

Getting Online: Building Your Web Presence Plus Guidebook



About the Wisconsin Small Business Development Center at UW-La Crosse

The Wisconsin Small Business Development Center (SBDC) Network is a statewide organization supporting entrepreneurs and business owners through no-cost, confidential consulting, and targeted educational programs. The SBDC is part of the College of Business Administration at UW-La Crosse and serves primarily seven counties: Buffalo, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon. SBDC training programs range from basic short courses to in-depth course programs, including a six-week entrepreneurial planning workshop and several certificate programs in management. In 2022, the La Crosse SBDC served 775 clients, supported 2,132 jobs, assisted in starting 26 businesses, and facilitated more than \$ 11 million in small business financial support, including funds provided by regional lenders and investors. See more information at <https://www.uwlax.edu/sbdc/>.



Introduction

Welcome to the three-part applied training program that is a hands-on opportunity to build your own WIX website under the guidance of a marketing professional. The training includes a guided tour of how to set up and configure a website using the open-source platform Wix, assisting participants to install a theme, add and edit pages, and add and configure widgets and plugins. It will also allow participants to ask questions and get one-on-one help building out their website.

Goals of these Sessions

Participants of this training program should, upon completion, understand how to:

- Complete a customized Wix website for use with the business.
- Connect marketing activities to use social media in connection with the website and the business marketing strategy.
- Understand and be able to apply strategies for search engine optimization in connection with the business website.
- Apply knowledge to advance business marketing strategies and create a more effective web presence.

Training and Support

As part of the Getting Online Program, participants will have access to 2 hours of professional marketing guidance and 10 hours of student support with the aim of completing a project of your choice. Options include:

1. Help me build my website – assist with website development and basic content.
2. Help me enhance my website and its content.
3. Help me develop a plan and, to the extent time permits, implement search engine optimization (SEO) for my website.
4. Help me develop a social media plan and templates to use social media more effectively in connection with my marketing activities.
5. Help me develop my marketing strategy, including one or more of the following (depending on time available): marketing materials, deploy the strategy using social media, SEO, etc.
6. To be determined – based on participant needs and available support and time.

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Guidebook Usage

Follow along during the program in this guidebook. Use this guidebook to draft ideas and ponder how you can build or enhance your website. At the end of each class is a worksheet designed to help you conclude the activities from each part and prepare for the next part. Completing the worksheets will aid in the process of website development. Doing so can help aid in the process of additional support following the classes. At the end of the guidebook is an action steps page to help guide your efforts and allow you to set deadlines of your own.

Throughout many of the examples in the book, a fictitious company, Busy Bean Coffee Shop, is referenced and used as an example for what your website and online presence could look like. For context, read more about Busy Bean [here](#).

The Busy Bean coffee shop and co-working center provides high quality coffees to its customers in a unique co-working atmosphere that helps its guests focus and work. Through attention to detail and creating a calming ambiance, The Busy Bean provides space for people to meet, work, study, and collaborate. Our unique coffee shop operates at the intersection of work, creativity, and gourmet experience. We serve all people, but we focus on busy professionals and creatives between the ages of 25 and 50 who find value in a productive "third space" between home and the office. Customers come to the Busy Bean to find energy and inspiration and to be the most productive and creative version of themselves.



PART ONE:

Introduction to Marketing
Basics and Web Design
and Preparing to Build
Your Website



CHAPTER ONE:

Introduction to Marketing

1.1 What is Marketing and Why Do We Do It?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association).

Marketing is essential for creating customer value and relationships. Businesses should strive to create customer value, the unique combination of benefits received by targeted buyers like quality, convenience, delivery, pre- and post-sale, and build long-term relationships with consumers based on best price, best product, or best service.

1.2 Search Engines and Search Engine

Search engines like Google, Bing, and Yahoo help users find what they are looking for. As a result, these search engines have a lot of users. Because they have so many users, firms pay to advertise on these search engine platforms. As a result, the search engines make money. If the search engines did not provide quality results people would stop using search engines, firms would stop using Google to advertise, and search engines would lose their revenue streams.

For example, Google sends its crawler to scan or “crawl” the web. The crawler finds a website and indexes the website. Then, when a user enters a query, Google searches its index and returns the results it believes are the most relevant to the user.

Search Engine Optimization

The process of optimizing a website so it ranks in the best possible position in the search engine results page.

SEO is important for the following reasons:

- Organic search results cover more digital real estate
- Credibility of you, your offerings, and your business
- More clicks on organic search results than paid advertisements
- Investment in long-term business success.

1.3 Social Media

Social media platforms serve to facilitate interactions between individuals or groups individually. Businesses should seek to harness audiences on different social media platforms based on the target market of the business.

General Social Media Tips:

- Choose fewer social media platforms
- Focus on quality over quantity
- Include video in your strategy
- Optimize all content for mobile users
- Use hashtags and always have captions
- Include curated content in your strategy
- Engage with your followers
- Promote your social media channels

Social Media Platforms:

- Facebook
 - The most used online social network worldwide.
 - 77% of users are active on at least one Meta platform (Facebook, Instagram, Messenger, or WhatsApp)
 - Facebook is the favorite social platform of the 35-44 demographic
 - View more here: <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/> & <https://blog.hootsuite.com/facebook-statistics/>
- YouTube
 - The world's second most visited website
 - How to videos, product reviews, gaming, and comedy is popular.
 - Males aged 25-34 are YouTube's biggest advertising audience
 - View more here: <https://blog.hootsuite.com/youtube-stats-marketers/>
- Instagram
 - 1.22 billion users a month
 - Best suited for strong visual brands
 - 18–34-year-olds make up the biggest share of Instagrams audience
 - View more here: <https://blog.hootsuite.com/instagram-statistics> & <https://www.statista.com/statistics/183585/instagram-number-of-global-users/>
- TikTok
 - 61% of TikTok's user group in the US is female
 - Used most to find funny/entertaining content.
 - View more here: <https://blog.hootsuite.com/tiktok-stats/>
- Snapchat
 - 319 million daily active users
 - Appeals mostly to people under the age of 35
 - View more here: <https://blog.hootsuite.com/tiktok-stats/>
- Pinterest
 - Popular content: fashion, beauty, home décor, baby products, workouts
 - Used for project inspiration
 - 60% of user base is women
 - View more here: <https://blog.hootsuite.com/pinterest-statistics-for-business/>
- X (formerly Twitter)
 - ¼ of US adults use X
 - X users generally have a higher income
 - News content is popular
 - View more here: <https://blog.hootsuite.com/twitter-statistics/>
- LinkedIn
 - 810 million members
 - Most popular platform for B2B marketers
 - Use LinkedIn for hiring, company branding and personal branding, networking and sales research
 - View more here: <https://blog.hootsuite.com/linkedin-statistics-business/>

1.4 How Your Website and Digital Marketing Efforts Work Together

Your social media platforms are not standalone representations of your business. It's not possible to convey all the information a potential customer desires to know solely through social media. Furthermore, it's important to create a well-rounded brand image, brand identity, and credibility through the development of a website and careful planning of digital marketing.

1.5 Core Competencies of Marketing

4 P's of Marketing



NAICS codes + Industry Research

North American Industry Classification System (NAICS) is a federal process for the classification of businesses. Visit the census website to figure out what your NAICS code is. Use your NAICS code to research the industry your business falls under. <https://www.census.gov/naics/>

PESTLE – A tool used for evaluating the external market.

| Political | Economic | Social | Technology | Legal | Environment |
|---|--|--|---|--|---|
| <ul style="list-style-type: none">• Policies and law• Stability/Corruption | <ul style="list-style-type: none">• Growth/Inflation• Interest rates• Employment | <ul style="list-style-type: none">• Population• Lifestyle and culture | <ul style="list-style-type: none">• Innovation• Automation | <ul style="list-style-type: none">• Labor• Copyright and Data Privacy | <ul style="list-style-type: none">• Climate and Ethics• Sustainability |



CHAPTER TWO:

Preparing to Build Your WIX Website

2.1 Needs Assessment + Competitor Audit

Needs Assessment

- What value do our products/services deliver to the customer?
- Which of our customers' problems are we trying to help solve?
- How will getting online help solve our customers' problems?
- Consider applicable NAICS codes.

Use the blank boxes throughout the guide to draft ideas or respond to questions.

Competitor Audit

- Spend time reading competitor websites and visiting their social media.
- Google the company name and click the “News” tab.
- Read their case studies.

Using the chart below, list 2-3 key competitors. List three to four ways you compete with each of them (price, service, quality, selection, reputation, personnel, intellectual property, etc.)

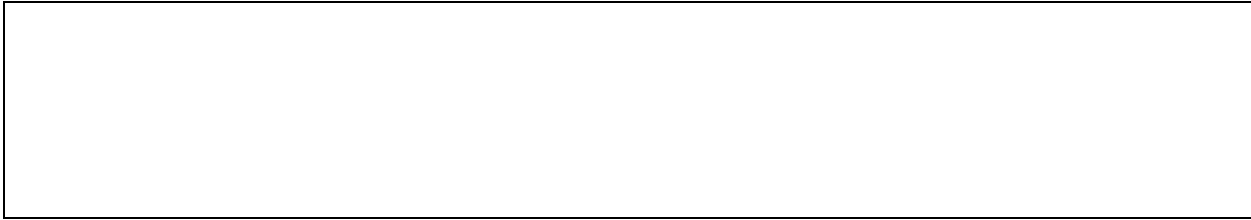
| Name | Product Overview – key product features/offerings | Marketing Strategy – how are they marketing their business | Sales strategy – how do they sell their products? What is the pricing? | Key advantages |
|--------------|--|---|--|----------------|
| Your Company | | | | |
| Competitor 1 | | | | |
| Competitor 2 | | | | |
| Competitor 3 | | | | |

2.2 Logo and Brand Standards

Logo

For website design logos should exist in each of the following formats:

- Vector file
- Black and White and full color
- Vertical and Horizontal
- With and without tagline
- Wordmark or symbol

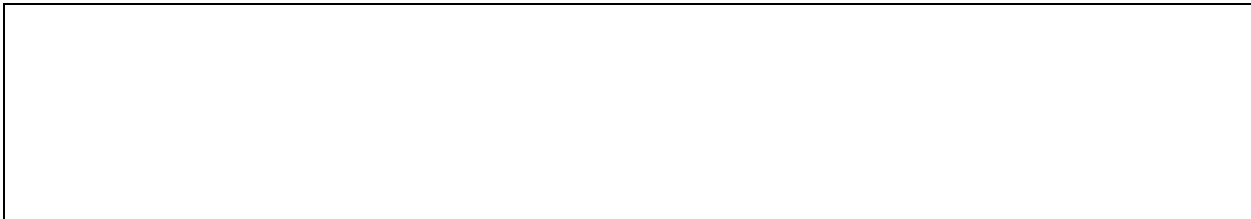


Photos

With any photos used on your website the quality of the photos is far more important than the quantity. Do use your own photos as much as possible as this is the best way to maintain brand image. If you do not have photos, draw, or list photo ideas that represent your company or could potentially be included on your site.

