

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.
803.629.0101*

Created for the Clemson Cooperative Extension Beginning

AutoSave On | How To Build A Free Website 2024 • Saved | Search | Nancy Williamson

File Home Insert Draw Design Transitions Animations Slide Show Record Review View Help

Record Share

Themes Variants

Slide Size Format Background Designer

Format Background

Fill

- Solid fill
- Gradient fill
- Picture or texture fill
- Pattern fill
- Hide background graphics

Color [dropdown]

Transparency 0%

Apply to All Reset Background

Slide 1 of 55 | Accessibility: Investigate

57° | Search | [Taskbar icons] | 3:11 PM 3/10/2024

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

2 Overview

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

4 Don't Give Up!

5 What are the costs of a Website?


6 Website Domain / Address / URL

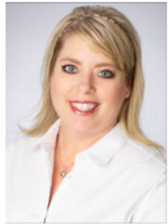
7 Website Hosting

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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://Freelimages.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

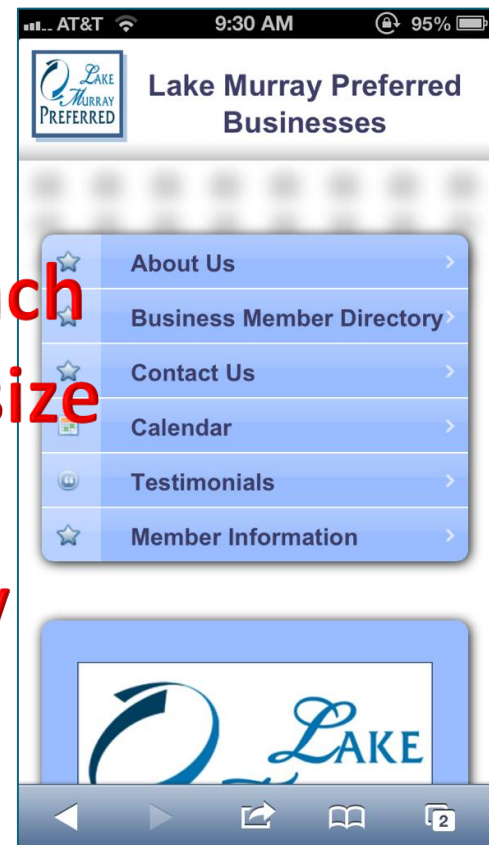
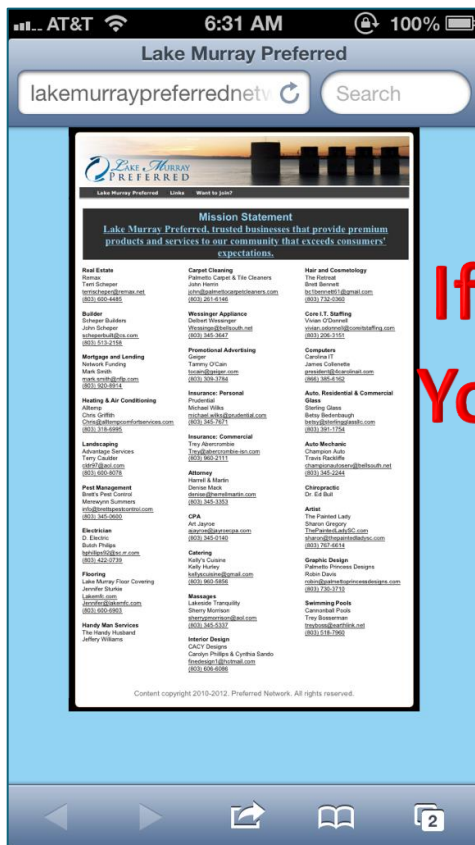
- 97% of local purchases are researched on-line
- 93% of search requests are through Google
- 88% of cell phone users use “Smart Phones”
- There are more smartphones in the world than toothbrushes
- 61% of customers that visit an unfriendly mobile site will go to the competition with a mobile site
- 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

Mobile Website

vs.



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

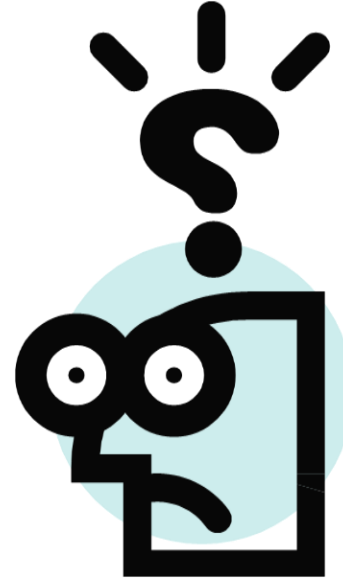
FREE hosting is awesome, but you may need more:

- 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 1/2 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

WIX STUDIO

Choose how to design your Studio site

Start from a blank canvas
Turn your vision into pixel-perfect design →

Start from a template
Create a site for your client from a responsive layout →

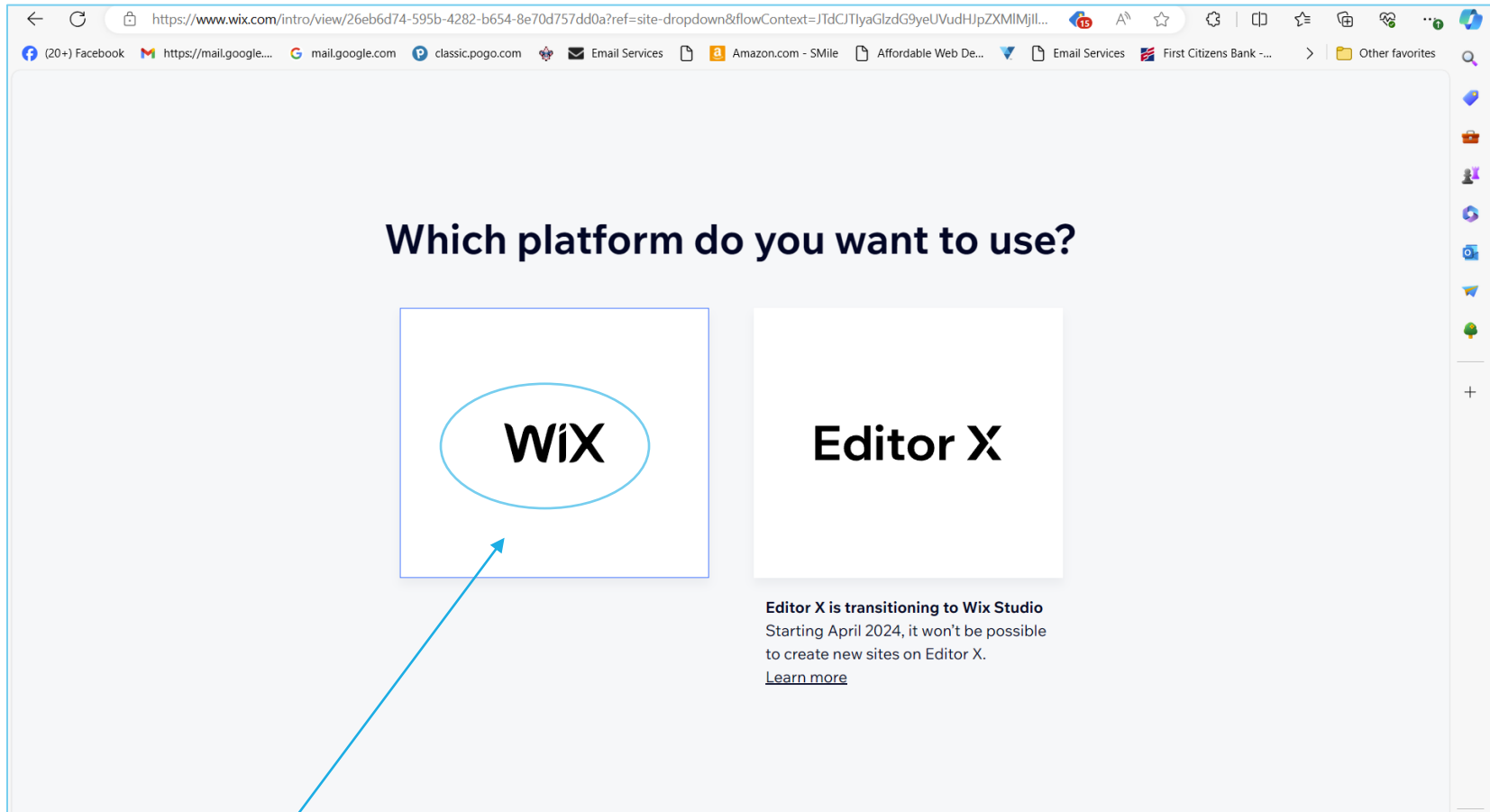
[Build with other Wix Editors](#)

