

WEBSITE BUILDER WORKSHOP

Let's Build It Together



For discount pricing, go to bit.ly/sbdclocal



During this hands-on workshop, you'll learn how to create a top-notch website for your small business. And the best part? You'll walk out the door with the knowledge of how to build and maintain a mobile-friendly website you can't wait to show customers.

**Ready to get started? Let's do this.
It's go time™**

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WELCOME

Time frame: 10–15 minutes | Objective: Get everyone on the same page

By the end of this section, you will have:

- > Completed the pre-training survey.
- > Received the *Let's Build It Together* guide.
- > Reviewed and agreed to the agenda, objectives and ground rules.
- > Briefly met the teacher, assistant and classmates.
- > Connected to the WiFi and are ready to go.

LAUNCH WEBSITE BUILDER

Time frame: 10–15 minutes | Objective: Get working on the Mendel's Mobile Pet Care (MMPC) sample website

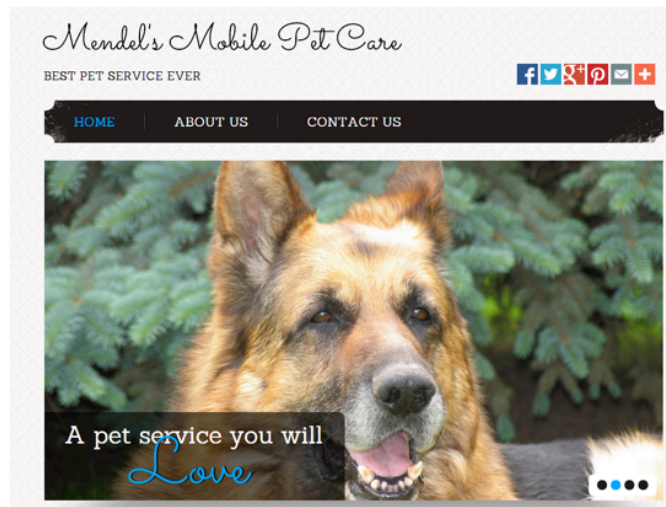
By the end of this section, you will have:

- > Logged into your accounts.
- > Launched the Website Builder (WSB).
- > Opened the MMPC site.
- > Selected the **Family Photography** theme.
- > Entered your **Site Settings** information.



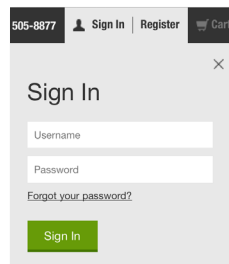
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In this training, we will be using a GoDaddy theme to recreate an existing demonstration site: MendelsMobilePetCare.com. This will familiarize you with the tools and resources you'll use to create your own site. Go ahead and type that URL in your browser and keep the site available so you can compare your work to it as we move along.



GET THE BALL ROLLING

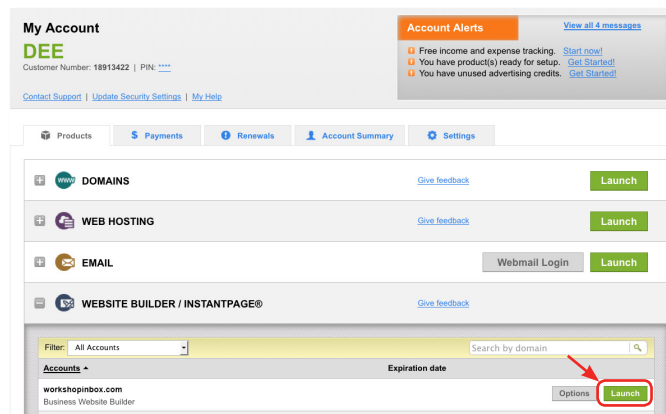
Sign in at <http://bit.ly/sbdclocal> by using your customer account number and password.



LAUNCH WEBSITE BUILDER

Step 1 On the **My Account** page click the **+** next to **Website Builder**.

Step 2 There's a big green **Launch** button across from your domain name. Give that guy a click.



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CHOOSE A THEME

Step 1 Select or enter your domain name.

Step 2 Second on the list of themes is **Design, Art, Portfolio**. Give that a click.