Resources:

- <https://www.istockphoto.com/> (stock photos for purchase)
- <https://unsplash.com/> (free photos)
- <https://www.pexels.com/> (free photos)
- <https://creativecommons.org/>
- Google search “royalty free photos”



Colors

Determine a color palette for your site that is consistent with your brand image. Take note of the color hex codes to ensure consistency across all designs. Select complementary colors for the elements of your website. Choose a main color and a few secondary colors. Consider what color scheme matches the tone and personality of your company.

Color Psychology: why and how different hues affect our feelings, behaviors, and decision-making processes. Implementing the right color scheme is essential in building brand identity that sets the tone and personality of a company.

| | | | |
|--------|---|--------|--|
| Blue | loyalty, stability, tranquility, harmony, calmness, sea and sky, depression | Pink | Playfulness, fun, lighthearted |
| Green | Life, vitality, organic, healthy, natural products, outdoors | Purple | Luxury, royalty, nobility, wisdom, magic, mystery |
| Yellow | Caution, optimism, sunshine, warmth | Black | Timeless, classic, elegance, sophistication, power, mystery, anger, loneliness, depression |
| Orange | Positive, cheerful, caution, freshness, vitality, heat, summer, autumn | White | Innocence, purity, goodness, rebirth, new beginnings, hygienic |
| Red | Love, danger, anger, violence, energy, high visibility | Gray | Neutral, balance, modern, dull, moody |
| Brown | Earthy, natural tone, warm, comforting, safe, warm, cozy, trust, stability | | |

Source: <https://www.wix.com/blog/color-psychology>

List what colors come to mind when thinking about your business.

Resources:

- Colors.co (color palette generator)
- <https://www.wix.com/blog/website-color-schemes#viewer-85rjk> (examples of color schemes)

Messaging

Consistent messaging will help customers to easily recognize your brand. Furthermore, having a statement that encompasses all that your company strives to will help to keep things consistent.

“[Your brand] offers [product/service] for [target market] to [value proposition]. Unlike [the alternative], we [key differentiator].”

Example: Busy Bean provides exceptional coffee for busy, hard-working individuals to produce superior work in a supportive environment. Unlike other coffee shops, we strive to support the creatives who make our community better than the best.

Tagline

- A memorable motto or phrase that is designed to serve as a permanent expression of your company’s greater purpose and mission.
- Long-lasting and instantly recognizable
- Goal of attracting customers and remaining at top of mind

Examples: Allstate: “You’re in good hands.” | Capital One: “What’s in your wallet?” | KFC: “Finger lickin’ good.” | Dunkin Donuts: “America runs on Dunkin.” | Toyota: “Let’s go places.”

2.3 Site Structure and Navigation

Structuring your site

When structuring your website:

- Follow a recognizable format.
- Offer the most important information first.
- Direct users to a desired action.

Main menu

- Choose main menu items before you begin building your website.
 - Consider and list below what your users will need to find immediately.
 - Some items may not need to be part of the main menu and could be under the main menu items.

- Think about what your users will need to find and how they will use the main menu to find those items.
- Choose no more than 7 categories for the main menu. Items with an asterisk are imperative for any website.
- Note for each page you will need to write content.

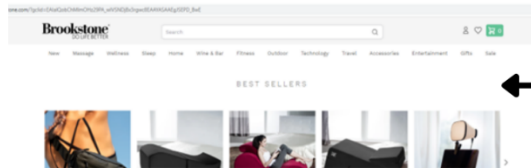
Mark the pages you will need on your website:

- | | |
|--|--|
| <input type="checkbox"/> Home* _____ | <input type="checkbox"/> Video _____ |
| <input type="checkbox"/> About* _____ | <input type="checkbox"/> Lead Magnets (top 10 lists, checklists) |
| <input type="checkbox"/> Services/Products _____ | <input type="checkbox"/> Case Studies _____ |
| <input type="checkbox"/> Contact* _____ | <input type="checkbox"/> Resources _____ |
| <input type="checkbox"/> Video _____ | <input type="checkbox"/> Why Buy _____ |
| <input type="checkbox"/> FAQs _____ | <input type="checkbox"/> Testimonials _____ |
| <input type="checkbox"/> Blog _____ | <input type="checkbox"/> Other: _____ |

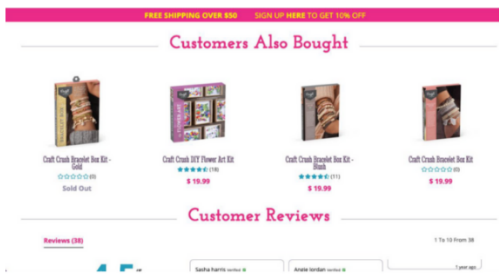
Navigation

Navigation is how users will find what they need on your site. Some features can be combined to create a more accessible website.

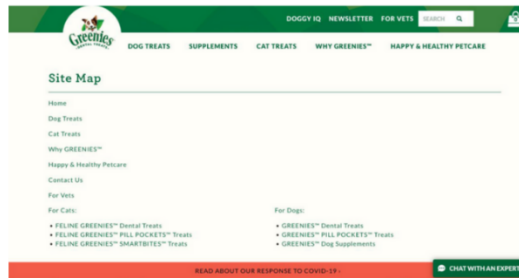
Navigation



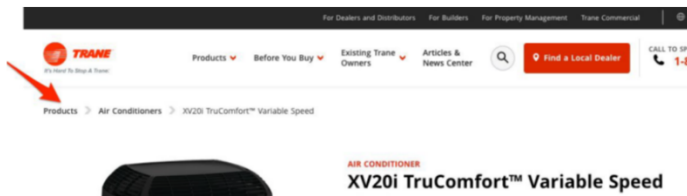
Sticky Menu – fixed navigation menu that remains visible and in the same position as a user scrolls down a site



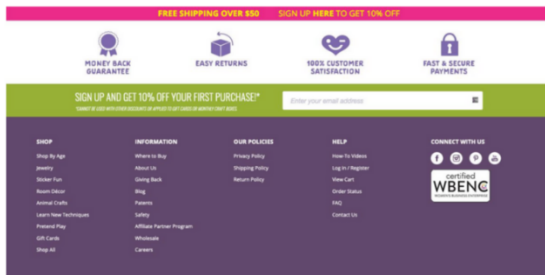
Related info links/ "you might also like"



Site Map



Breadcrumb – secondary navigation that helps users to understand their location in a hierarchy of pages



Footer Links



Search

2.4 Content

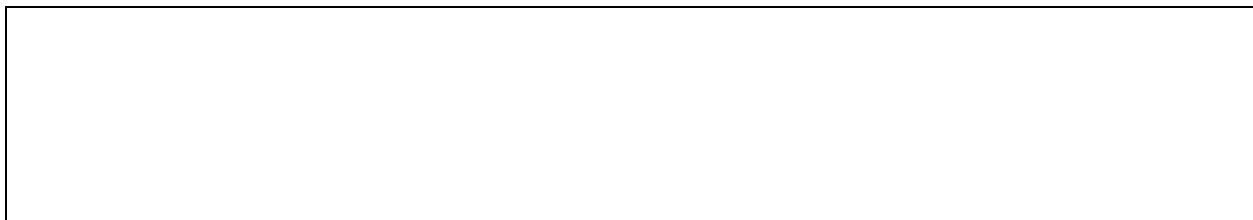
Creating your content

Write focused and specific content:

- 500-3000+ words per page.
- Content that is too short may not provide enough value.
- Content that is too long could exceed the attention span of your visitors.
- Most important information at the top.
- Shorten paragraphs to one concept each.
- Use headings.
- Use bulleted lists.
- Add tables, graphics, videos, and audio.
- Use links to guide visitors to related content.
- Minimize or explain industry jargon.

Home

- Seek to answer these questions: “Who I am” “What I do” and/or “What can the visitor do here.”
- From the home page your customer should have a clear idea of what you have to offer
- Header
 - include logo
 - main menu/navigation bar
 - cart (if products are sold on the site)
- First section on site (Hero Section):
 - Visual
 - Short text to explain what your site is about.
 - Call to action – “shop now” or a “learn more” button.
- Footer
 - Name, address, phone number
 - Any links to pages
 - Social media



About

- Introduce yourself as the business owner and share the story of the development of your business.

Contact

- Include any relevant contact information.
 - Phone, email, physical business location, social media.

2.5 Choosing a domain name

A domain name is the address that users will type into their web browser to find your website.

1. Keep the name short and readable. Between 3-12 characters and no more than 2-3 words.
 - a. If you are stumped, use a domain name generator to collect ideas.
2. Avoid numbers and dashes. Make the domain name simple to type.
3. Stay on brand with your domain name. Align your domain name with the rest of your online presence.
4. Include keywords for SEO, only if it fits naturally. Otherwise, omit the keywords to avoid sounding spammy.
5. Pick a domain extension. An extension is the suffix at the end of your domain name.
 - a. .com – stands for “commercial.” Most common with for-profit organizations. When in doubt this is your best option.
 - b. .net – refers to networks. Used most by service providers.
 - c. .org – short for “organization.” Most used for non-profit organizations and charities.
 - d. .info – short for “information.” Used for informative and educational websites.
 - e. .me – fitting for an online blog, portfolio, or personal brand
6. Research the potential domain name options. Understanding what already exists helps to avoid potential customer confusion and other legal issues.
7. Ensure that your domain name does not limit potential future growth.
 - a. Consider purchasing different domains to protect the name from competition. It’s possible to connect multiple domains to one website.
8. Register your domain name. Set this to auto-renew.
 - a. Squarespace
 - b. GoDaddy
 - c. eNom

Source: <https://www.wix.com/blog/how-to-choose-domain-name>



2.6 Setting up your Google Business Profile

Google Business Profile (GBP) allows people to find your business based on keywords and location. It allows for ease of being found by local audiences.

