Getting Started

WEBSITE BUILDER WORKSHOP CHECKLIST AND WORKSHEET

AMERICA'S SBDC

For discount pricing, go to bit.ly/sbdclocal

GoDaddy®

It's go time™

WELCOME

Congratulations! We're on the way to taking your business to the next level with a professional web presence. Here is a quick checklist of what you'll need to make the most of the Website Builder Workshop.

Let's do this. It's go time™

> Don't have a GoDaddy account? You can still purchase Website Builder at ***bit.ly/sbdclocal***.

COME TO CLASS WITH:

- ☐ A laptop with WiFi:
  - ○ Chrome or Firefox browser installed.
- ☐ Your domain name.
- ☐ Your GoDaddy account information:
  - ○ Customer number.
  - ○ Password.
  - ○ Four-digit PIN.
- ☐ The completed *Content-Creation Worksheet.*

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GET HIP WITH THE LINGO

Core pages of a website

We provide three core starter pages in Website Builder that are typically used by a small business:

- Home
- About us
- Contact us

You are limited to three pages, and can add testimonials, products, services or any other page that fits your business.

Domain name

A unique name that identifies a specific website and serves as an address to access the site. Whenever possible, a domain name should match the business name, like mendelsmobilepetcare.com for the business Mendel's Mobile Pet Care.

- **Obtaining a website address or domain name:** People register their domain names through domain registrars like GoDaddy. It's pretty simple—you search for available names, choose your name and register it. When you register a domain, you're only leasing the name for a specific period of time. Every time the lease expires, you have to renew your registration. Most people register a domain name for three to five years at a time.

Hosting

GoDaddy Website Builder includes hosting for the website you build. This means the site and its information are stored on GoDaddy servers, making iit available for your customers to view.

Launch

Term used to describe starting a program, service or website. Once your website is launched, it will be available for the world to see.

Publishing

Also known as "online publishing," this is the process of making your website visible online.

Search Engine Optimization (SEO)

The process that affects the visibility of a website in a search engine's results. In general, the earlier (or higher ranked) a site appears in the search results, the more visitors it will get. SEO considers factors like how search engines work, what people search for and the terms or keywords they actually type into their searches.

Social Media

Internet-based applications used to create online communities where people share information, ideas, personal messages and other content, like videos. Examples include Facebook®, Twitter®, LinkedIn® and YouTube®.

Website Builder

This web-based application and hosting combination enables you to easily create and publish a website using your own content and customizable themes and features.

CONTENT-CREATION WORKSHEET

This worksheet is your guide to creating killer web content. Take it with you everywhere. Well…maybe not everywhere. But definitely fill it out and bring it to the workshop.

HOME PAGE

Your home page is where visitors typically first land and learn about your business. Who are you? What do you do or sell? Tell them what they need to know to do business with you. And remember to include a call-to-action that makes them give you a call or stop by your business.

Headline

Every page of your site, starting with your home page, should have a headline that describes what visitors can expect to read about and what you offer. *Example: Best Pet Service Ever.*

Tagline

Describe your business in one short sentence. *Example: We provide affordable, professional, personalized service that's right for your four-legged family member.*

Description

What makes your business great? Why is it unique? What value does it provide? Keep things short and sweet.

Inspiring images

Anchor the page with one or two pictures that will capture visitors' interest while illustrating what you do. If you have your own images you want to use, make sure they're readily available on your laptop. No photos? No problem! The WSB includes a huge library of free stock photos and offers many options for image placement.

Save these images to a folder on your desktop or flash drive.

CONTENT-CREATION WORKSHEET

Call-to-action

What action do you want visitors to make before leaving the site? Be clear, concise and compelling. Then put this call-to-action on your website. *Example: Contact us today for a free estimate.*

Products/Services

List general categories of products or services. Include a short, bulleted list or several photos of your products or services on the home page, with a link to the full products/services page. *Example: Ask us about our dog-walking and pet-sitting services. We also offer flea-prevention products at affordable prices.* And then link the phrases "dog walking," "pet sitting" and "flea prevention" to their respective pages.

Contact form

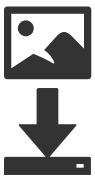
What information do you need to collect from potential customers? *Example: Name, email address and phone number.* **TIP:** Generally, the less info you require, the more contacts you'll acquire.

Endorsements

Showcase your credibility and boost customer confidence by including at least one glowing customer endorsement on your home page, and link to a full page of testimonials for visitors to read more. Now let's hear your best endorsement:

Badges/Logos

Post badges, logos, certifications and/or guarantees on your site to boost credibility. Are you a member of a professional or trade organization? Have you been honored with industry awards? If so, show them off!



Save these images to a folder on your desktop or flash drive.