Tip: When creating your own pages, ALWAYS back up your site. If you change themes without doing a backup first, you'll lose everything you've created—nobody wants that! We'll show you how to do this later.

Step 3 Scroll down to **Family Photography** and hover over its preview image. Click **Full Screen** for a preview and **Select Theme** to choose it.

Step 4 In the **Site Settings** window, enter the following information:

- > Site or Business name: *(your name)* **Mobile Pet Care.**
- > Business Category: *(start typing "pet" to search and select Pet Shops from the results).*
- > Phone: *(enter your business's 10-digit phone number).*
- > Email: *(enter your business's email address).*
- > Address: *(enter your business's physical mailing address)* and check **Display on my web and mobile site.**
- > Connect social: *(enter your Facebook or Twitter accounts)* and check **Use with "like" box.**

Step 5 Double-check that your information looks like this and hit **OK**.



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WORK ON PRACTICE SITE

50–60 minutes | Objective: You will create your own version of the MMPC site and edit its basic components

By the end of this section, you will have:

- > Used the basic tools and navigation features of WSB.
- > Edited the three core pages—*Contact Us*, *About Us* and *Home*.
- > Previewed a site.
- > Deleted a page.
- > Edited and changed the characteristics of text (e.g., font size, color, etc.).
- > Searched for and swapped images/photos.
- > Backed up and published a site.
- > Accessed GoDaddy support.



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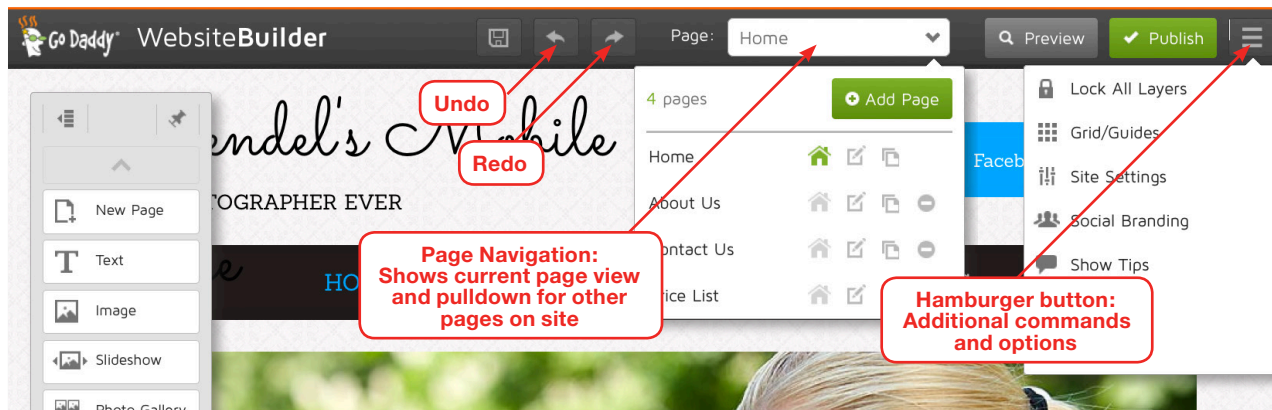
TOOLS AND NAVIGATION

Step 1 Now get your practice site back on the screen—it should look like this:

Step 2 The **Building/Widget Toolbar** should be on the left side of the page. It has a bunch of great features that enhance your site—you ought to check them out later!



Step 3 Check out the **menu toolbar** and its pull-down options.



The **Manage Site** hamburger button on the far right is pretty useful:

- > **Lock All Layers:** (advanced—not used in this course).
- > **Grid/Guidelines:** Allows you to align your content on a page.
- > **Site Settings:** Allows you to edit your key information, select search engines, set up search engine optimization description information, backup and restore your pages.
- > **Twitter:** Create a Twitter account using the same theme as your website (this is an upgrade feature).
- > **Show Tips, Help** and **Exit** out of the site.

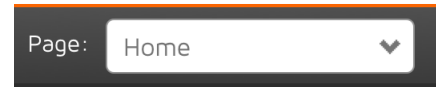
Step 4 Click the **Preview** button at any time to get a sneak peek of how your site will look.



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SET UP CONTACT PAGE

Step 1 Go ahead and click the **Page Navigator** to pull down the menu.