Google Business Profile can help you do the following:

- Interact with customers through messages
- Showcase products and services
- Highlight reviews
- Understand how customers find your business

Setting Up Your Profile

1. Create a Google account or use an already existing account
 - a. If you do not have an account, on Google click sign in and select create an account dropdown and choose to manage my business.
 - b. Either use an existing Gmail account or a new Gmail account or use an email address from a different provider by selecting “use my current email address instead”
 - c. Next, enter a phone number that can be used to verify your account
 - d. Continue through all the steps of the set-up process.
2. Go to <https://www.google.com/business/>
 - a. Select manage now and sign into the account you wish to have associated with your Google Business Profile.
 - b. If there is not a preexisting listing, then create a new one under the name of your business.
 - c. Choose a business category that is most specific and relevant to your business.
3. Verify your Google Business Profile
 - a. Enter mailing address. A verification code will be mailed to that address. Once the code is received, log into account to verify.
 - b. You may also be asked to take video of your business including your current location, business, or equipment, and/or proof of management.
4. Add what services you provide. Add business hours.
5. Decide whether you wish to keep the messaging feature on.
6. Add a business description to share useful information about services, history, and how you got started. This content should be like an about page on a website.
7. Add photos that are unique to your business.
8. Be sure to add a cover photo (1024px X 756px) and a logo (712px X 712px).

Additional features of GBP:

Use the information tab to edit information at any time.

- Making a Post in GBP
 - Posts in GBP are the same as social media
 - It’s important to keep this up to date as Google will reward the activity.

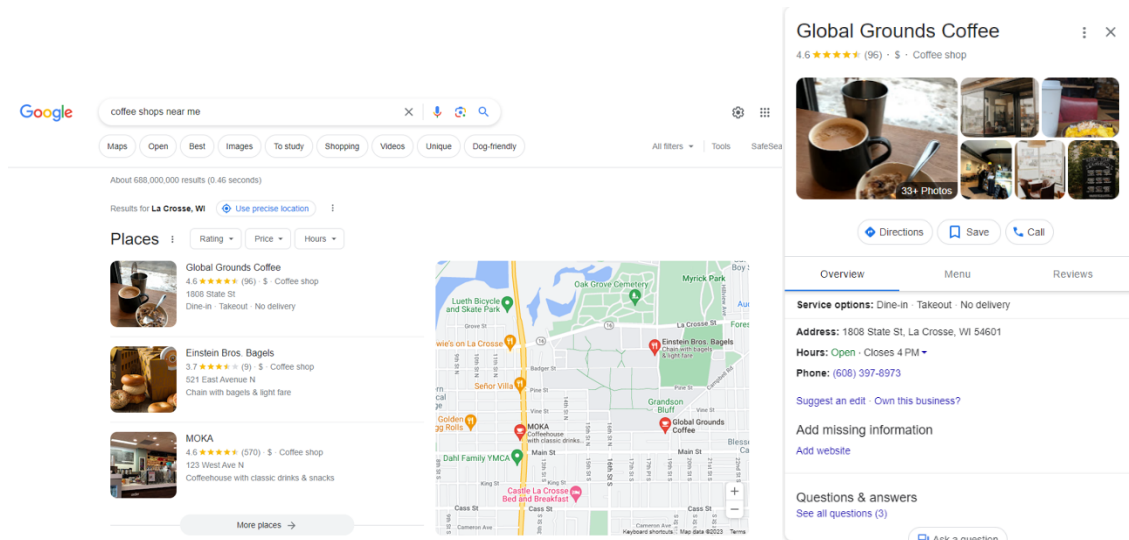
- Offers
 - Post about promotions
- What's New
 - Post regularly like on social media
 - Only last for a week
- Event
 - Promote events you are hosting
 - Classes, workshops, and trips

Photos on your GBP

1. Customers and others can add photos on your GBP
 - a. Review and update your photos every so often
2. Images to include on your GBP
 - a. Three exterior photos (if you have a physical location)
 - b. Any other relevant photos
 - c. Add a few photos every month

Services and Categories:

1. Add as many as you can
 - a. Ex: art center, art gallery, art studio, art school
2. Products
 - a. Include keywords in the descriptions
3. Reviews
 - a. Encourage customers to leave a review when they purchase
 - b. Respond to all reviews you receive
 - c. Include keywords in your reviews



2.7 Typical Costs

Typical Costs

- Domain Name: \$12/year
- Hosting: \$5-40+/month
- SSL certificate: \$0-\$200/year
- Email: \$6/user/month

Possible Costs

- Plugin/App licenses
 - Wix Bookings: \$17/month
 - SquareSpace Scheduling: \$15/month
 - WooCommerce Bookings: \$20.75/month
- Stock Photos: \$12/photo
- Payment Processor: 2.9% + \$0.30

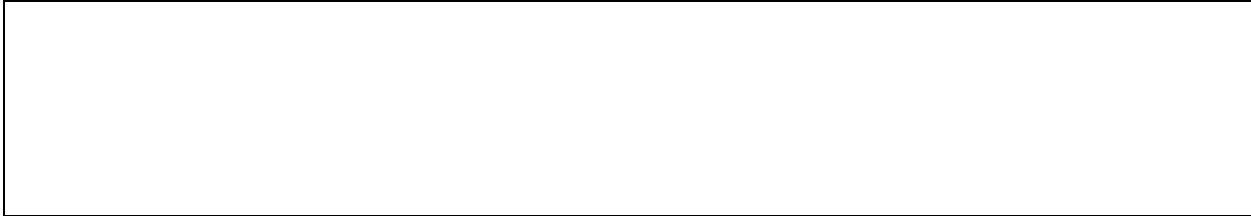


CHAPTER THREE, FOUR, AND FIVE:

Setting Up Your WIX Account and Choosing a Template

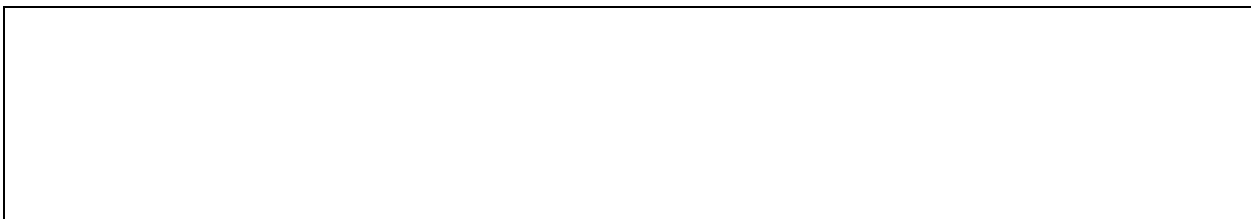
Chapter Three: Setting up your WIX Account

1. Go to the Wix.com sign-up page.
<https://users.wix.com/signin?overrideLocale=en&loginDialogContext=signup>
2. Register with your email address, Facebook account or Google credentials.
3. Click Sign Up and you are all set.



Chapter Four: The different between WIX ADI and the WIX Editor

| WIX ADI | WIX Editor |
|---|--|
| <ul style="list-style-type: none">• AI website builder technology. AI builds a custom website for you.• Answer questions about what you are looking for, website contents, and design preferences.• Good starting point for some websites.• Limited ability to make changes or tweaks. | <ul style="list-style-type: none">• Create and edit your own website.• Drag and drop to add elements.• Allows you to adjust the site in almost any way you desire.• Can use a template or start from scratch. |



Chapter Five: Choosing a template

- Explore template options here: <https://www.wix.com/website/templates>
- Current Design Trends
 - Text-only hero images
 - Abstract images + organic/fluid shapes
 - Gradients
 - Gaussian Blur
 - Minimalism/whitespace
 - Typography – retro-futurism
 - Muted colors



CHAPTER SIX:

Prep Work for Part Two

Chapter 6.1 Worksheet

- Please choose the appropriate section based on whether you have a website or not.

I have a website:

1. I currently use the following social media platforms for my business:

2. My domain name is:

3. My website is hosted through:

- a. Ex: Wix, GoDaddy, Square Space

- | | | | |
|---|-----|----|-------------|
| 4. I can get access/already have access to edit my website: | Yes | No | I need help |
| 5. My website has the following features: | | | |
| a. Logo | Yes | No | I need help |
| b. High quality photos, that I created | Yes | No | I need help |
| c. Consistent color palette | Yes | No | I need help |
| i. Those colors are: | | | |
| d. Consistent messaging | Yes | No | I need help |
| e. A tagline | Yes | No | I need help |
| f. About page and contact information | Yes | No | I need help |
| g. An easy-to-follow structure | Yes | No | I need help |
| h. Accessible navigations | Yes | No | I need help |
| i. High quality, unique, and current content. | Yes | No | I need help |
| 6. I have a Google Business Profile: | Yes | No | I need help |

*Continue to 6.2 if responses are mostly NO or you are completely redoing a website.

7. I know I want professional or student help with the following:

8. General questions I have for the Q&A time in part 2

Chapter 6.2 Worksheet

I do NOT have a website:

1. I currently use the following social media platforms for my business:

2. My NAICS code is: _____

3. The main action I want visitors to take when they visit my website is to:

4. I have a logo or ideas for a logo. Yes No I need help

5. I have clear, high-quality photos of my products, services, etc. Yes No I need help

6. I think the following colors would help to represent my brand well (p. 15):

7. My consistent messaging and tagline could look something like this (p.16):

8. I know I need the following pages on my website (p.17):

9. I've given thought to the content I will need for my website beyond the Home, About and Contact information. Yes No I need help

10. My home page will convey the following message:

11. My About Us page will tell the following story:

12. My contact information for the public is:

13. If available, I want my domain name to be:

14. I have a Google Business Profile Yes No I need help

15. I created a Wix account:

a. Username:

b. Password:

16. I decided on a template for my website: Yes No I need help

17. I know I was professional/student support with:

18. General questions I have for the Q&A time in part 2



PART TWO:

Building Your Website

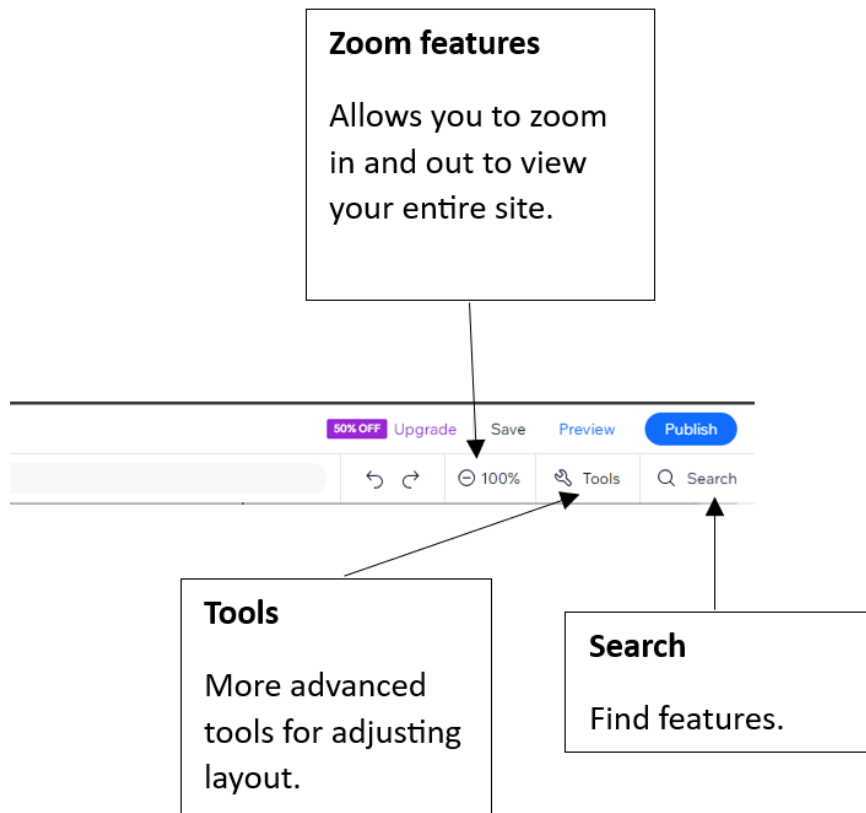
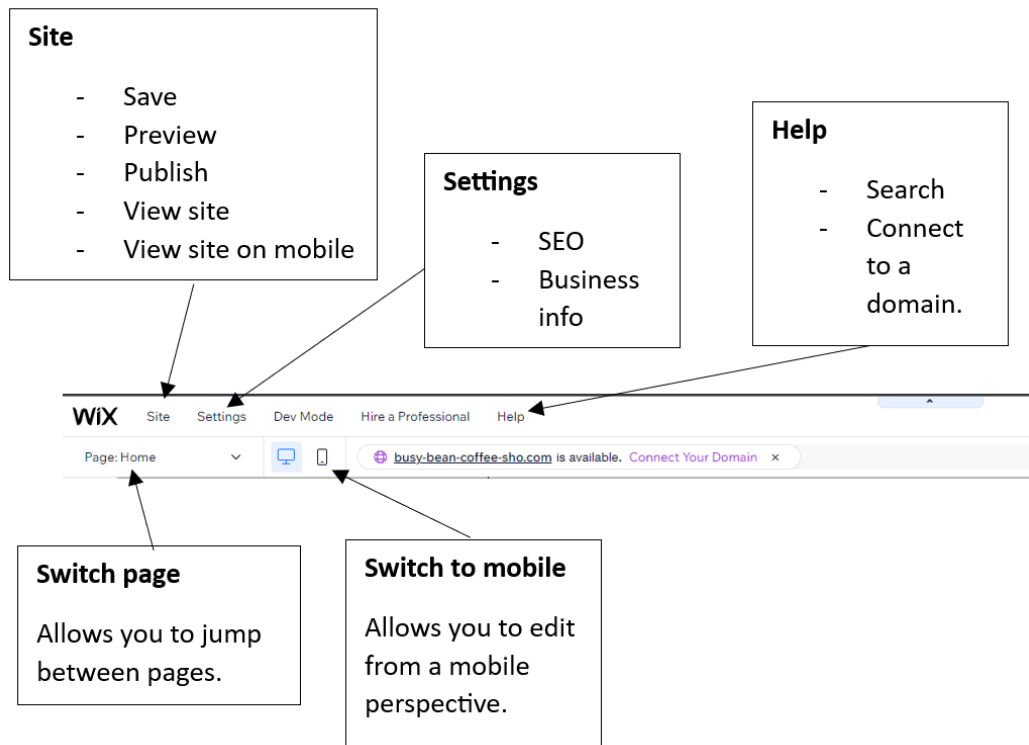


CHAPTER SEVEN:

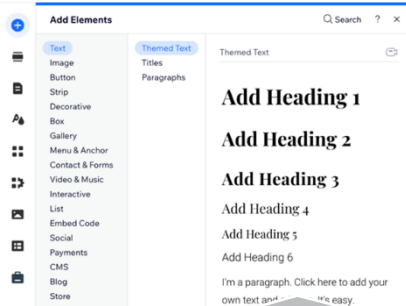
Working with the Wix Editor

Items in the following chapters marked with an * represent images and/or screenshots from Wix.com.

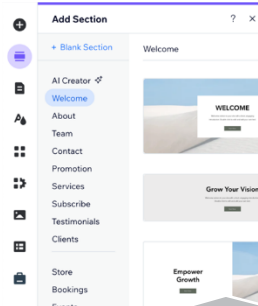
Chapter Seven: Working with the WIX Editor*



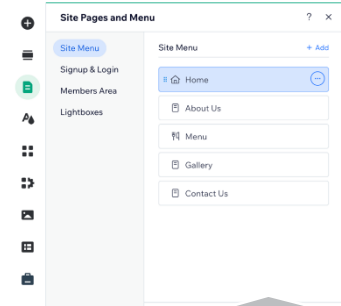
Main Design Tools*



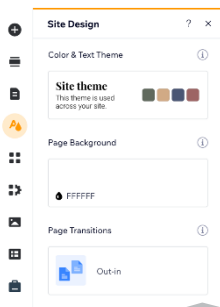
Add Elements - add text, images, buttons, strips and decorative elements. Allows for adding galleries, interactive elements, and social media links



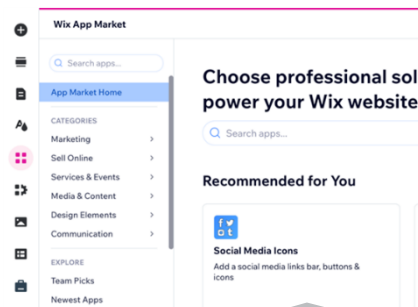
Add sections - note every page on your site is divided into sections. As you add sections, they will format to your sites theme



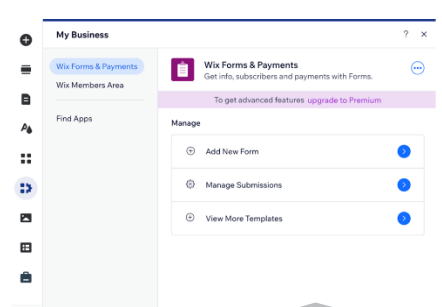
Pages Menu - add, remove, and rearrange pages on your site



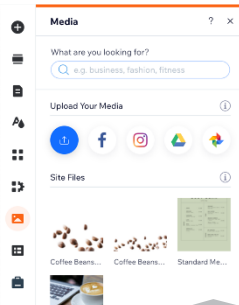
Site theme - empowers you to stay on brand and maintain consistency across fonts and colors



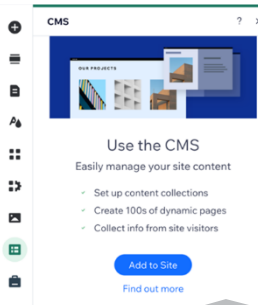
Add apps - tools and extensions.



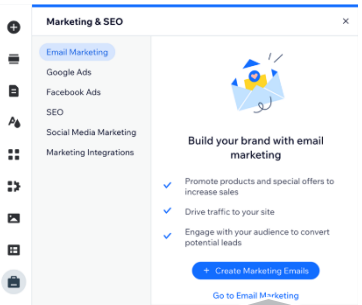
My business - manage business applications



Media - manage all content on and off your site. Upload images



Content manager

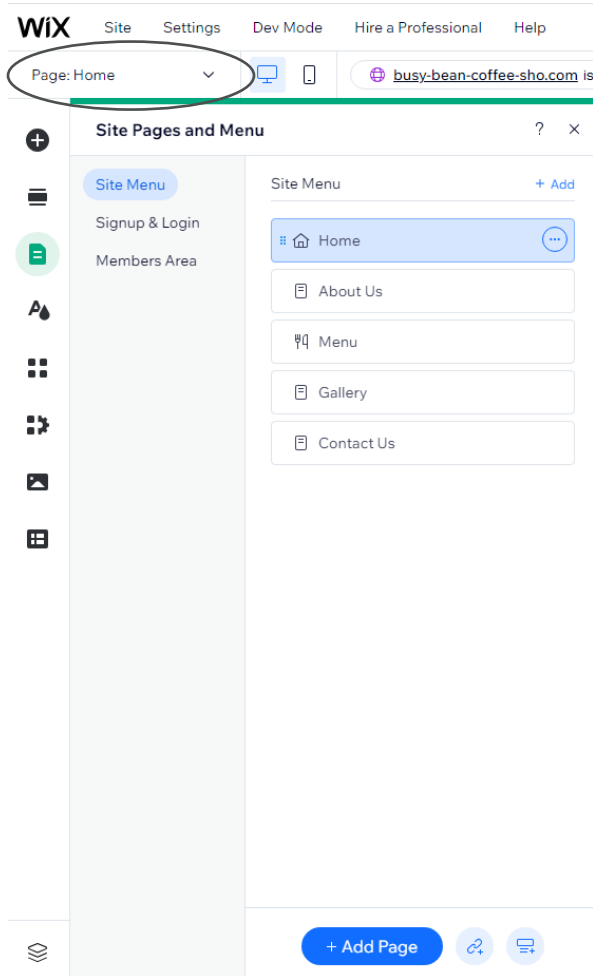


Marketing and SEO tools

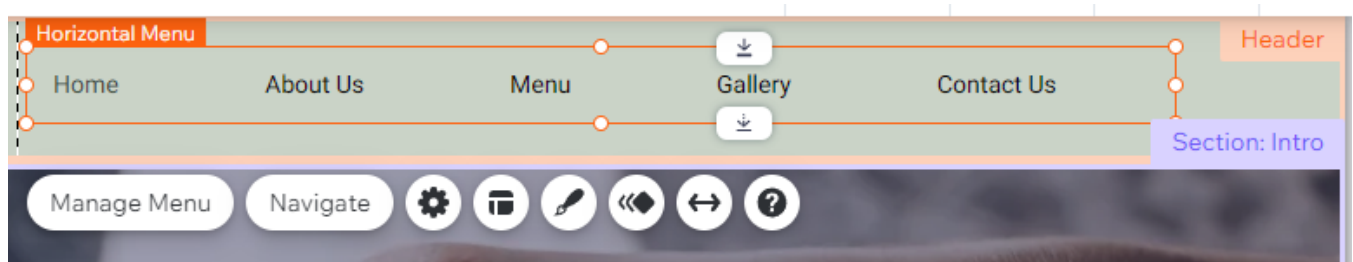
7.1 Menus and Pages*

Use the site pages feature in the tool bar to see what pages you have and reorder them as needed. Also use this area to add additional pages to your website.

