


Websites?


IT'S A LONG ROAD . . . WHERE DO WE START?



Agenda

We'll answer some questions like:

- ▶ Do I need a website?
 - ▶ I have a Facebook page
- ▶ Ok, if my small business needs a website, why WordPress?



Why does my business need a website?

- ▶ You want more or better or happier customers
- ▶ You want to communicate with your existing customers/public
 - ▶ Teach them things and/or establish your expertise
 - ▶ Answer frequently asked questions (AusRanch.com)
- ▶ You want your customers to be able to find or contact you
- ▶ You enjoy credibility – you look like a real business with a website
- ▶ You will think as you write it –
 - ▶ <https://bigmouthmarketing.co/why-do-i-need-a-website/>

More questions

- ▶ Do I have competition?
- ▶ Do they have a website?
- ▶ Do you ever expect to want a business loan?
- ▶ What else is relevant?

Why do I need a website when I have a Facebook page? CONTROL!!!

- ▶ You can more easily guide visitors' actions toward your goals
- ▶ You look more professional
- ▶ You can collect contact information
- ▶ It's the current version of the yellow pages
- ▶ **You own your content**
- ▶ They work together

Facebook is temporary – your business is not

- ▶ Posts are immediate but not stable
- ▶ You can't always find them again
- ▶ Great for getting news out fast
- ▶ Not great for designing your users experience

Website Platform Options

- ▶ Static HTML sites
- ▶ Online Proprietary Platforms
- ▶ Content Management Systems (CMS)

Static Sites

- ▶ Simple
- ▶ No "moving parts" so far less maintenance
- ▶ Updates require greater website expertise or they might break the site's structure
- ▶ Brochure sites should consider?

CMS – Including WordPress

- ▶ Database on the hosting server
- ▶ Software pulls up information from the database
- ▶ Content is separate from design
- ▶ User controls available to prevent breakage

Build Your Own Sites – Squarespace, Wix, GoDaddy and many more

- ▶ You may or may not be able to transfer your content and/or your domain – be careful!
- ▶ WordPress.com can be a compromise
- ▶ Many options – some okay, some fairly bad
- ▶ Squarespace is probably the most viable option

Squarespace positives

- ▶ Try it for free, not expensive after that
- ▶ Attractive, fairly easy to use
- ▶ You can change templates at any time
- ▶ Very customizable – but it would be easy to spend forever at it!

Squarespace Negatives

- ▶ You can be shut down and your site deleted if you violate the ToS
- ▶ Limited number of template choices
- ▶ You will, at some point, find things you want to do and cannot do
- ▶ Content editing is not that easy

Squarespace Costs – up 50% !

PERSONAL	BUSINESS	BASIC	ADVANCED
<p>\$12 per month billed annually or \$132 per month for month-to-month.</p> <p>A beautiful, simple website.</p> <ul style="list-style-type: none"> 20 Pages, Galleries, and Blogs with unlimited bandwidth and storage and a content manager Mobile-Optimized Website Powerful Website Analytics Free Custom Domain (one year only) SSL Security Included 	<p>\$18 per month billed annually or \$216 per month for month-to-month.</p> <p>Perfect for businesses. Do it all sites.</p> <ul style="list-style-type: none"> Unlimited Pages, Galleries, and Blogs with unlimited bandwidth and storage and a content manager Mobile-Optimized Website Powerful Website Analytics Free Custom Domain (one year only) SSL Security Included 	<p>\$26 per month billed annually or \$312 per month for month-to-month.</p> <p>Everything you need to get your business off the ground.</p> <ul style="list-style-type: none"> Self-Unlimited Products No Transaction Fees Responsive Website with Integrated Galleries and Blogs Mobile-Optimized Website and Checkout Free Custom Domain (one year only) 	<p>\$40 per month billed annually or \$480 per month for month-to-month.</p> <p>Advanced features as your business grows.</p> <ul style="list-style-type: none"> Self-Unlimited Products No Transaction Fees Responsive Website with Integrated Galleries and Blogs Mobile-Optimized Website and Checkout Free Custom Domain (one year only)

WordPress Positives

- ▶ Nearly unending power! Ecommerce, membership sites, forms, event calendars and much more!
- ▶ Modular – tack on the functions you need
- ▶ Open source software with a gigantic user base
 - ▶ You will always be able to find help

WordPress Positives, part 2

- ▶ Content and appearance are separated
- ▶ Users can have different access levels
- ▶ Excellent search engine performance and social media integration

WordPress Negatives

- ▶ Unending power!
- ▶ Moving parts!

WordPress Costs

- ▶ Free!
- ▶ Nothing in life is free!
- ▶ Premium themes, software, hosting and maintenance will cost money
- ▶ Learning curve may make professional help cost-effective for you

Approaches to Site Building

- ▶ Totally on your own
- ▶ On your own with a mentor
- ▶ Totally by a professional builder or developer
 - ▶ Hire the maintenance and content updates
 - ▶ Learn to do the updates and/or maintenance yourself

Totally Do It Yourself

- ▶ Possible? Of course!
- ▶ Lots to learn!
- ▶ Don't commit unless you think you'll enjoy it
- ▶ WordPress or a DIY option

Hire a Mentor/Trainer

- ▶ You build it but save some of the research time and mistakes
- ▶ Again, you'd better enjoy it
- ▶ Might result in some software costs

Hire a Site Builder

- ▶ Most expensive option
- ▶ Possibly the fastest option
- ▶ Leaves your time focused on content for the site rather than construction tasks

Contact Information

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Domain names

- ▶ Pick a good .com if you can and buy any others that you can't allow others to have
- ▶ Best to have registration and hosting at separate companies for WHEN something goes wrong – probably with the host

Hosting options

- ▶ Cheap shared – great for brochure sites, static sites and low traffic sites
- ▶ Managed WordPress Hosting – advantages of higher end hosting without the headaches
- ▶ VPS and Cloud hosting – super pricey and you need tech skills!
