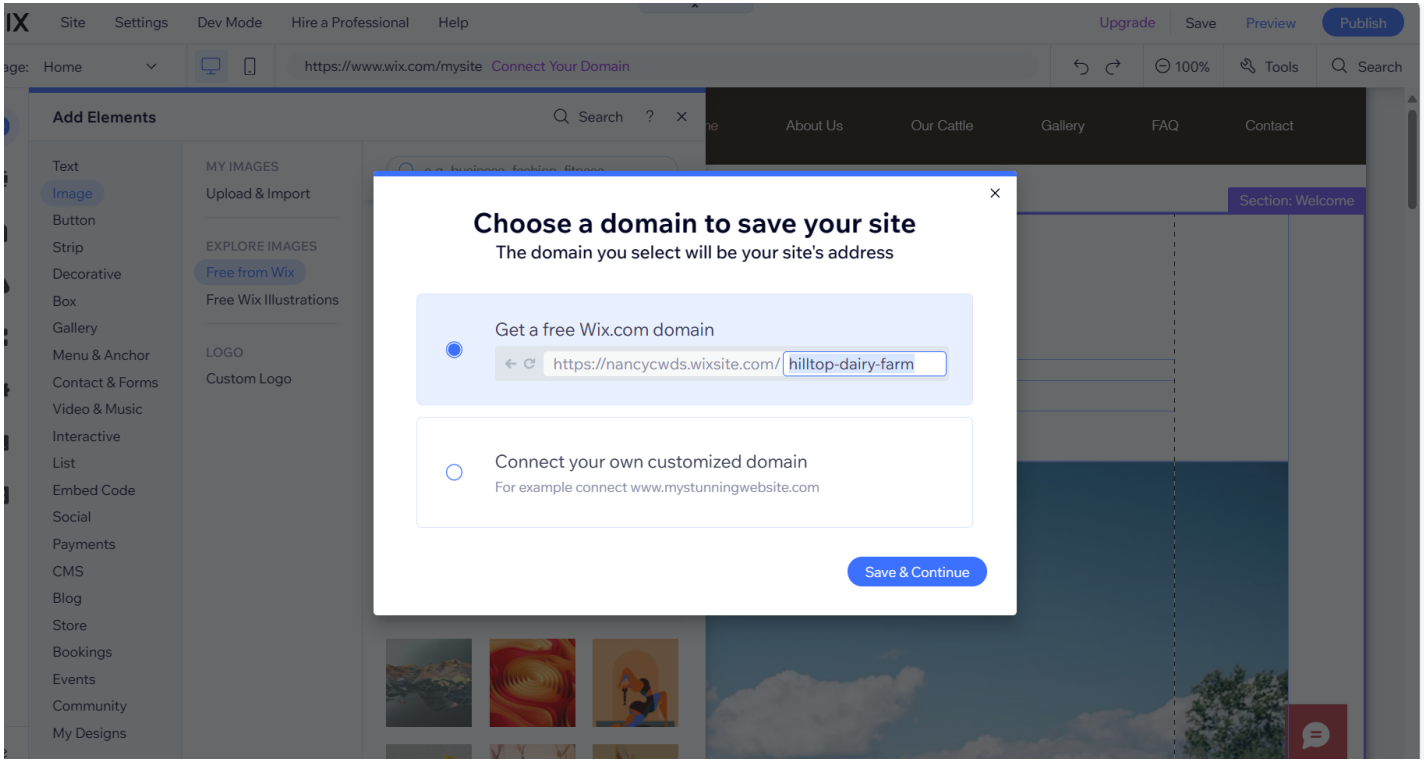
- Update Text Boxes
- Remove Sections that don't belong
- Add links
- Add your photos
- Add more pages
- This part takes me about 6 – 8 hours, you 12-16