Extend design capabilities with the Wix Studio Editor

- ✓ Fully responsive editor with custom CSS and AI layout tools
- ✓ Customizable animations and interactions
- ✓ Advanced functionality with code and integrations

I use the “Build with other Wix Editors

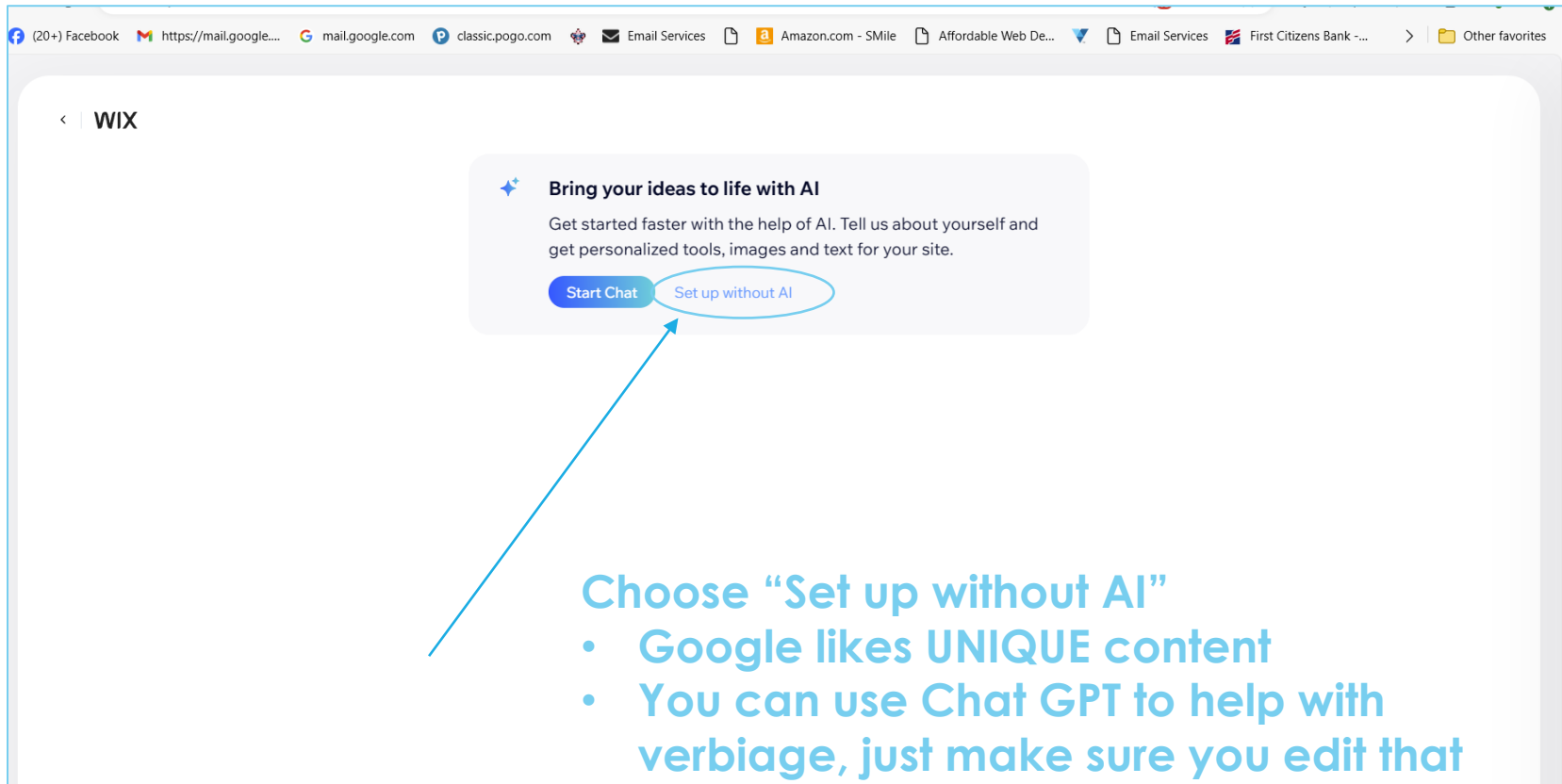
Choose Platform



The screenshot shows a web browser window with the URL <https://www.wix.com/intro/view/26eb6d74-595b-4282-b654-8e70d757dd0a?ref=site-dropdown&flowContext=JTdCJTlyaGlzdG9yeUVudHJpZXMIMjll...>. The browser's address bar and tabs are visible at the top. The main content area features a large heading: "Which platform do you want to use?". Below this heading are two white rectangular buttons. The left button contains the "Wix" logo, which is circled in blue. The right button contains the text "Editor X". Below the "Editor X" button, there is a notice: "Editor X is transitioning to Wix Studio. Starting April 2024, it won't be possible to create new sites on Editor X." followed by a blue link labeled "Learn more". A blue arrow originates from the bottom left of the image and points directly to the "Wix" button.