Use the circled page dropdown menu to navigate between pages.

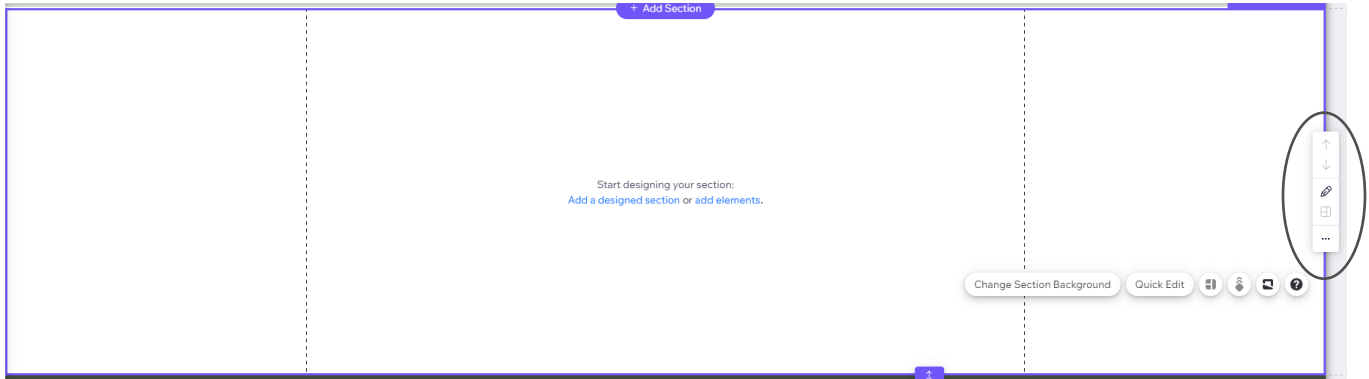


To add navigation tools to your site, click on the plus, hover over the 'Menu & Anchor' tab and drag and drop your preferred menu. Place the menu in the desired place on the page and use the 'Manage Menu' button to reorder the menu.



7.2 Page Background*

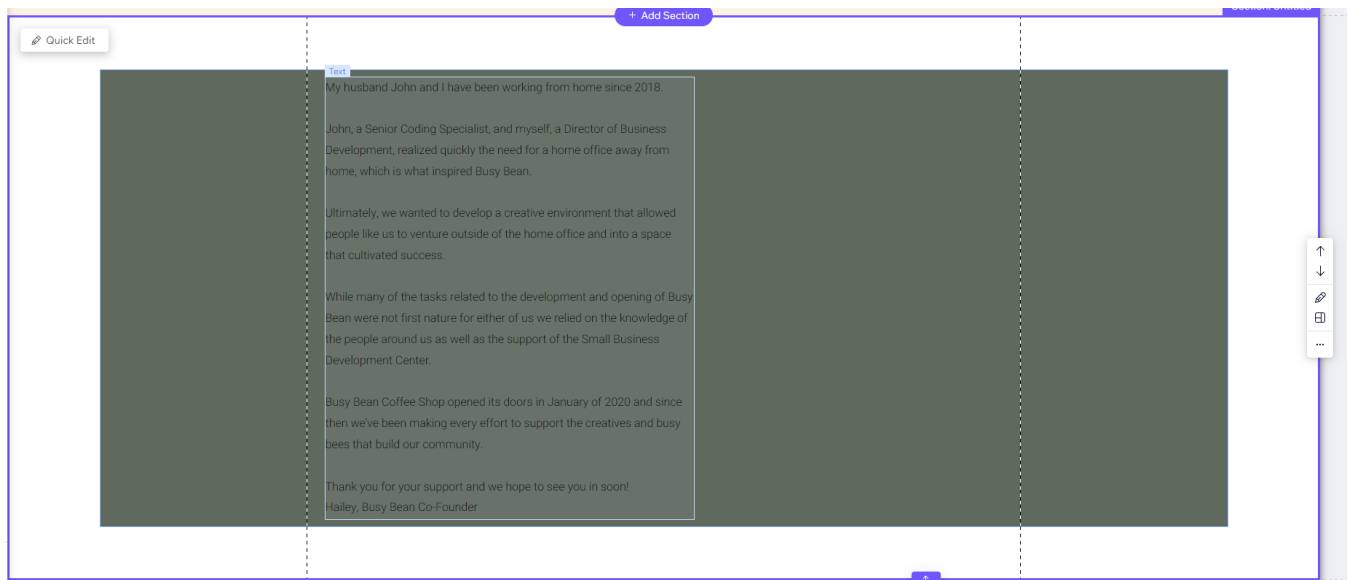
Manager the color of the pages by clicking on a section and choosing the 'Change Background' option. Use the theme tools to stay consistent throughout your website. Or use the tools circled below to change the background.



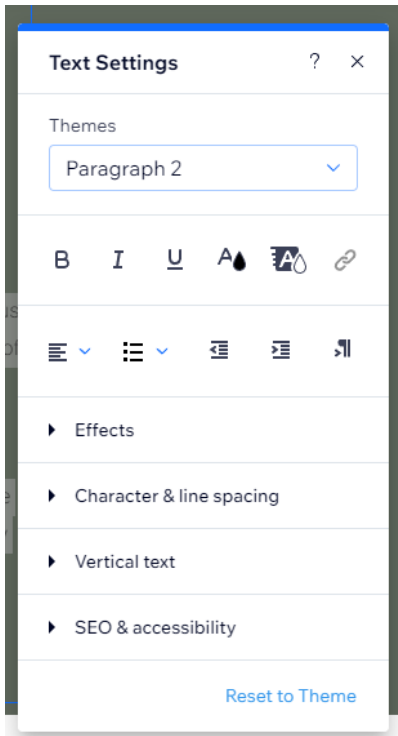
7.3 Adding/Editing text, images, and videos*

Once you add a section to your page you can then start adding text, images, and videos.

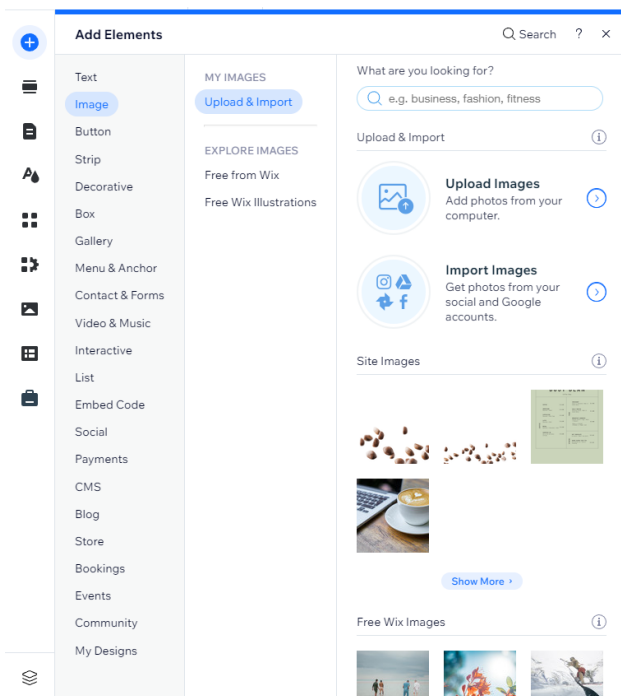
For this example, let's work on creating an About page. First, click the section button and chose to add a blank section. To add contrast, add a box inside the section. Then, add text from the elements tab. This is what the section looks like currently.

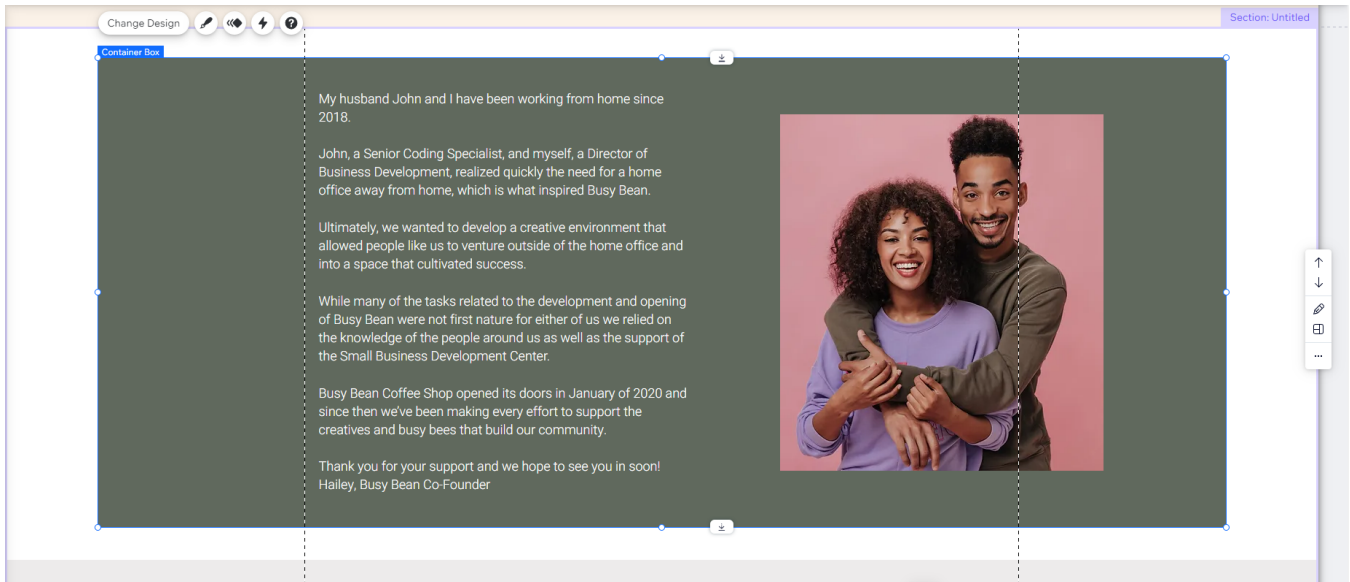


To make this page more appealing, change the color of the text and add a photo. By clicking on the text box and then choosing 'Edit Text' the following tools become available.



Change the color of the text using the suggested options. Then to add an image click the plus and hover over image. The best practice is to always use your own photos. For this example, we will use a free Wix image.



