

SAMPLE PROOFREAD

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**BUILDING YOUR
DIGITAL STOREFRONT**

WEBSITES THAT WORK FOR YOU

Your website is often your business's first impression—your 24/7 salesperson, receptionist, and billboard all rolled into one. If someone hears about your business, you can bet their next step is to "Google" you. What they find can either build trust or send them running.

Why Your Website Matters (Even If You're on Social Media)

Relying solely on platforms like Instagram or TikTok is risky; those platforms own the algorithm and your audience. Your website, however, is real estate you own. It's where your brand shines without distractions and where you control the customer experience from start to finish.

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The Essentials: What Every Entrepreneur's Website Needs

Let's break it down. At a minimum, your site should have:

- **Straightforward Navigation** – If people have to guess where to click, they'll bounce.
- **About Page** – People buy from people. Tell your story.

FIND YOUR INNER T.E.C.H.I.E.

- **Services or Products Page** – Explain what you do or sell, including pricing if possible.
- **Call to Action (CTA)** – Whether it’s “Book a Call” or “Buy Now,” guide visitors on what to do.
- **Contact Information** – Bonus points if you include a form and a real email address.
- **Mobile Optimization** – More than 50% of users browse on phones. If your site doesn’t work there, it doesn’t work at all.

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DIY vs. Hiring a Pro

A drag-and-drop builder like Wix, Squarespace, or Shopify can be perfect for starting your business. A web designer can help you with those tools and handle nuances where you need assistance. WordPress or hiring a professional web designer is worth the investment if you’re ready for more customization and scalability.

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Choose platforms that allow you to grow. Some free builders look good initially, but you may encounter limitations quickly.

SEO Basics for Visibility

Okay, imagine you have a big box of crayons. Now, if someone says, “Find me the red crayon,” you’d need to dig through the box to show the red one, right?

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SEO (Search Engine Optimization) is kind of like that. When people search on Google—for example, "Find me the best ice cream shop"—it is like that person asking for the red crayon. SEO ensures your website is the brightest, easiest-to-find "crayon" in the box. Websites use SEO to:

- **Use the right words** – So Google knows it's red, not pink.
- **Stay neat and organized** – So it's easy to grab.
- **Be high-quality and helpful** – ~~So~~ Google thinks it's the best option to display.

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In simple terms, SEO helps websites get noticed first when people are searching. SEO isn't a mystery. Start with:

- Using keywords your target client might search. For example, a bakery could use terms such as "cupcakes," "bakery near me," "wedding cakes," "best cookies."
- Naming your images descriptively, e.g., RedCupcakes.png instead of image1.png.
- Writing meta descriptions for every page. See chapter 16 for more on meta descriptions.
- Blogging. Yes, really. Fresh content = Google love. A blog helps with SEO because search engines love updated sites. If a site has not had any new content or changes in a while, the search engines assume the site is old or irrelevant. So, a blog allows you to add fresh new content while keeping your main page consistent.

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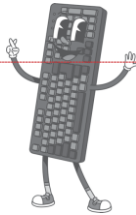
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Keep It Updated. Outdated websites scream, “I’m out of business.” Check your website quarterly to ensure links work, information is current, and it reflects your brand today—not three years ago.

Key Tech-Aways

- **Your website is your 24/7 digital first impression.** Don’t rely solely on social media.
- **Must-have pages:** About, Services/Products, Contact Info, and a Call to Action, a clear, short prompt that tells users what to do next, such as “Book a Call” or “Buy Now”.
- **Mobile optimization is essential** as most visitors browse on phones.
- **Choose platforms that scale.** DIY solutions are fine, but plan for growth (WordPress or a professional designer).
- **SEO boosts visibility:** Use keywords, descriptive image names, meta descriptions, and blogs for fresh content.
- **Keep your site updated.** Outdated websites can signal inactivity or out of business.
- **Make sure you have clear navigation.** You want to make it easy for users to find information on your site.



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