I use the "Wix"

Choose Set Up without AI

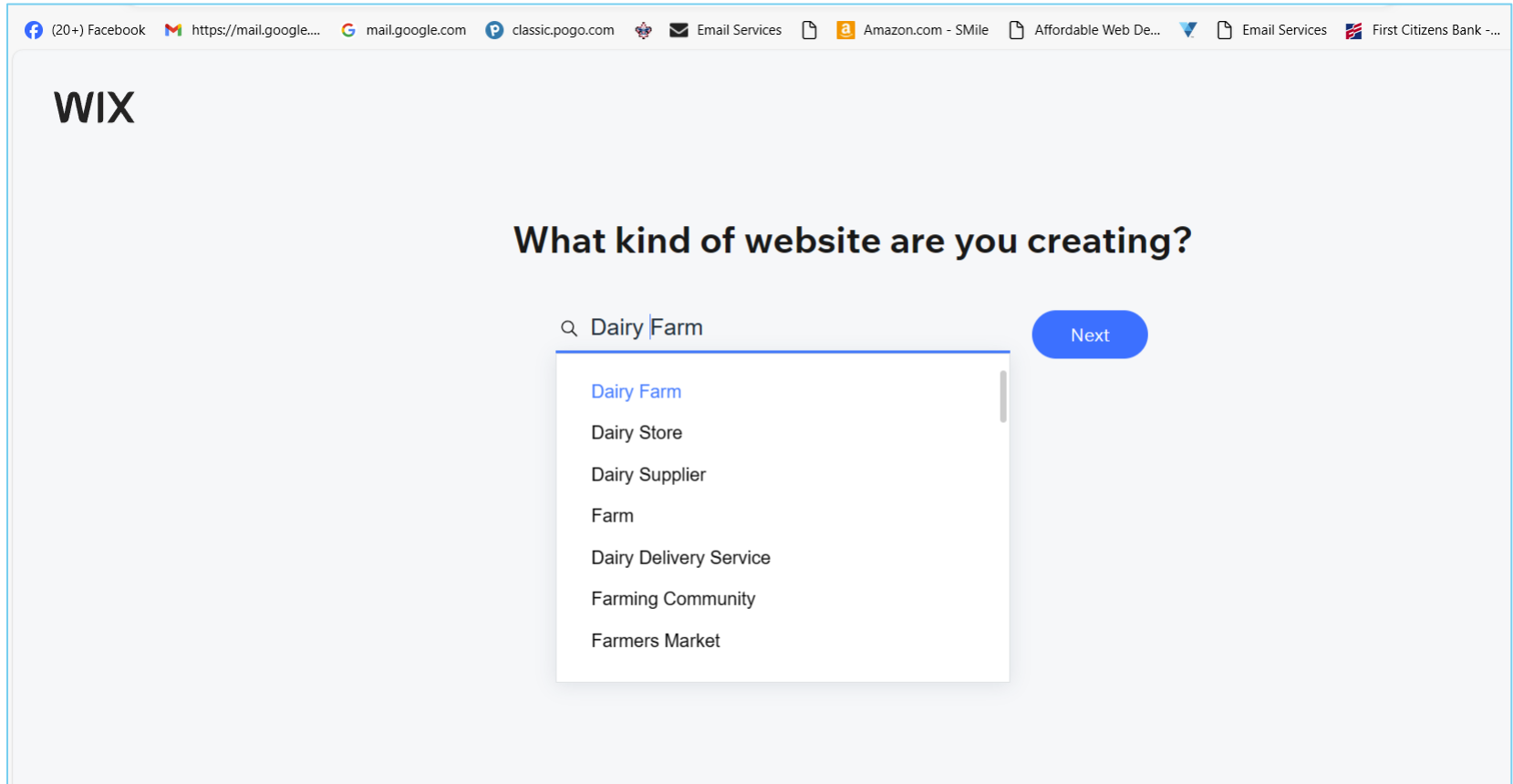


The screenshot shows a browser window with a WIX website. A light gray box contains the text: "Bring your ideas to life with AI. Get started faster with the help of AI. Tell us about yourself and get personalized tools, images and text for your site." Below this text are two buttons: "Start Chat" and "Set up without AI". The "Set up without AI" button is circled in blue, and a blue arrow points from the text below to it.

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



The screenshot shows the Wix website creation interface. At the top left is the WIX logo. The main heading is "What kind of website are you creating?". Below this is a search bar containing the text "Dairy Farm". To the right of the search bar is a blue "Next" button. A dropdown menu is open below the search bar, listing several options: "Dairy Farm" (highlighted in blue), "Dairy Store", "Dairy Supplier", "Farm", "Dairy Delivery Service", "Farming Community", and "Farmers Market". The browser's address bar at the top shows several open tabs, including Facebook, Gmail, classic.pogo.com, Email Services, Amazon.com - SMile, Affordable Web De..., and First Citizens Bank.

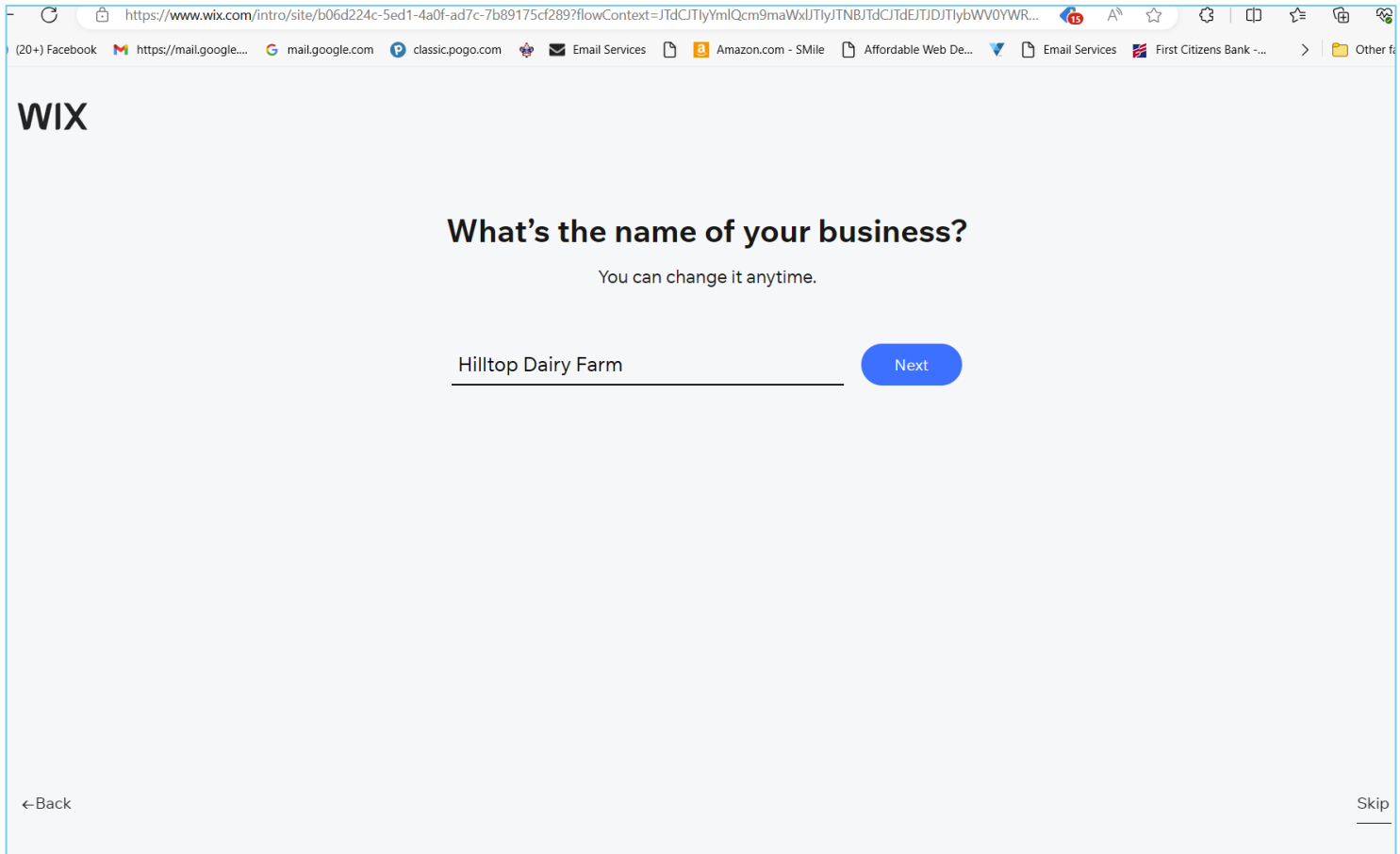
WIX

What kind of website are you creating?