Step 2 See how there are four pages? We will work with only three for the practice site, so delete the **Price List** page by clicking the circle with the minus in the center.

Tip: Want to add another page? Click the **Add Page** button!

Step 3 Now click **Contact Us** to display the pre-created contact page with the info you provided on your **Site Settings** page.

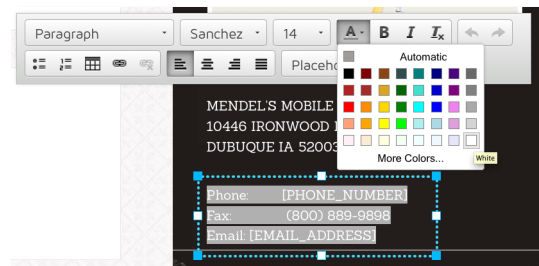
TIP: You can always edit your site settings by clicking Manage Site and selecting Site Settings. Any changes you make will transfer to the website exactly as you enter them. For example, if you enter your phone number as "7077863465," that's how it will appear, so be sure to format for readability, e.g., "(707) 786-3465."

Step 4 Let's change the font size of the text. Under **Our Address** click the text box and a menu will open. Now highlight **[SITE_NAME]** and **[STREET_ADDRESS]** with your cursor. Currently the font is at 16 pt.—let's change it to 14 and click anywhere outside of the text box to apply the changes.

TIP: After making a revision you can get an unobstructed view of the page you're working on by clicking anywhere on the page (away from the menu) to close any open menus.



Step 5 Now we'll change the color of the Phone/Fax/Email text to white by highlighting the text and choosing the **Font Color** button (the **A** button). Select white in the bottom right corner and also set the font to 14 pt.



Step 6 Highlight *Best Photographer Ever* at the top of the page and edit it to read **Best Pet Service Ever**.



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SET UP ABOUT US PAGE

Step 1 Return to MendelsMobilePetCare.com and click **About Us**. Notice that Obedience Classes, a tagline and a list of services are all offered. We are going to edit the photography services on your practice site to reflect pet services, so toggle back to that.

Step 2 On the practice site go to the **Page Navigator** and select **About Us**.

Step 3 Highlight *Photography Classes* and change it to **Obedience Classes**, and then make the following edits:

- > *Beginner Photography* to **Beginner Obedience School**
- > *What can my DSLR do?* to **Training the Rowdy Rover**
- > *Family Poses* to **Dog Park Etiquette**

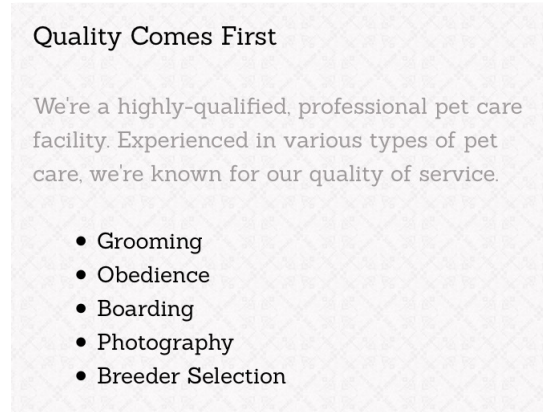
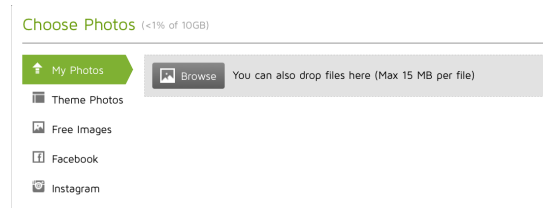
Step 4 Change *My Photographs Are Awesome* to read **Our Services Are Awesome**.

Step 5 Change the image on the **About Us** page by right-clicking the photo and selecting **Swap Image**.

Step 6 From here you can customize with **My Photos** (your personal collection), your **Facebook** or **Instagram** account or **Free Images**. For this training we'll use a photo from GoDaddy's extensive free library, so click Free Images.

Step 7 Search the word "dog" and select the image you like best. Then at the bottom of the page, click **Insert** for it to appear on the **About Us** page. Click anywhere on the page to close the menu.