- Hit **Publish** when done

- Don't get frustrated, there is a learning curve

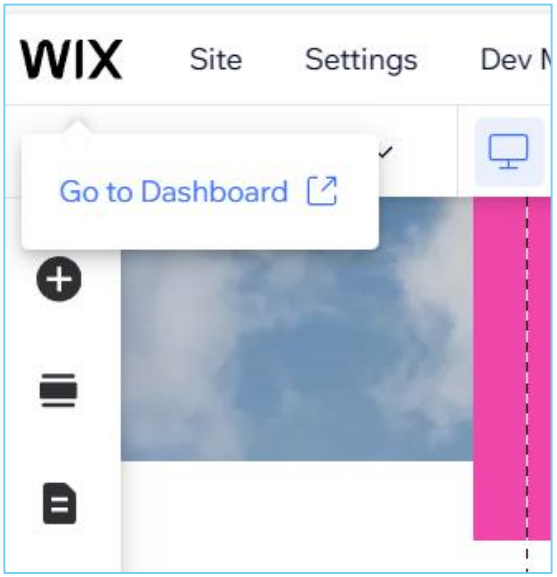
- Editing your site is really easy once it is designed the way you like it. You an always hire someone to create it and then you edit it if the design is frustrating and taking you too long. I do this for 99% of my clients. They can maintain it, but creating it takes them too long

After the site is published…



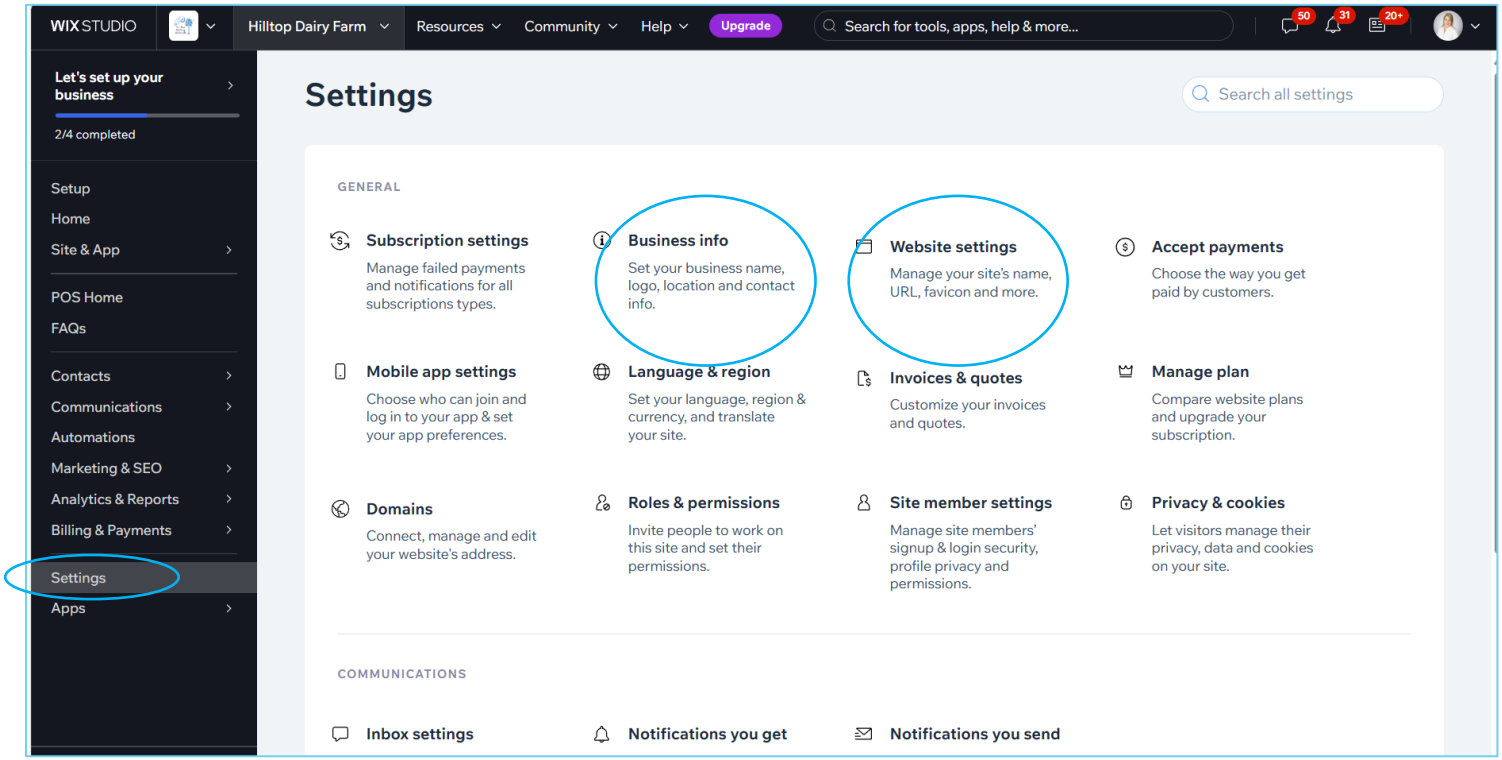
- Choose domain ending for this website
- Wix will give a good example, but you can change it
- Hit Save & Continue