ABOUT US PAGE

This is where you can really let visitors know about your business. Describe it in a few short, interesting paragraphs. What's your mission? How did you start your business? Why? What do you do differently than other businesses? Get personal and show your passion. It'll get your visitors inspired, too.

EXTRAS

Based on your business, consider including the following:

> Photos or video of your staff.
> A short bio showcasing your expertise.
> Company or product awards.
> A quote from a customer about why they do business with you.

CONTACT US PAGE

Do more than provide visitors your phone number, email address and physical address—generate leads and find more customers!

Contact basics

How do you want customers to contact you? Consider including:

> Phone number.
> Physical address along with directions and a map.
> Email address.
> Hours of operation.

Ways to connect

Websites are about interactivity. Connect your site to Facebook, Twitter, LinkedIn and more to give visitors other ways to interact with you. This helps make your website shareable so people can talk about it online.

Categories

Depending on your business, you might want to add these categories:

> Product returns. *Example: Send to P.O. Box 2423*
> Billing issues. *Example: Email us at billing@mendelsmobilepetcare.com*
> Customer support. *Example: Call 800-555-1212*

PRODUCTS/SERVICES PAGE

Show off your products and services! You're the best at what you do—let people know.

Categories

List the general categories of the products/services you offer. *Example: pet grooming, dog walking, dental care, flea prevention, first aid, etc.*

Details

Add some detail to your categories. *Example: Our mobile grooming vans are clean and quiet, offering a sanitary and relaxing environment for your pet.*

EXTRAS

It might also be helpful to include:

- > Product photos.
- > Services videos.
- > Pricing.
- > Payment options.
- > Return policy, warranties or guarantees.
- > Shipping information.

TESTIMONIALS PAGE

You know how great your business is. Now let's get your potential customers on the same page. Share recommendations, quotes and testimonials from happy customers.

Testimonials

Ask top customers to share a few of the many reasons they choose your products or services. *Example: "We love the awesome groomers at Mendel's. Poochie and Biff start wagging their tails as soon as they hear the van roll up in our driveway." — S. Lawrence, Sioux Falls*

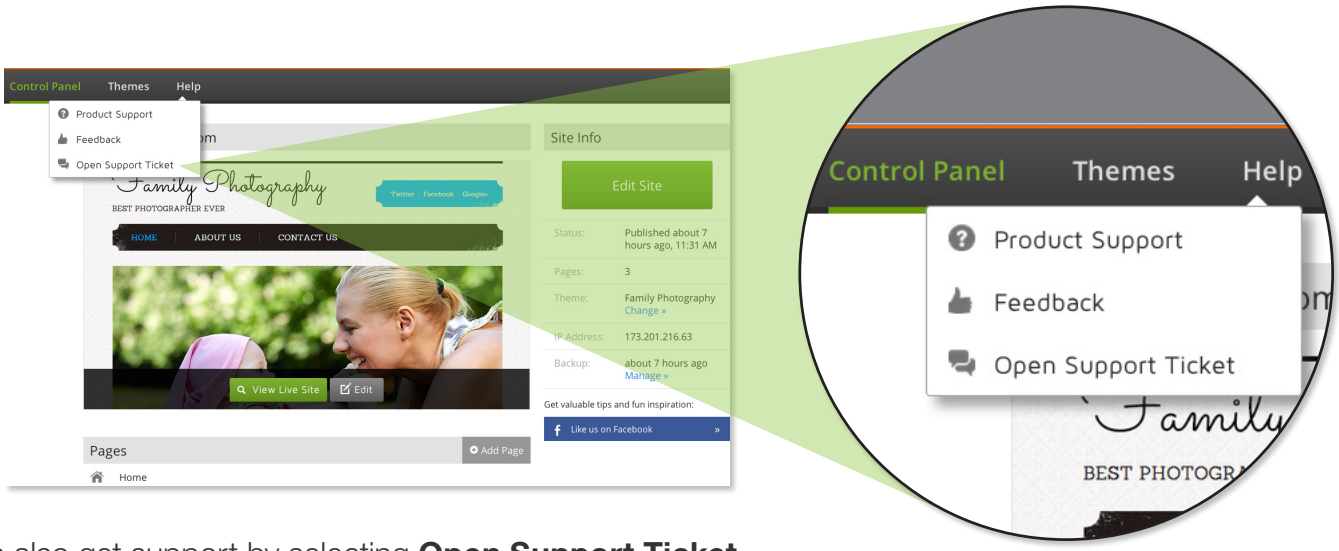
Show us what you've got!

Ratings and reviews

Third-party review sites like Yelp® are an objective means for potential customers to gauge your business's awesomeness. Yelp is free to join, and encouraging customers to rate your business is great for business.

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?

Additional resources are available at the GoDaddy Training Hub.
Click or visit ***bit.ly/resourcehub***.