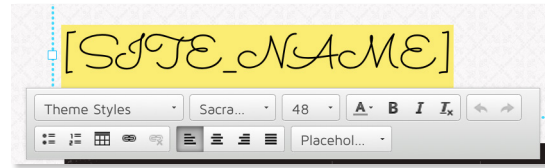
Step 8 Now let's edit the **Services** text to the right of your new dog image by selecting each one individually.



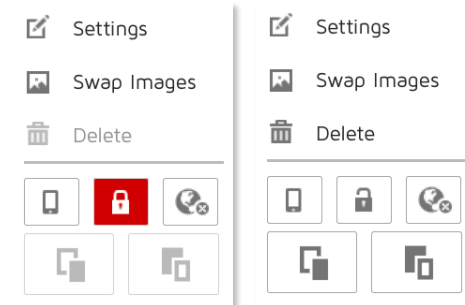
SET UP HOME PAGE

Step 1 Make your way to the home page on your practice site.

Step 2 The site name is kind of long—**(Your Name) Mobile Pet Care**—so we'll need to change the font size to fit the template. Highlight the site name in the header to open the formatting menu, and select a font size that fits the space. Your screen should look like this—if you can't see the full formatting menu, drag it anywhere on the page to make it visible.

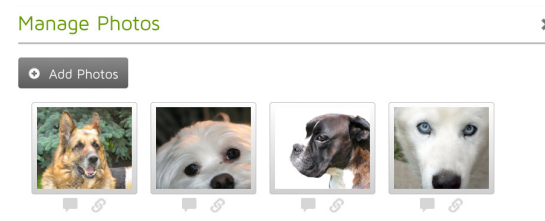


Step 3 Now let's click the **Home Page** photograph to open its menu. This one is slightly different because the image is locked. Click the red lock icon to unlock the image, and then click **Swap Images**.



Step 4 Now that we're in the **Manage Photos** window, click **+Add Photos**.

Step 5 Select **Free Images**, pick your four favorite "dog" images and click **Insert**. They will show up in **Manage Photos** from now on and rotate on your home page. Click **Save**. You can update them at any time by selecting **Add Photos**.



TIP: To delete any photo in Manage Photos, just hover over the image and a circle with a minus will appear—click it and it will turn red and delete the photo. Click **Save**.



SET UP HOME PAGE *cont'd*

Step 6 Highlight the *Photography You Will* text on your rotating images and edit it to **A pet service you will**. You can let the other box with *Love* be—that's just how we want it.

Step 7 Do the same for *A Few Words About Me* and change it to **A Few Words About Us**.

Step 8 Change *Welcome to my website!* to **Welcome to our website!**

Step 9 Edit the remaining text in this section to look like this:

We take great pleasure in providing incredible pet care service. We understand that every animal has a special personality. Our goal is to provide personalized service that's right for your animal family member.

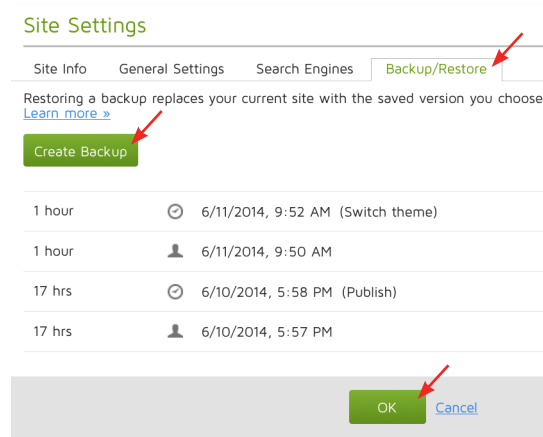
Step 10 All done! Your practice site should look similar to MendelsMobilePetCare.com, but with different dog photos and contact info. Now high-five the person next to you.



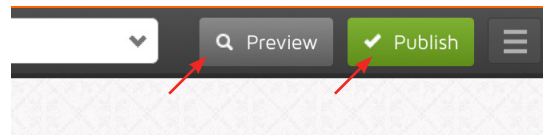
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BACK UP YOUR WORK

Step 1 Be sure to back up your work before logging out! Click **Manage Site** on the main toolbar and select **Site Settings**. Next click the **Backup/Restore** tab, the **Create Backup** button and **OK** to save.