🔍 Dairy Farm [Next](#)

- Dairy Farm
- Dairy Store
- Dairy Supplier
- Farm
- Dairy Delivery Service
- Farming Community
- Farmers Market

Choose Business Name



The screenshot shows a web browser window with the Wix logo in the top left corner. The main heading is "What's the name of your business?" followed by the subtext "You can change it anytime." Below this, the text "Hilltop Dairy Farm" is entered into a text field. To the right of the text field is a blue "Next" button. At the bottom left, there is a "← Back" link, and at the bottom right, there is a "Skip" link.

WIX

What's the name of your business?

You can change it anytime.

Hilltop Dairy Farm [Next](#)


[← Back](#) [Skip](#)

Choose Business Name


WIX

What do you want to add to your website?


Recommended for You



Chat
Chat with site visitors from desktop or mobile.



Bookings
Let clients schedule appointments on your site.



Instagram Feed
Display your pics & videos from Instagram.

View More

Online Store
Sell your products or find new products to sell.

Events
Create events, sell tickets & track RSVPs.

Blog
Write posts to drive traffic and share your ideas.

Portfolio
Showcase your work in a beautiful portfolio

Pricing Plans
Sell subscriptions & memberships.

Forms
Get info, subscribers & payments with Forms.

Video
Share, stream and sell your videos.

Music
Stream and sell your music commission free.

[← Back](#)

[Next](#)



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


WIX

What do you want to add to your website?


Recommended for You



Chat
Chat with site visitors from desktop or mobile.



Bookings
Let clients schedule appointments on your site.



Instagram Feed
Display your pics & videos from Instagram.

View More

Online Store
Sell your products or find new products to sell.

Events
Create events, sell tickets & track RSVPs.

Blog
Write posts to drive traffic and share your ideas.

Portfolio
Showcase your work in a beautiful portfolio

Pricing Plans
Sell subscriptions & memberships.

Forms
Get info, subscribers & payments with Forms.

Video
Share, stream and sell your videos.

Music
Stream and sell your music commission free.

← Back

Next

Begin with a template

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.

Choose “Begin with a template”

- This helps you set up a consistent template

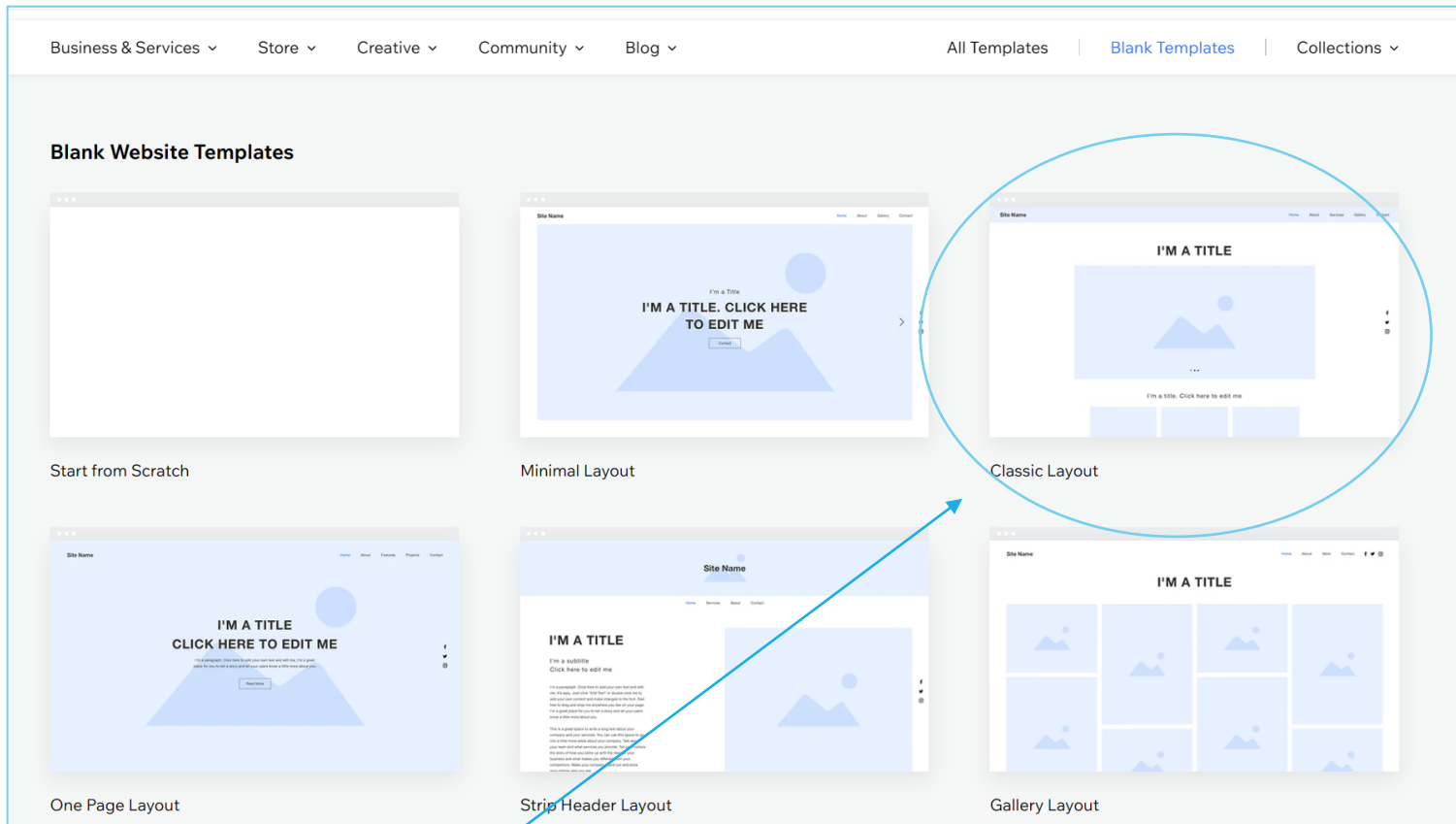
←Back

Choose a Template or Blank

The screenshot shows a Wix website template selection interface. At the top, the search bar contains 'Dairy Farm'. Below the search bar, there are navigation tabs: 'Business & Services', 'Store', 'Creative', 'Community', and 'Blog'. To the right, there are links for 'All Templates', 'Blank Templates' (which is highlighted), and 'Collections'. The main content area is titled 'Results for 'Dairy Farm'' and shows six template thumbnails. Each thumbnail has a 'BEST MATCH' badge. The first thumbnail is 'San Garden' with a 'Farm to Table Venue' caption. The second is 'Doyle Cattle Farm' with a 'Farm' caption. The third is 'Deerfield Farm' with a 'Farm' caption. The fourth is 'Lewis Chicken Farm'. The fifth is 'Country Lane Farms' with a 'PICK YOUR OWN BERRIES' headline. The sixth is 'Happy Farm Sanctuary' with a 'Welcome to the Happy Farm Sanctuary' headline. At the bottom, there is a Windows taskbar with various application icons and a system tray showing the time as 1:40 PM on 3/10/2022.