Go back to Dashboard



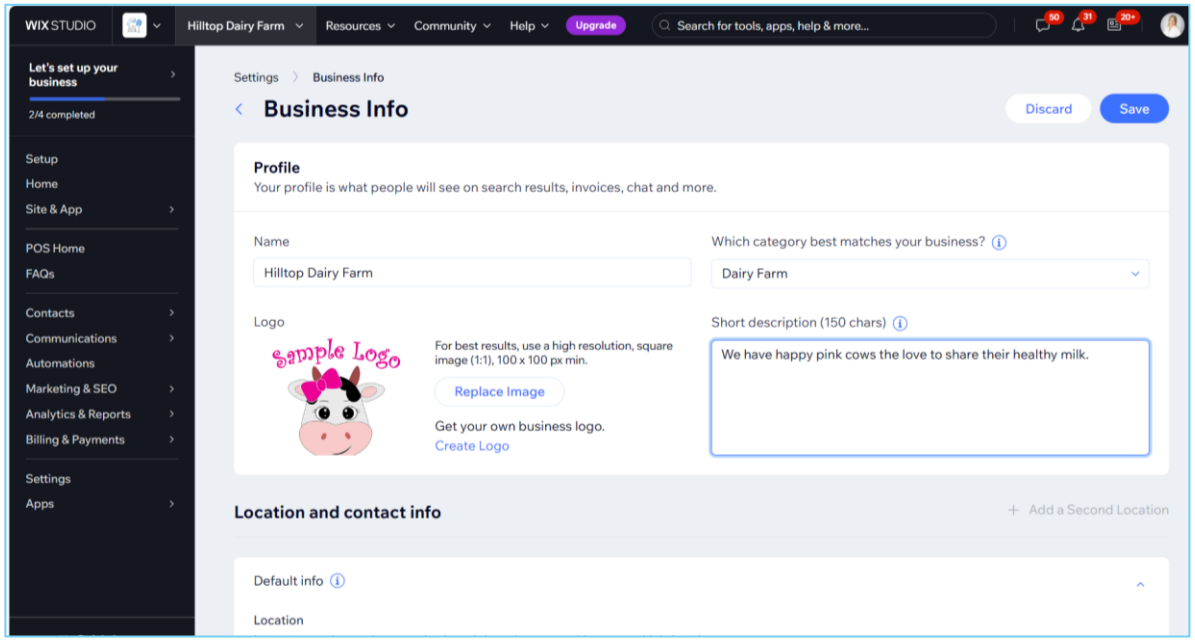
- Top Left Corner
- Click on WIX logo
- Go back to dashboard to complete business information for this website