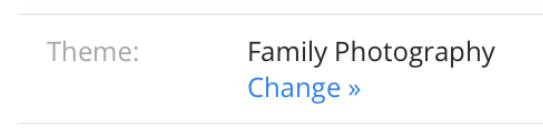


Step 2 Give it a final look-over, click **Preview** and then share it with the world by clicking **Publish**.



Step 3 Return to your Website Builder start page by clicking **Manage Site** and **Exit**.

When you're ready to get started on your own website, go to **Theme** and select **Change**. You'll be good to go, starting over with a new template!



BREAK TIME

After finishing the MMPC practice site, it's time for a five- to 10-minute break. Your teacher will help you build your own site when you return. If you're antsy, go ahead and get started!

BUILD YOUR OWN WEBSITE

Time frame: 20–30 minutes | Objective: You will create your own website

By the end of this section, you will have:

- > Received the *Build Your Own Website* guide that shows you how to reset WSB, choose a new theme and get started.
- > Started (and in some cases completed) your own website. A more complex website might need to be completed later.

WRAP-UP AND NEXT STEPS

Time frame: 10–15 minutes | Objective: You'll have specific steps to follow when the workshop ends

By the end of this section, students:

- > Have an opportunity to ask you questions.
- > Have the ability to complete your website at home, including using GoDaddy support if needed.
- > Are aware of the website-enhancement items.
- > Have a sense of accomplishment after creating a website.
- > Have completed the post-training survey.



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GODADDY'S AWARD-WINNING 24/7 SUPPORT

If you ever get stuck, take advantage of our award-winning 24/7 support via phone, chat or email. You can access GoDaddy Support from your Control Panel in Website Builder.

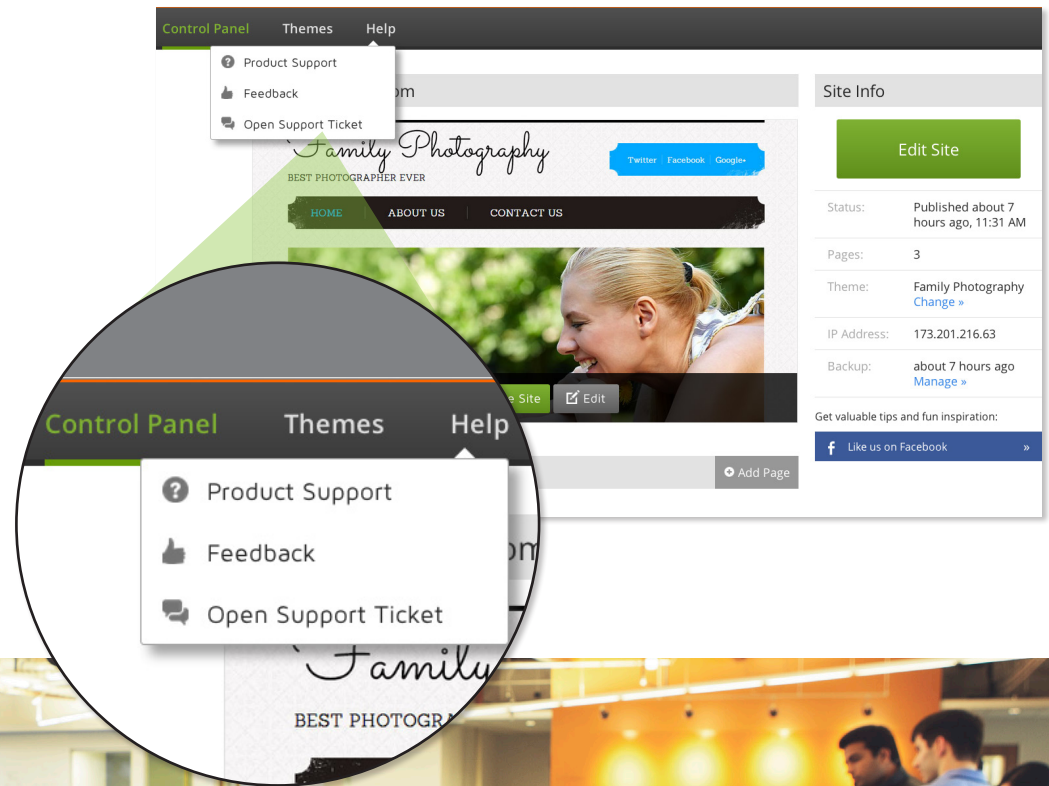
You can also get support by selecting **Open Support Ticket**.