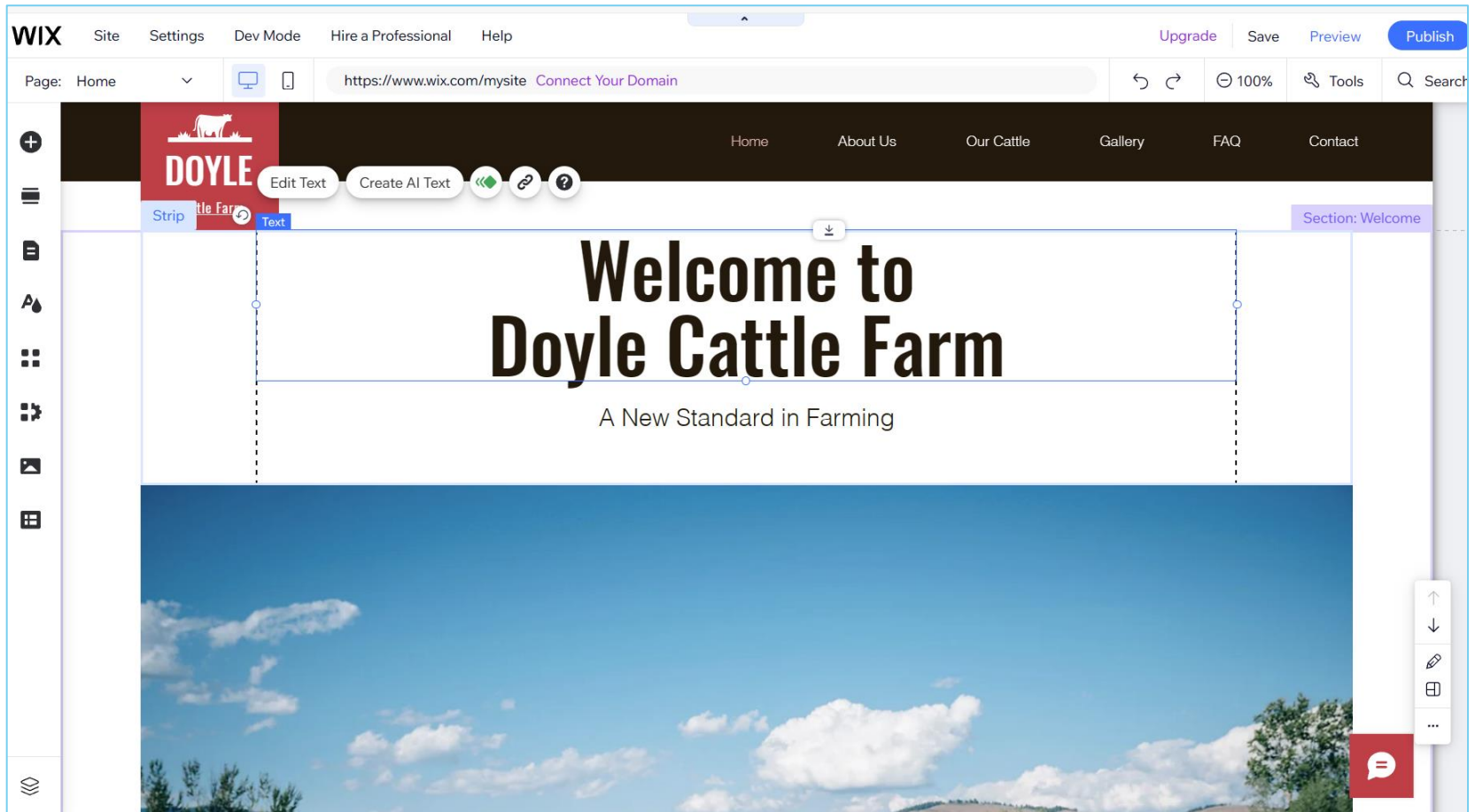
In class, this is where I lose you... some people will choose the first template they see, some will look at every one for 30 minutes... or choose a blank one

Or Choose a Blank Template



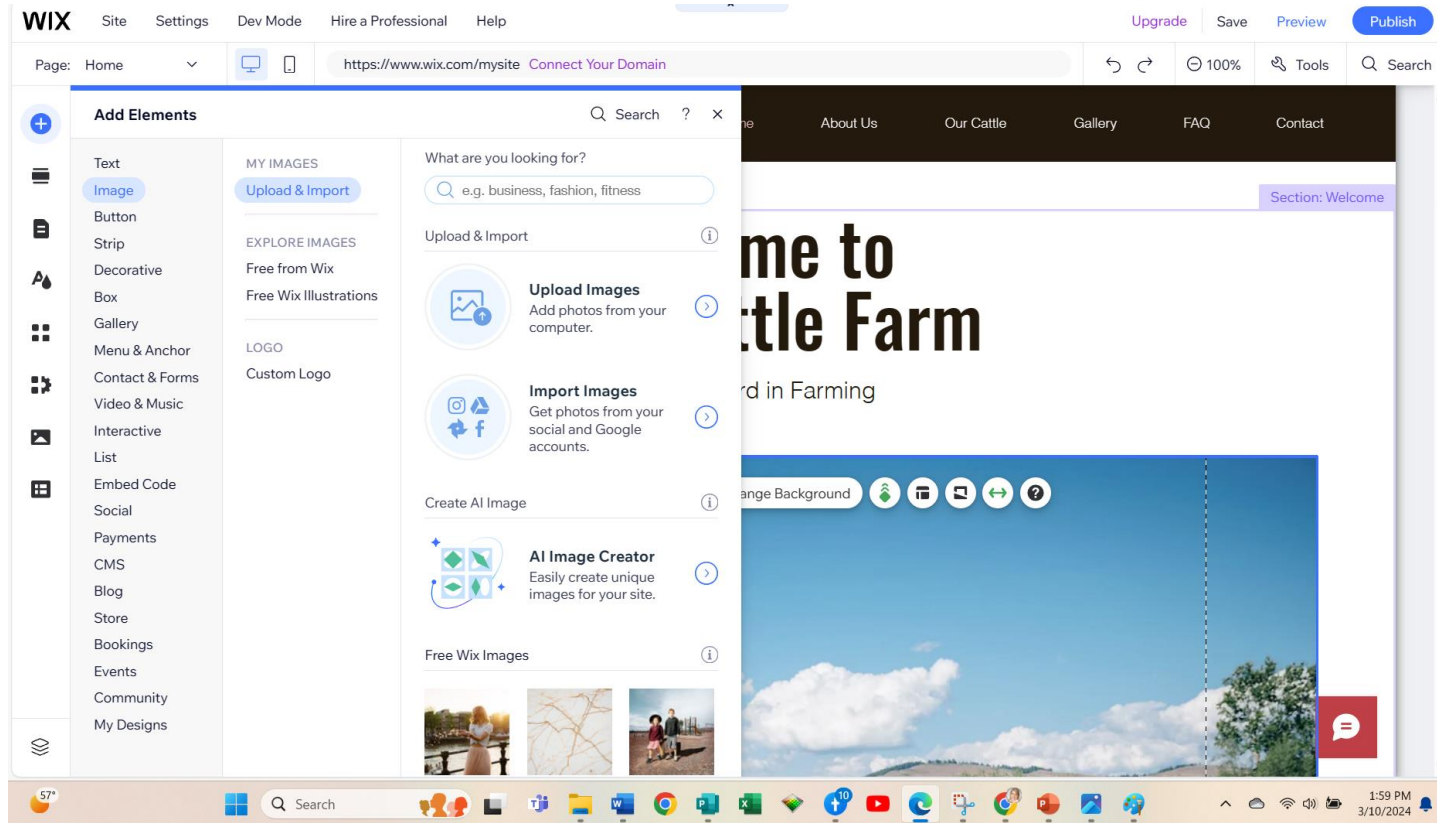
I like the Classic, but this is up to you. You can also “View” each design before you choose.