Finish Setting Up Business Info



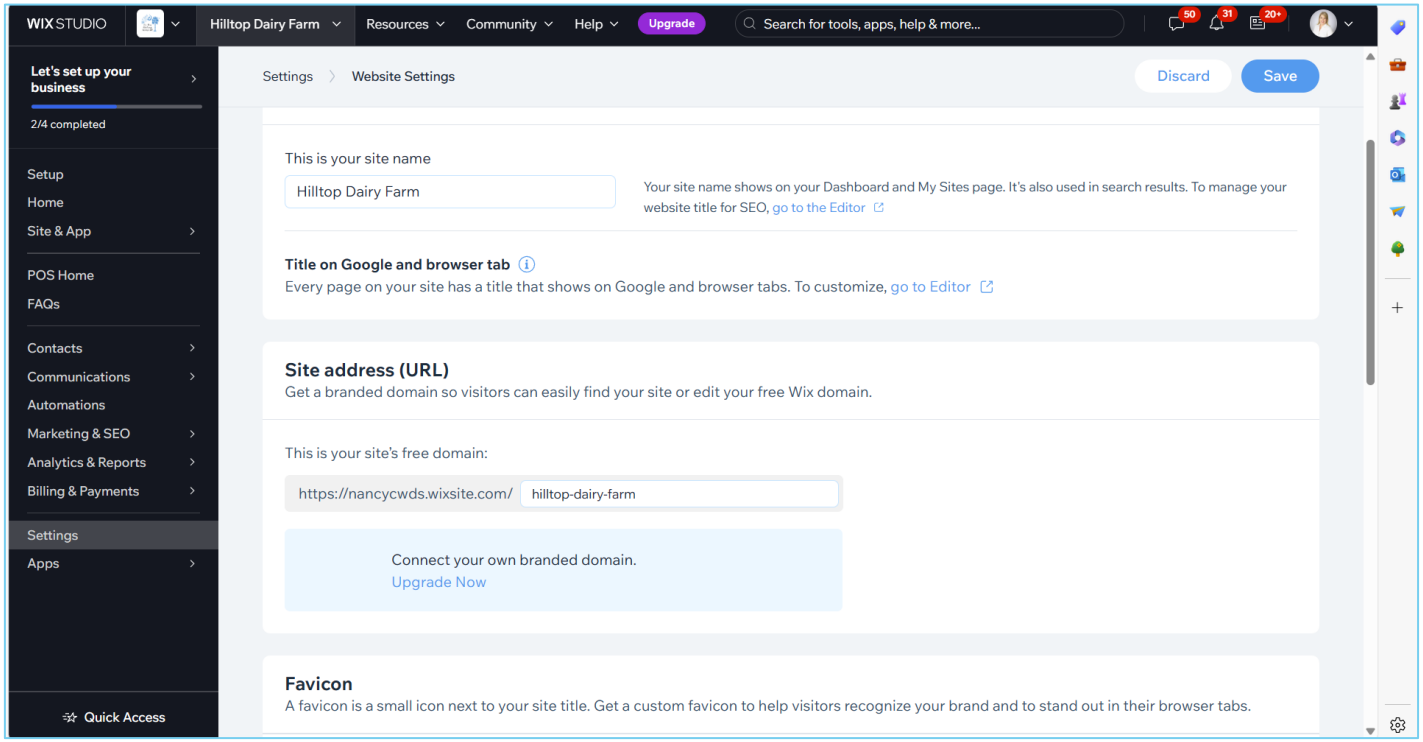
- Click around to get familiar
- Complete Business Info
- Complete Website Settings

Business Info – Fill In



- Fill in all information & description
- Scroll down to add address, email, & phone number
- Hit **Save** – top right

Website Settings– Fill In



- Fill in all information – can change URL here
- Can't add Favicon or Domain unless you upgrade
  - *you can point your domain from your other account to the URL
- Hit **Save**

You Did it!

Market Your Website!

- Take advantage of FREE marketing tools
- Put on your business cards & flyers & email signature
- Connect it to a Facebook Business Page
- Connect other Social Media Sites
- Add it to your Google Business Profile
- Create QR codes for your business cards & Flyers that will link smart phones to your site (free)

Remember

- Your website is never “done” – update it as needed
- Add photos to your Facebook Business page to keep site fresh
- Post on Facebook & Instagram
- Add photos and Updates to Google Listing

*Google loves Google, be sure to use your Google business listing to promote your products, services and website

ASK for reviews

RESPOND to reviews

POST updates

Questions?

Thank you for attending today's workshop! Please don't hesitate to contact me if you need help!

Nancy Williamson
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