We'll ask you two questions:

- > Which topic best describes your issue or concern?
Select **Product Support**.
- > With which product do you need assistance?
Select **Website Builder**.

Then we'll give you three options: phone support, live chat or email support. Easy, huh?

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support@godaddy.com



NEXT STEPS

DRIVE TRAFFIC TO YOUR WEBSITE

Your business website is the start of your digital identity. It now includes the social media profiles that will help you achieve your online goals. You've spent time optimizing your site so search engines can find it, and maybe you've started a blog to increase your web visibility. But don't get discouraged. Driving traffic to your site takes time, patience and even a little money.

Proven Strategies to Drive Traffic



Leverage social media.

While most people still find websites using search engines, an increasing number of online users are discovering new sites via social networks. Include your site's URL in all bios on your social channels. Craft engaging posts that include links to more information on your website (like videos). Connect with influencers in your industry and ask them to share relevant links to your site.



Send business-class email.

This is a big one. Because you own a domain name for your business website, you can also use it for company-branded email. Every time you send an email from that account, you are marketing your website. Unlike using a free, generic email account, you succeed on several important fronts when you use an account linked to your domain name like (*jim@coolexample.com*):

1. You show that your business is serious enough to have its own website and email.
2. You etch your domain name into email recipients' minds.



Maximize blogs.

Incorporating a blog into your website gives you a forum to share timely, pertinent info about your products or services, comment on industry trends or simply show your business's "personality." The result? You can position yourself as a subject-matter expert while promoting your brand. Entice visitors by publishing thought-provoking content, and add momentum by publicizing this content through your social media outlets. Drive more visitors to your site by hosting guest blogs authored by industry influencers and even satisfied customers, asking them to share the link on their social platforms.



Run promotions.

Consider offering promotions, redeemable through your website, strictly for your online audience. Research deal-of-the-day sites, such as Groupon™ and Living Social®, to see if they're worth the investment to be featured. Once you decide on your online promotion, get the word out by sharing it on your blog and social media profiles.



Participate in local reviews.

Sites like Yelp®, Angie's List™ and Yellow Pages® are the online world's number-one source for local business recommendations. In addition to sharing opinions about products and services, these sites give consumers another way to find businesses. Millions of people who use these sites gain their first exposure to your business—and you—through them. Be sure to respond promptly and positively to the comments posted about your business.



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NEXT STEPS

EXPAND YOUR REACH WITH SOCIAL MEDIA

Now you're ready to take your digital identity to the next level: social media. By establishing an active presence for your business on social networks like Facebook®, Twitter® and LinkedIn®, you can easily interact with customers and prospects online. Social marketing lets you:

- > Make up-to-the-minute information available online.
- > Attract thousands of online followers with a few daily keystrokes.
- > Target specific customer questions or issues, while making the same information available to all existing and potential customers.

By getting social, you'll continue to build credibility, raise brand awareness and engage with current and potential customers.

Best Practices for Using Social Media for Business

Position yourself as a reliable, credible and captivating professional. Follow these guidelines to help ensure success:



Locate your audience.

Do your customers and prospects gravitate toward LinkedIn or spend more time on Pinterest®? Do they have active Facebook and Twitter lives? Do they gobble up YouTube® videos? By knowing what social media sites your target audience frequent, you can work smarter to develop profiles on those sites.



Get on multiple platforms.

It's easy to repurpose relevant, quality content for use on multiple sites, which increases your opportunity to reach more customers and prospects. Learn the ins and outs of individual social media sites by spending some time on their support pages.



Start slow and work your way up.

Don't try to do too much, too soon. Learn the basics of one site before you start on the next.



Make friends.

Social media is about people connecting with people. Even if you're representing a business, be sure to let your genuine, human side shine through.



Be accurate.

Your posts can help build credibility; be sure to check your facts, spelling and grammar.



Post relevant and engaging content.