Familiarize Yourself with Editor



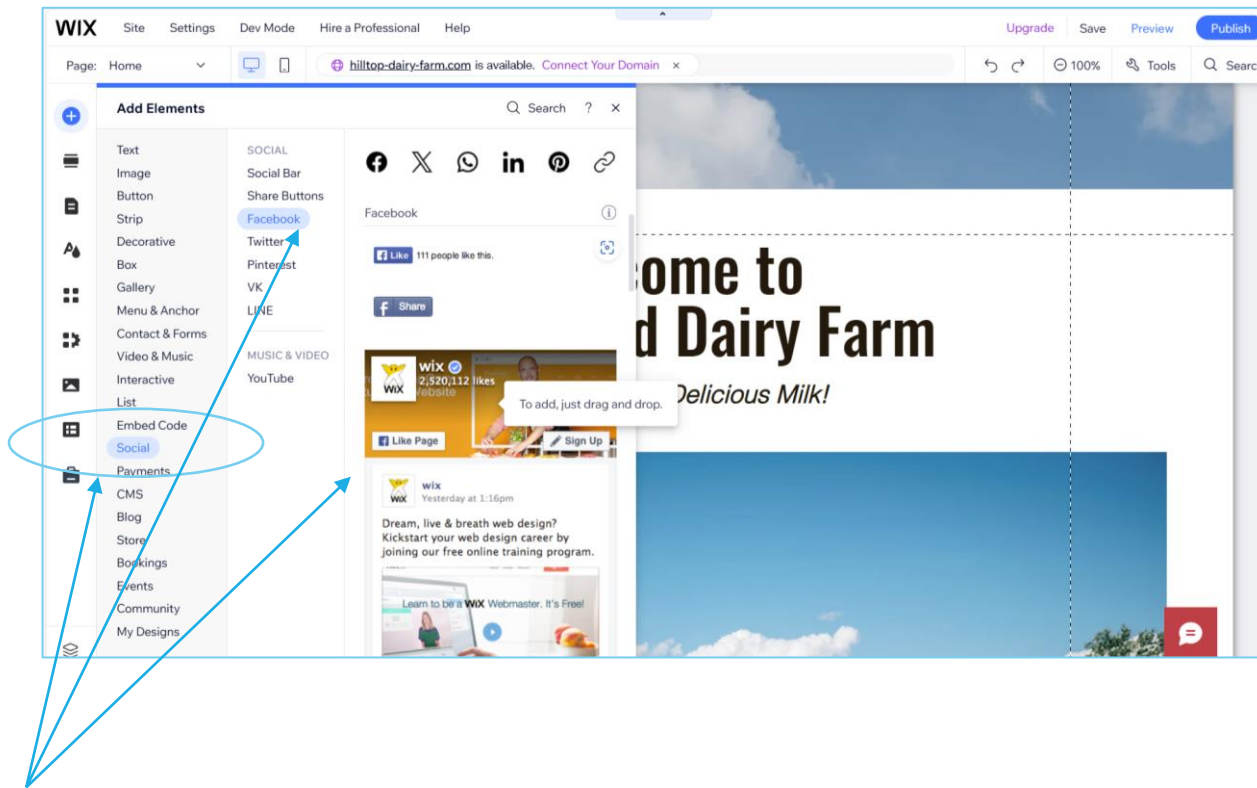
Click on the screen to look at different tools before you start
Use the + button up top to add boxes

Familiarize Yourself with Editor



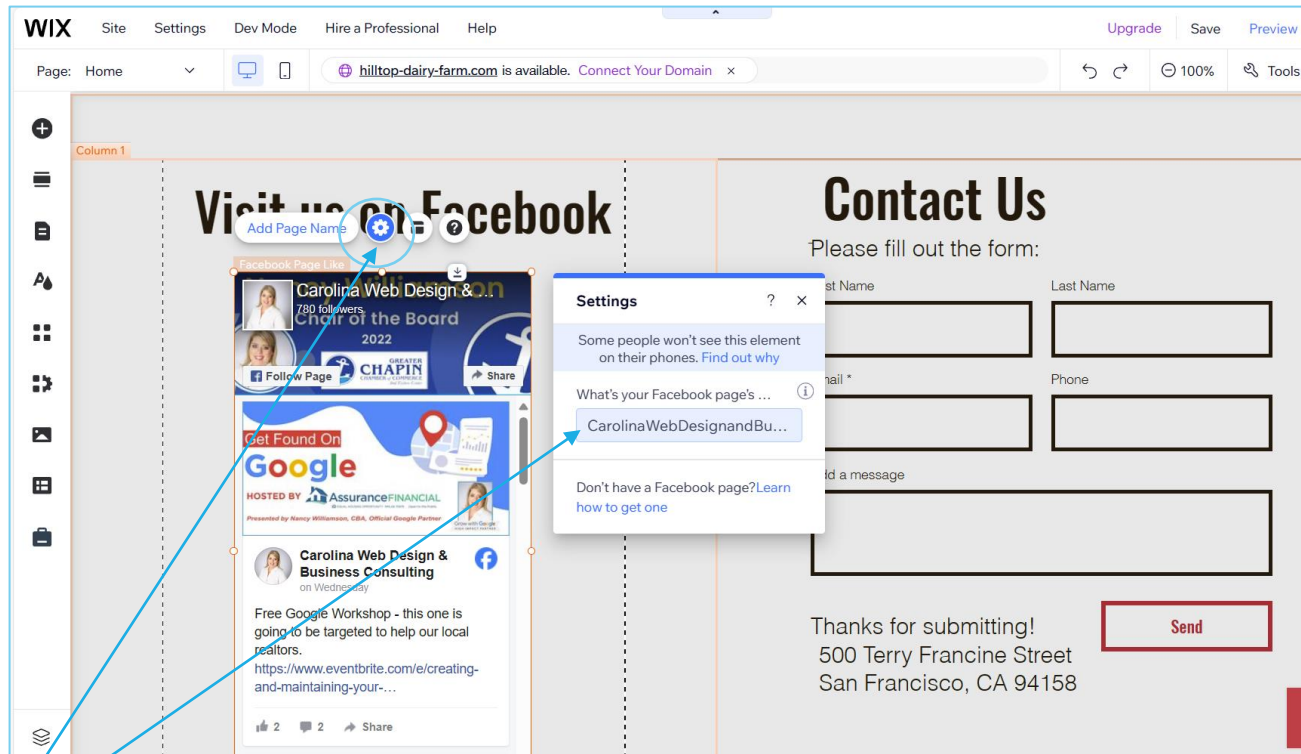
Add text boxes, photos, and more and
Click on text or photos to edit

