



Creating a Website that Sells

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Website Overview

Creating a Website that Sells

1. Benefits of a website
2. How to create a new website
3. How to design a website that sells
4. SEO basics – how to get found
5. Action Plan

Benefits of a Website

1. Build **trust** with your potential and existing customers

- a. Good design that's easy to use
- b. Who you are
- c. What you offer
- d. Customer testimonials/reviews
- e. How to buy from you

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2. Make **conversions**

- a. email subscribers
- b. social media followers
- c. sales

Benefits of a Website

BONUS

- It's like having another **salesperson**!!
- You control the customer **experience**
- **Metrics** give you feedback on who's visiting your site and what they're looking for
- Without one, do you really exist?

How to Create a New Website

1. Choose a platform





- Simple
- Quick to get started
- Least expensive
- Limited design capabilities



- User friendly
- Beautiful templates
- Customization
- Middle of the road



- User friendly
- Lots of templates
- High customization – can get you in trouble
- Advanced



Setup Steps



1. Set up an account for the chosen platform
2. Choose an existing template
3. Build your website on the free version
4. Choose a paid plan
5. Connect your domain (URL)
6. Publish it LIVE
7. Manage and grow!!



Launch 1.0 version

- It won't be perfect
- You can add/delete/change anytime
- Honestly, you won't know what to change until you get feedback.



Homepage Checklist



How to design your Website

1. Keep your visual branding consistent
 - a. colors, fonts, logo
2. High-Quality Images & Video
3. White Space

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 - e. Call-to-action
 - f. What is your customer looking for?

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5. Include social proof
6. Mobile Friendly & Scrollable



Website Design Checklist

SEO Basic (get found)

What is SEO

SEO stands for **search engine optimization**, and it helps your website rank higher in search engine results.

The goal is to help search engines understand a website's content and help users find it, so they can decide if they want to visit.

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Long-term strategy



SEO



1. Your website builder has a default setting so you will automatically have SEO
2. The more detail you can add the info Google will have to
 - a. Location
 - b. Product names & info
 - c. Answer questions customers are looking for

How can you drive people to your site?

- Google Profile
- Directories
 - Idaho Preferred
 - Farmers Market
 - Local Harvest
 - Associations
 - Chamber of Commerce
 - Visit Idaho
 - Yelp/Trip Advisor
 - Idaho Local Food & Farm Directory
- Social Media Profiles
- Email your customers directing them to your site

*Beyond
SEO*

Action Plan

- ✓ Build your website
 - Choose a platform
 - Choose a template
 - Design a homepage
 - Publish
- ✓ Update your website
 - Go thru the Website Design Checklist
- ✓ Add website to social & directories
- ✓ Create a Google Profile

Questions?

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