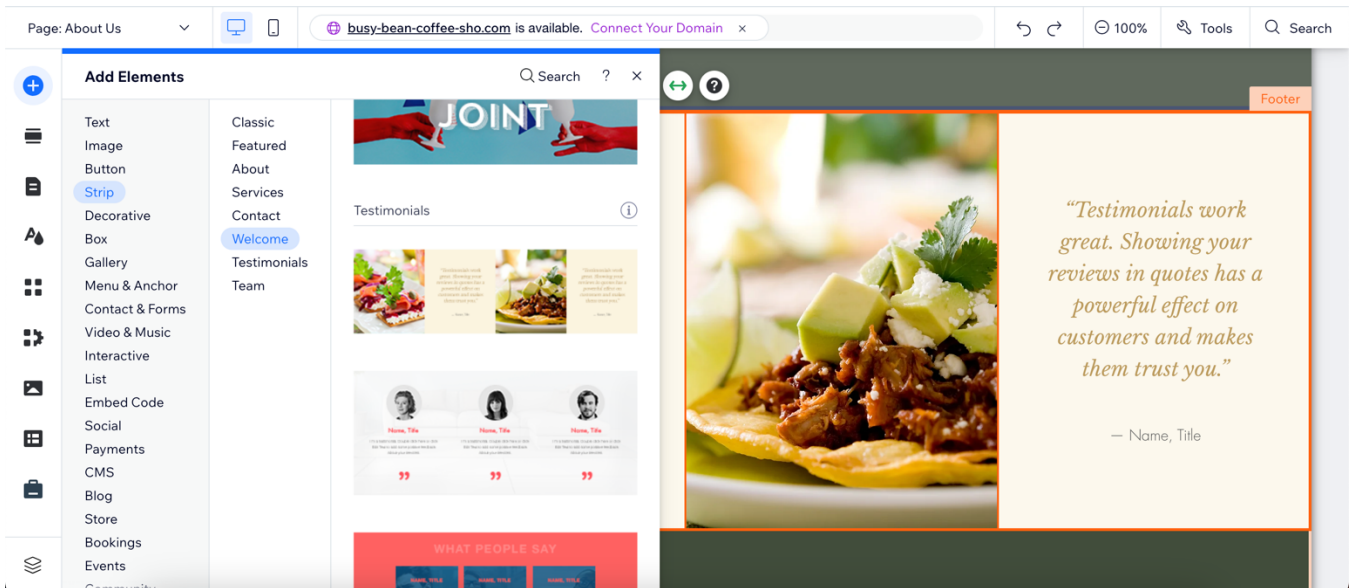


Let's add the image and then crop and resize so that it fits nicely within the section.

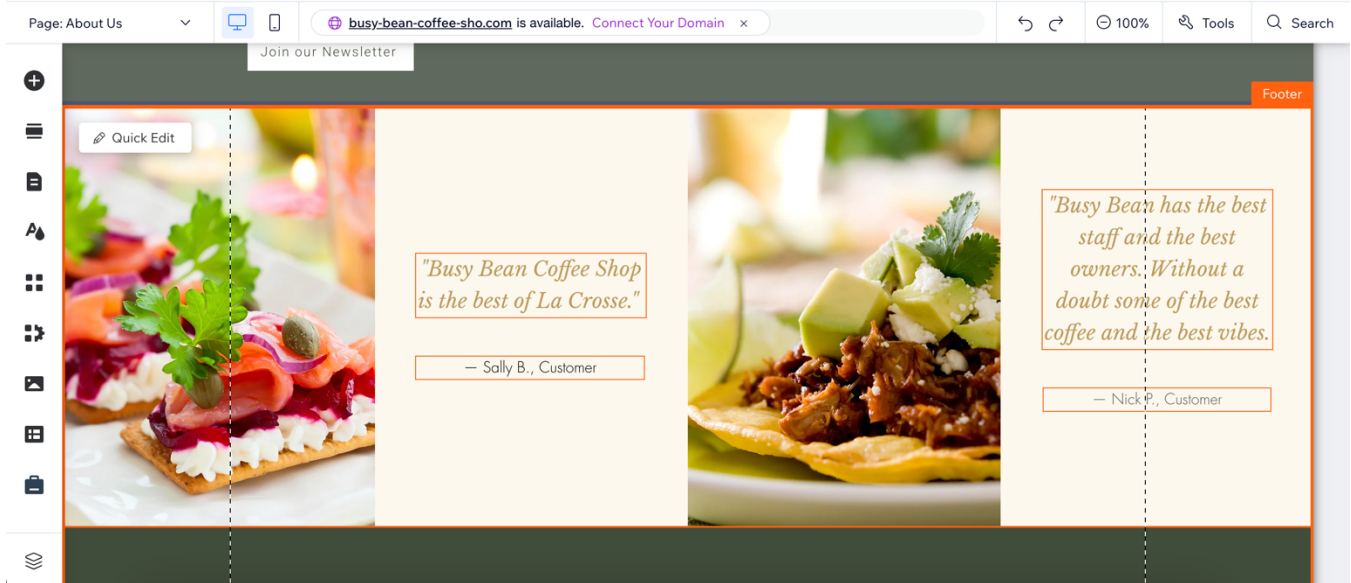
7.4 Strips*

Add strips to your website to convey some kind of message to your viewer. Here, we will add in testimonials to the About Us page.

First, we choose the strip category under the 'Add Elements' tab. From there we can drag and drop the strip that we want into the page.

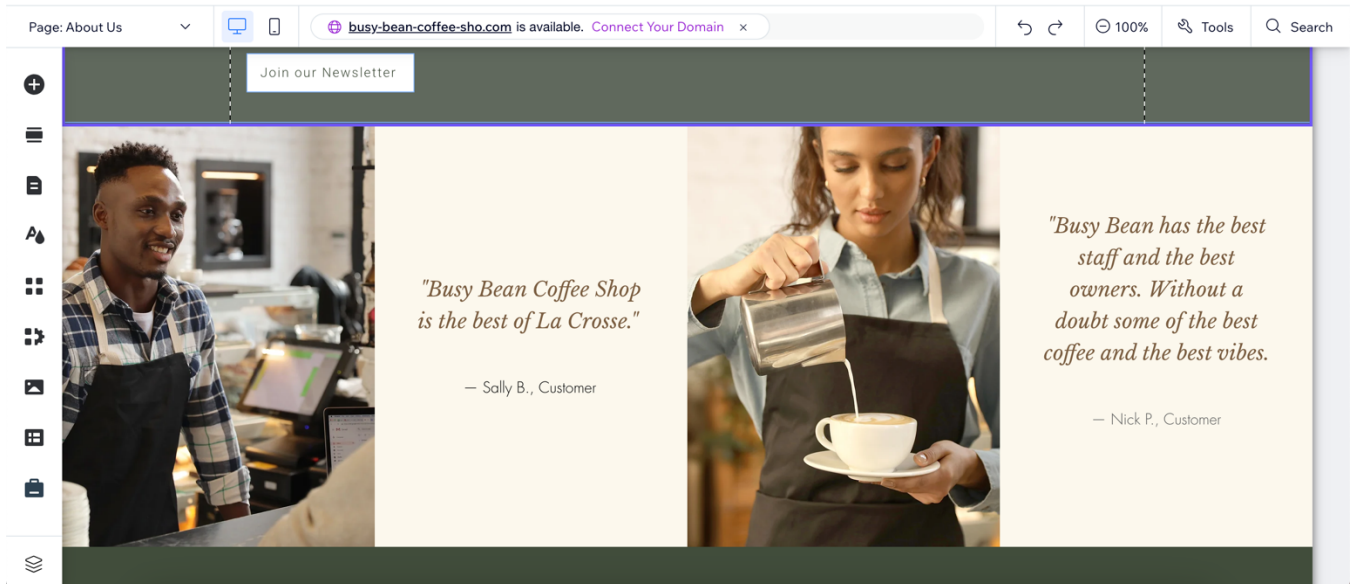


Next, edit the text to include any necessary information. Change the quotes to be testimonials from loyal customers or edit the text for your application.



Adding photos of your business is an important next step. Check the color of the background and the font to ensure they are consistent with the rest of your website.

The final product of adding a strip could look like this:

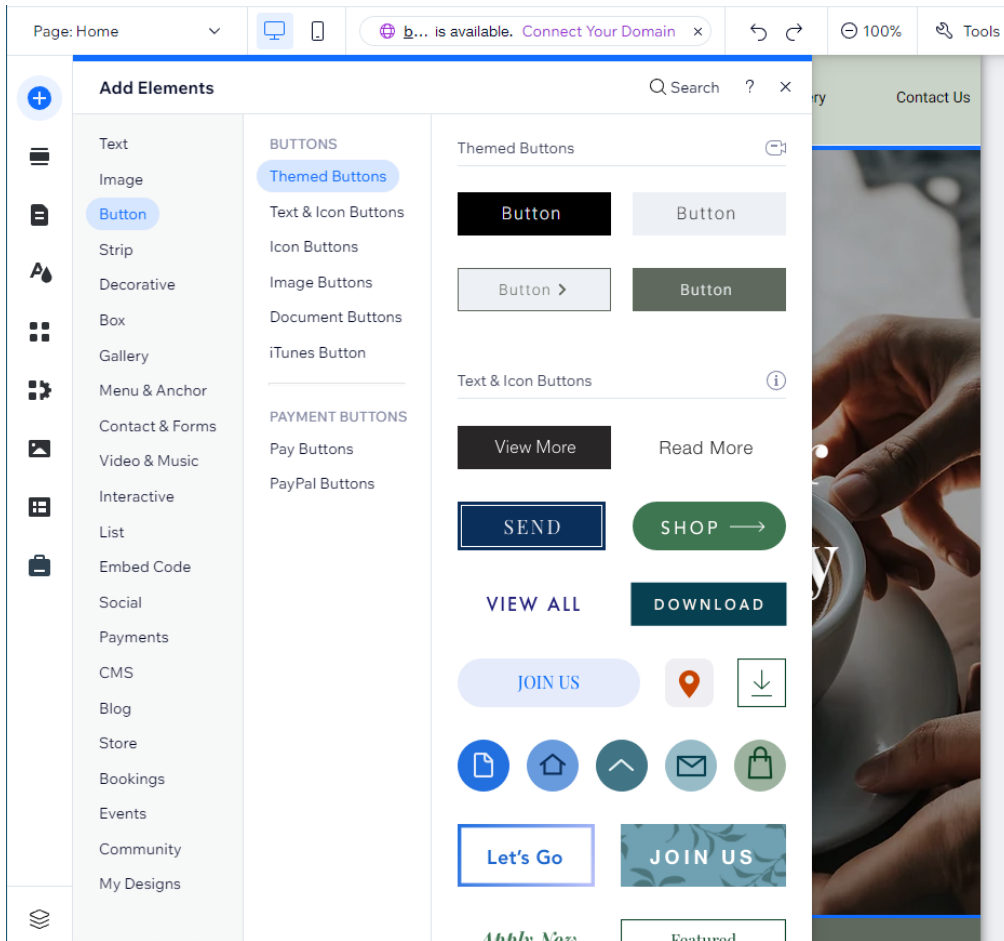


7.5 Adding other elements*

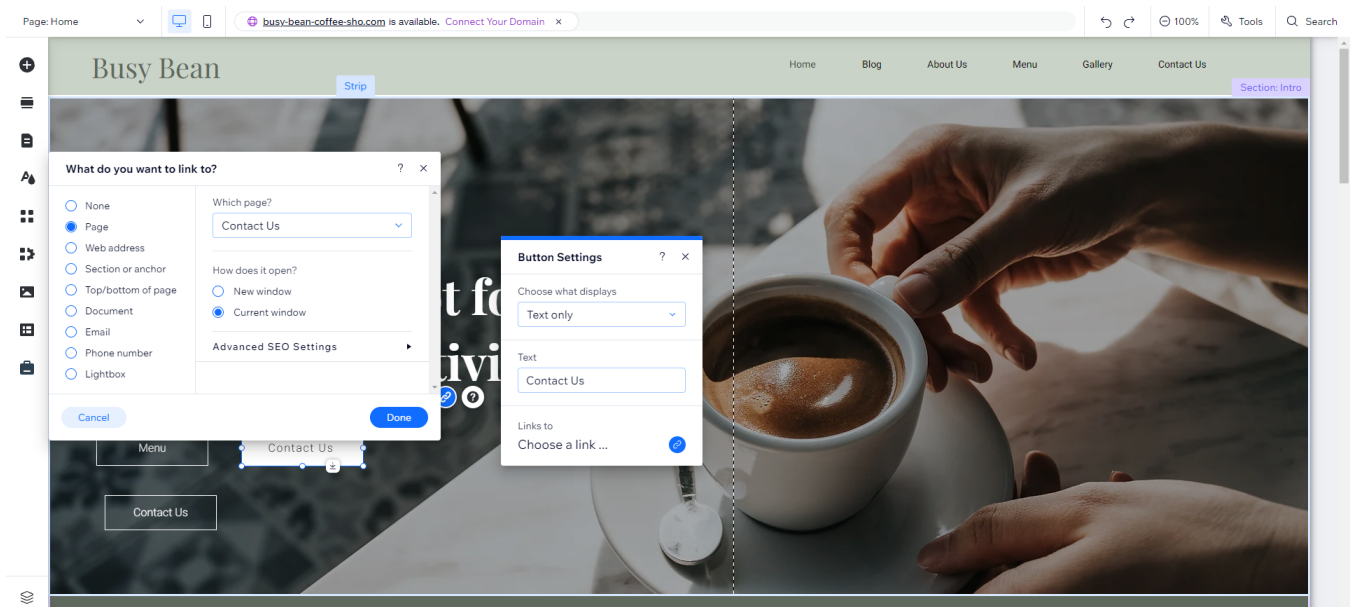
Buttons

To implement a button, we are going to create a button that links from the home page to the Contact information.

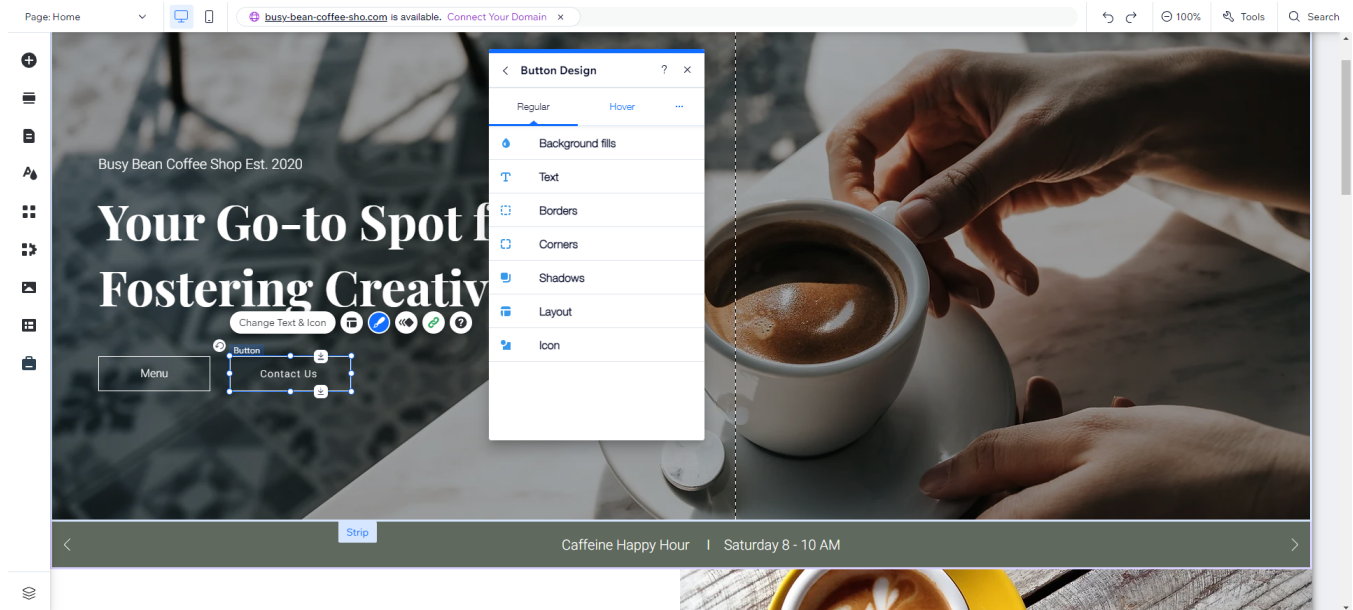
First, choose the button from the elements section.



Drag and drop the desired button onto your page. Click on the button to start editing. Change the name of the text on the button. In this instance, we want the button to lead to a way for customers to contact our business. Under the Links to option, we would choose the Page option and select “Contact us” from the drop-down menu.



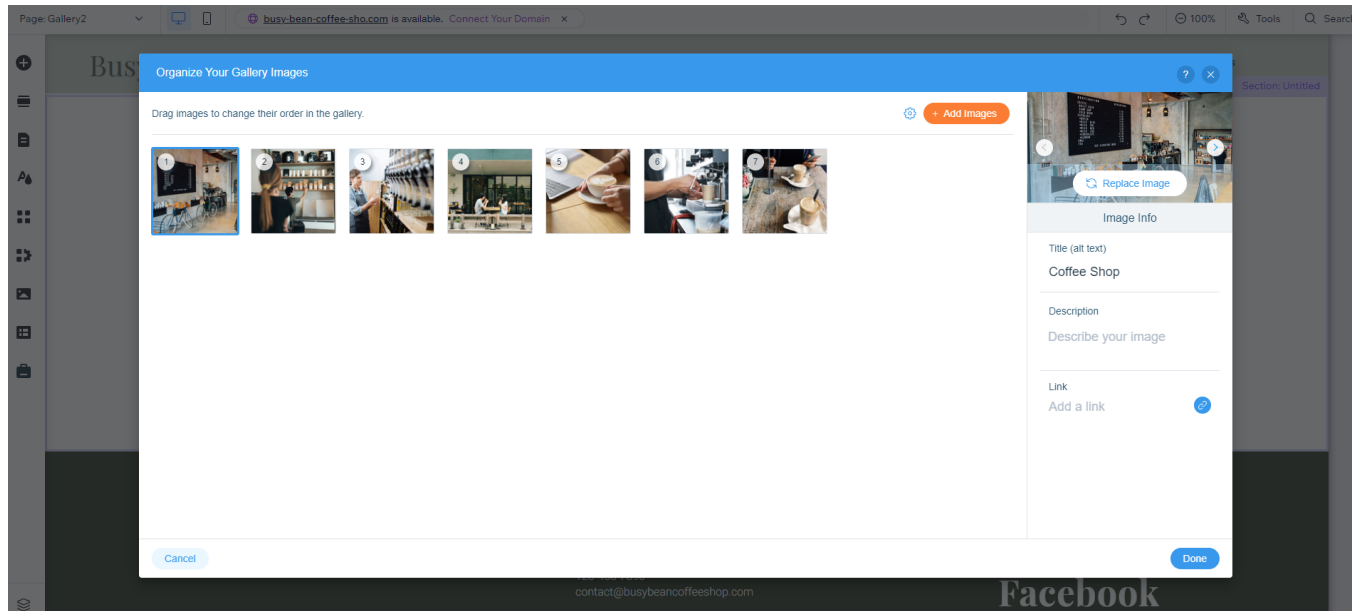
To make the design consistent with the other already existing button, click on the design icon and change the background to 0% opacity, add borders and change the color to white.



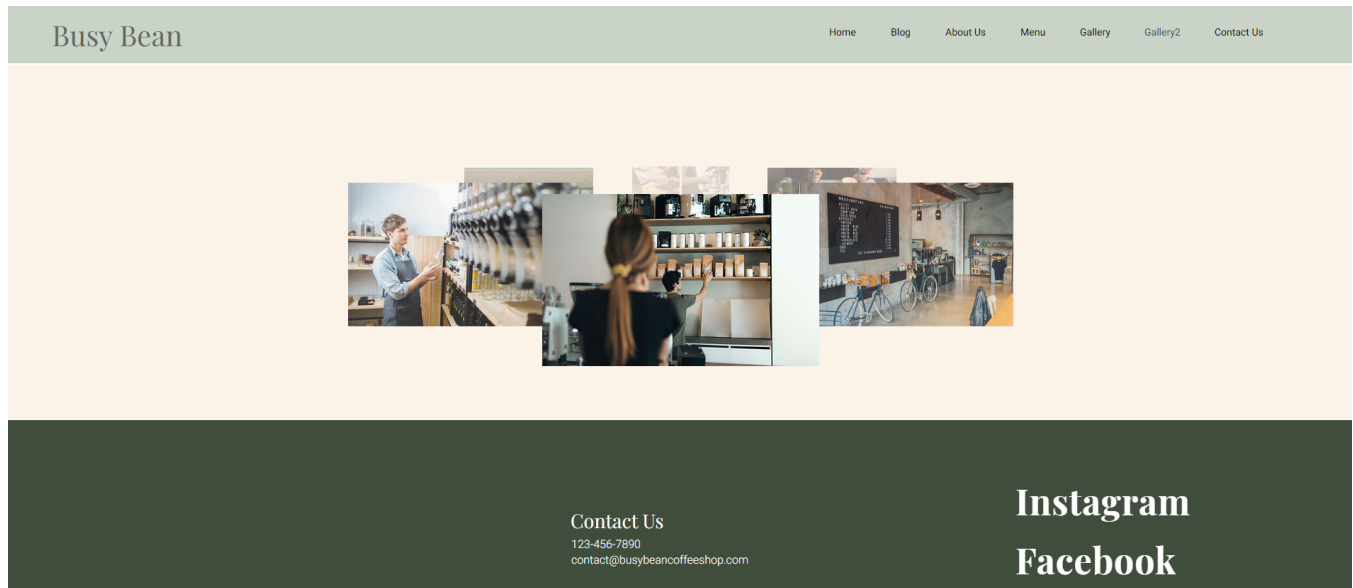
Gallery

Visit the elements tab, hover over gallery, and choose which option best fits your design. Drag and drop your selection onto your page where the gallery should live.