Add Facebook Feed



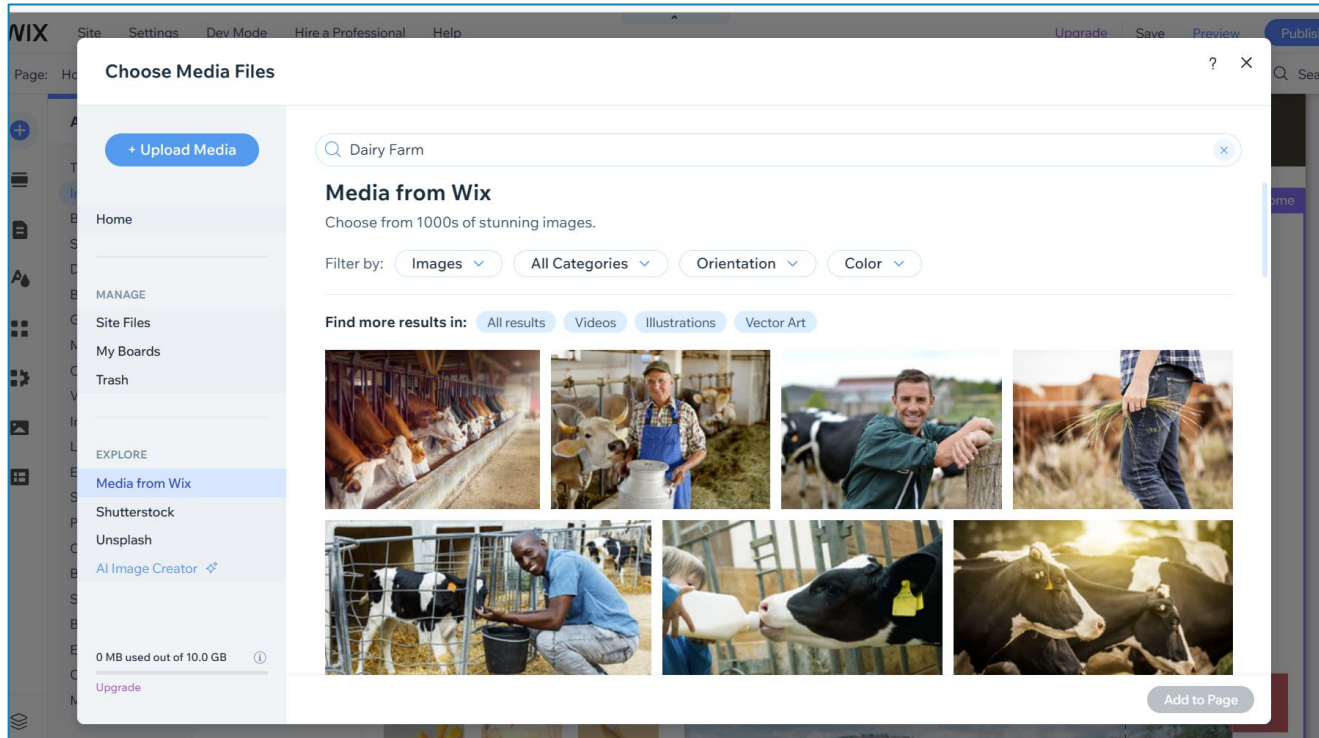
- Go to +, Social, Facebook, Choose the Feed
- Add Facebook Name by clicking on settings
- Put on Home page or in Footer

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

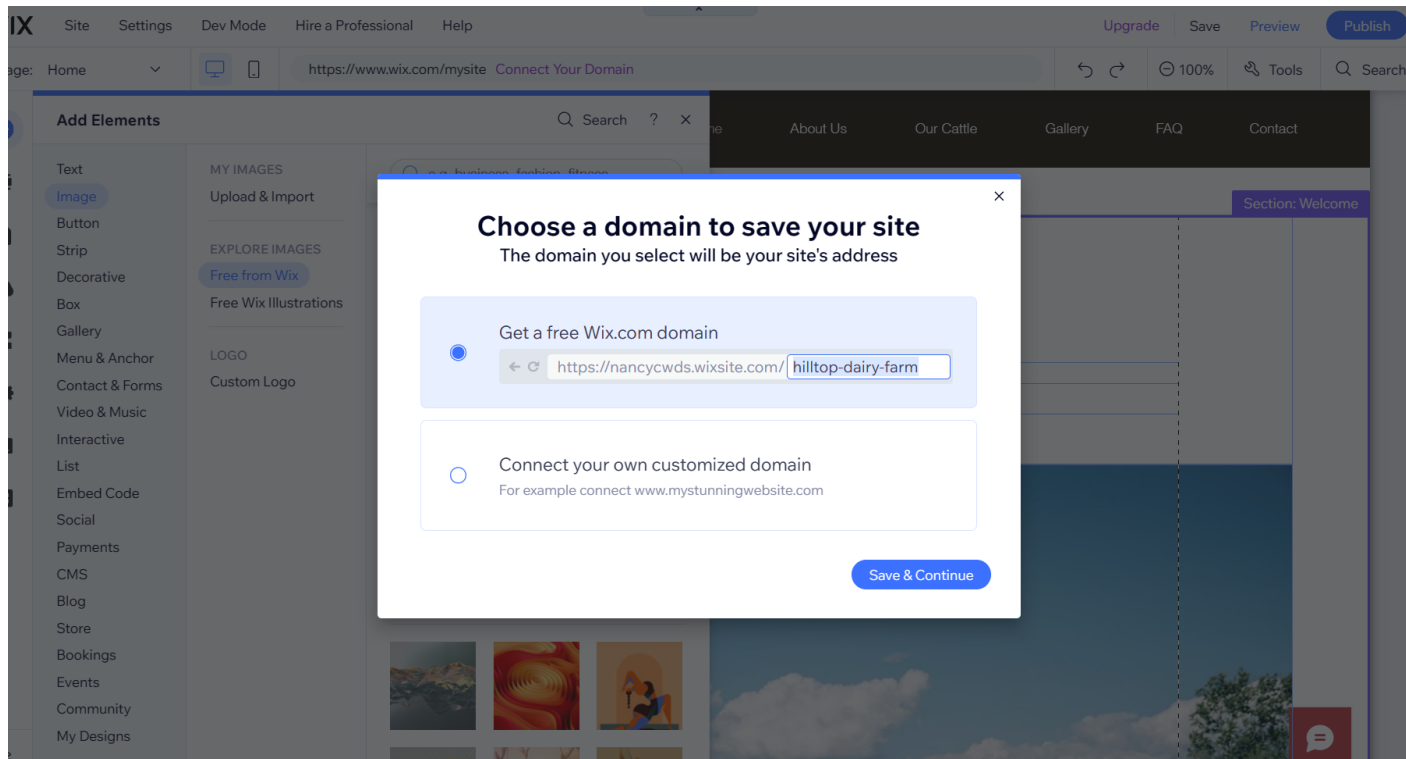
- Update Text Boxes
- Remove Sections that don't belong
- Add links
- Add your photos
- Add more pages
- This part takes me about 6 – 8 hours, you 12-16