When you know your audience, you can post content that will resonate with your followers. Post photos, videos and other visual elements to boost engagement. Provide useful information in your posts, such as links to related articles and videos. This will help establish your credibility as a valuable resource within your industry.



Remain active, but practice restraint.

Make sure your content is fresh and up-to-date for all your social sites. A non-monitored or dead social space is worse than no social space at all. However, don't over-post—once or twice a day is adequate—and always remember you're representing your brand.



Think twice.

Once you post, it's out there to be shared on a global scale. Take a few minutes to consider the content of your message and the best tone to deliver it.



Connect your social media profiles to your website.

People love to follow their favorite companies, but your customers might not always know you're on their favorite social media sites. Make it easy for them to find you by placing social media widgets on your business website—a place they're likely to visit.



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SOCIAL MEDIA SITE COMPARISON—BUSINESS & BRAND MARKETING

With so many social media platforms available, it's hard to decide what sites provide the biggest return on investment. Use the following chart to compare three of the largest platforms—Facebook®, Twitter® and LinkedIn®—to help determine the most effective social media sites for you and your business:



Description	Twitter	Facebook	LinkedIn
Size*	500 Million Users	1.1 Billion Users	225 Million Users
Profiles	Personal and/or Business (separate accounts)	Personal and Business (separate pages)	Professional
Relationship Types	Followers	Likes (business)	Connections
Groups	Engage Using Hashtags	Create, Join or Share	Create or Join (50 max.)
Activity Required for Best Results	Twice Daily	Daily	Twice Weekly
Benefits			
FREE—No Cost to Join	•	•	•
Ability to Share Information with the Public	•	•	•
Unlimited Followers	•	•	•
Increases Online Visibility	•	•	•
Drives Traffic to Your Website	•	•	•
Real-Time Conversations	•		
Paid Options to Boost Visibility	•	•	•
Character Usage	140-Character Limit	Unlimited	Unlimited
Share Products and Services	•	•	•
Find New Business Contacts	•	•	Optimal
Keep Up with News and Trends	Optimal	•	•
Share Company Milestones	•	•	•
Run Promotions & Special Deals	•	•	•
Profile Viewable to Anyone	•	•	Must Have an Account
Build Credibility	•	•	•
Find Employees/Recruiting			•

*As of July 2013.

Source: GoDaddy, SCORE brochure "Turn Your Bold Idea Into a Business".

43%

OF INTERNET USERS
AGES 24 TO 32 DISCOVER
WEBSITES THROUGH
SOCIAL NETWORKS.

Source: "How Consumers Found Websites in 2012," from Landscape: The Search Marketing Playbook, Forrester (July 19, 2013).



20-POINT DIGITAL IDENTITY CHECKLIST

A strong digital identity will help your business grow. Have you covered all the basics to launch your business's online presence? Here's a checklist to track your progress...and stay on track for online success.

1. Did you register a relevant, memorable domain name?	Y	N
2. Did you set ambitious, but realistic, online goals?.....	Y	N
3. Did you weigh your website-building options and make choices that take your unique needs into consideration?.....	Y	N
4. Did you create content for five core website pages: Home, About Us, Products/Services, Testimonials and Contact?	Y	N
5. Do you clearly explain who you are and what you do?	Y	N
6. Does your home page have a call to action?.....	Y	N
7. Have you included customer quotes, reviews or testimonials?	Y	N
8. Have you clearly defined your pricing, warranties and refunds?.....	Y	N
9. Did you use compelling images (photos, videos, logos, etc.)?.....	Y	N
10. Did you include your primary contact info on every page?	Y	N
11. Did you use relevant, specific keywords in your website content?.....	Y	N
12. Did you include meta tags on your website?	Y	N
13. Did you consider the benefits of including a blog?.....	Y	N
14. Did you create profiles on social media networks with the greatest potential value for your business?	Y	N
15. Did you include social media buttons on your website (i.e., Can a customer "Like" you on Facebook® from your site)?	Y	N
16. Did you set up a business-class email account?.....	Y	N
17. Do you have a sign-up form on your site to collect email addresses?.....	Y	N
18. Have you considered an email marketing program?	Y	N
19. Do you have a special offer for website visitors and social followers?	Y	N
20. Have you looked into web analytics to improve your site's performance?	Y	N



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