- Hit **Publish** when done

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

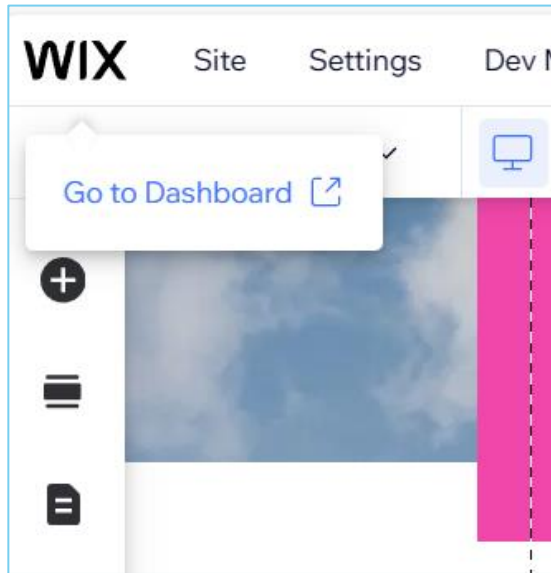
- Editing your site is really easy once it is designed the way you like it. You can always hire someone to create it and then you edit it if the design is frustrating and taking you too long. I do this for 99% of my clients. They can maintain it, but creating it takes them too long

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

The screenshot shows the Wix Studio interface for a business named 'Hilltop Dairy Farm'. The left sidebar contains a navigation menu with 'Settings' highlighted. The main content area is titled 'Settings' and features a search bar. Below the search bar, there are two sections: 'GENERAL' and 'COMMUNICATIONS'. The 'GENERAL' section contains eight cards: 'Subscription settings', 'Business info', 'Website settings', 'Accept payments', 'Mobile app settings', 'Language & region', 'Invoices & quotes', and 'Manage plan'. The 'Business info' and 'Website settings' cards are circled in blue. The 'COMMUNICATIONS' section contains three cards: 'Inbox settings', 'Notifications you get', and 'Notifications you send'.

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

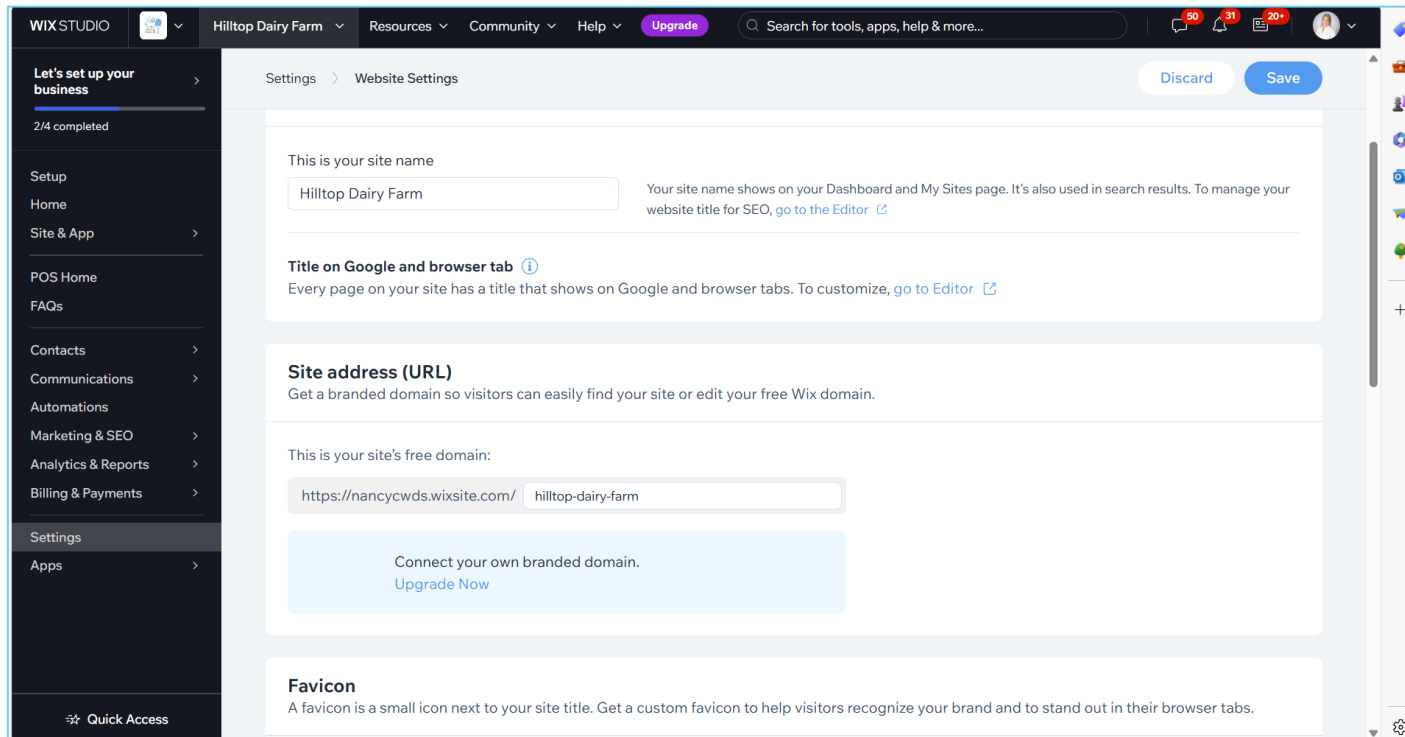
Business Info – Fill In

The screenshot shows the Wix Studio interface for editing business information. The top navigation bar includes 'WIX STUDIO', 'Hilltop Dairy Farm', and various utility links like 'Resources', 'Community', 'Help', and 'Upgrade'. A search bar is also present. The left sidebar lists setup categories such as 'Setup', 'Home', 'Site & App', 'POS Home', 'FAQs', 'Contacts', 'Communications', 'Automations', 'Marketing & SEO', 'Analytics & Reports', 'Billing & Payments', 'Settings', and 'Apps'. The main content area is titled 'Business Info' and contains the following sections:

- Profile:** A section for business details. It includes a 'Name' field with 'Hilltop Dairy Farm' entered, a 'Which category best matches your business?' dropdown menu set to 'Dairy Farm', a 'Logo' field with a 'sample Logo' of a cow and a 'Replace Image' button, and a 'Short description (150 chars)' text area containing 'We have happy pink cows the love to share their healthy milk.' There are also links for 'Get your own business logo' and 'Create Logo'.
- Location and contact info:** A section for address and contact details, currently showing 'Default info' and 'Location'.

- 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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Website Design, & Social
Media training for Small
Businesses and Non-Profits.
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