Select 'Change Images' and update with original content.

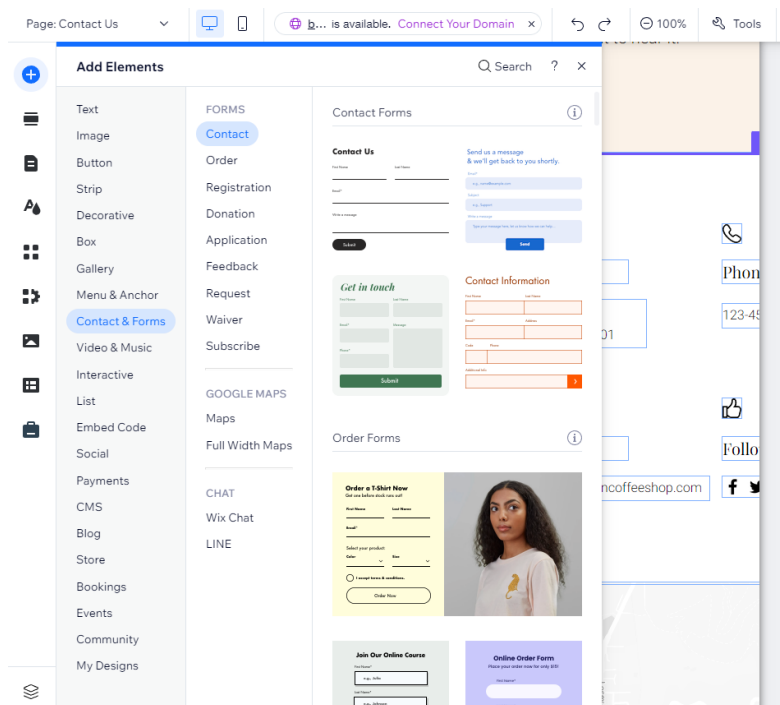


Adjust the background to complement the gallery photos.

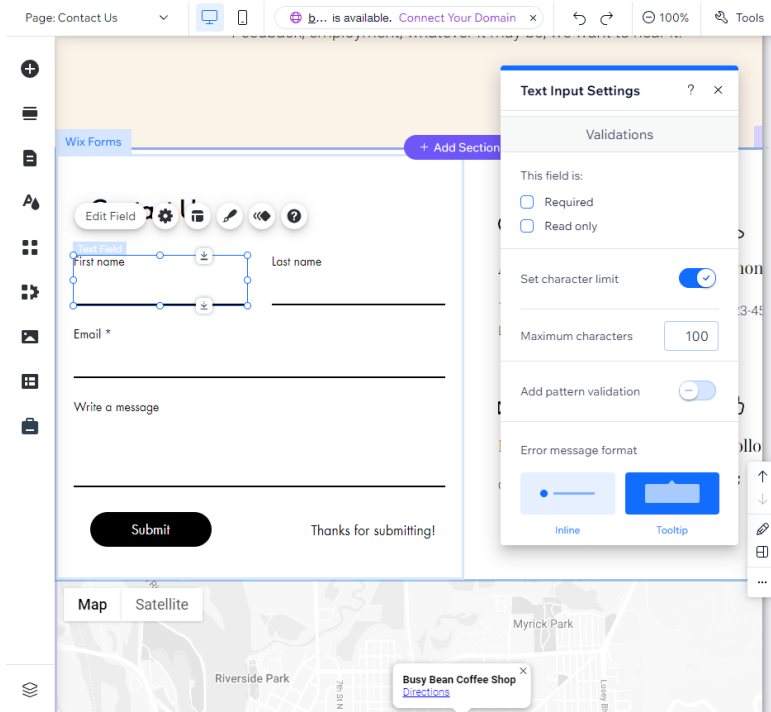


Forms

Let's add a contact form. In this instance we will add a form to our Contact Us page. Simply, drag and drop the desired design into your page.



Adjust all the form fields to fit inside the area correctly. To make fields required, click on the field and choose 'Edit Field' then scroll to the Validations section and select the box that makes the field required.



See the finished product here:



Contact Us

First name * Last name *

Email *

Write a message

Submit

Address
1234 Main Street
La Crosse, WI 54601

Phone
123-456-7890

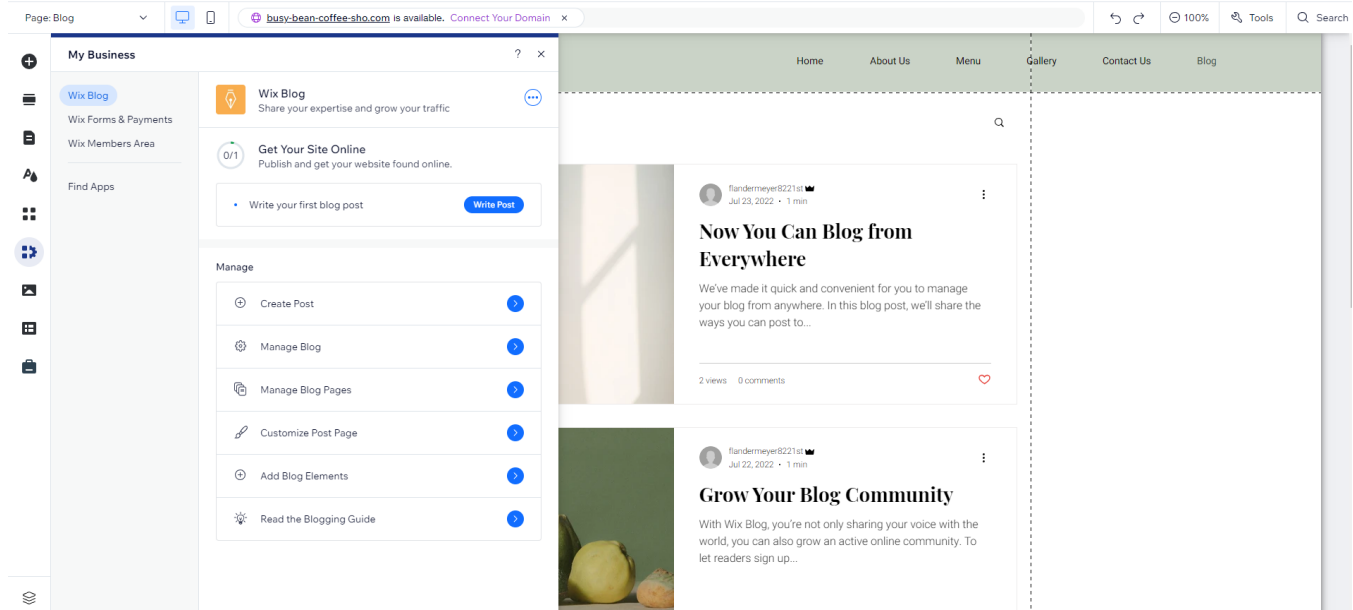
Email
contact@busybeancoffeehop.com

Follow

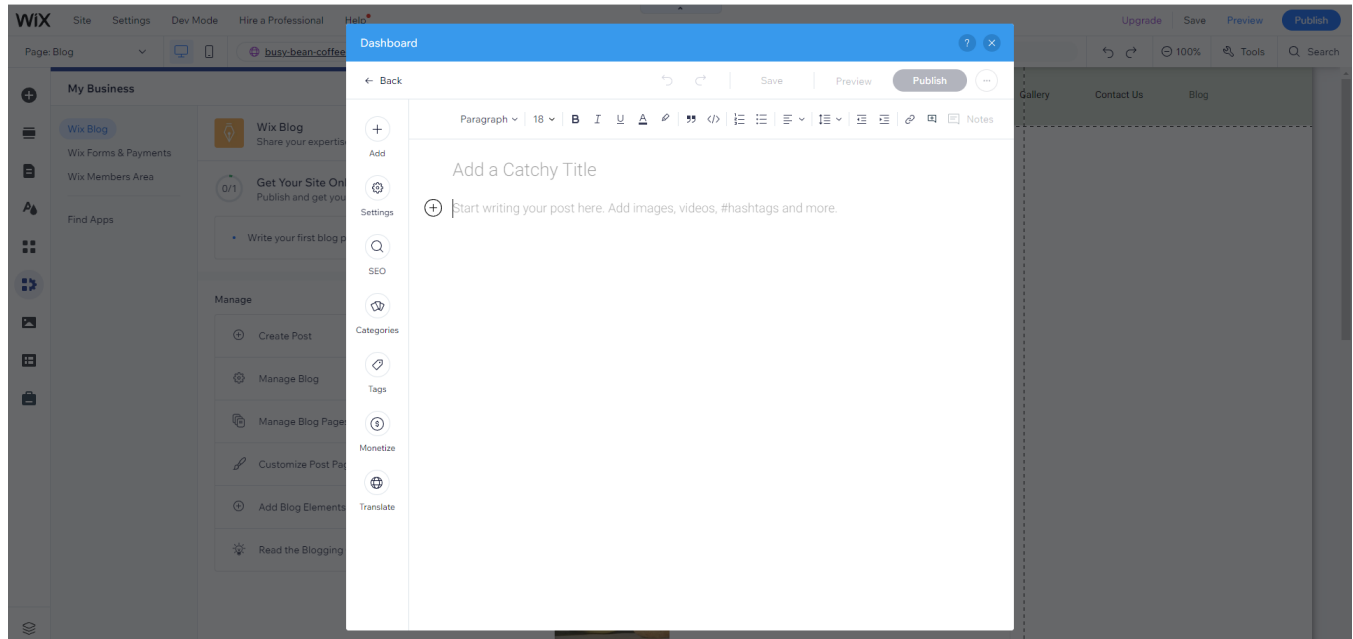
7.6 Blogging*

- A frequently updated blog encourages people to return as long as the content remains relevant and engaging.
- Quality over quantity: a useful post once per week is better than low-quality content published daily.
- Categorize your posts.

From any page on the website select the Elements tab and choose “Add Blog to Site.” Under the My Business tab manage your blog posts.



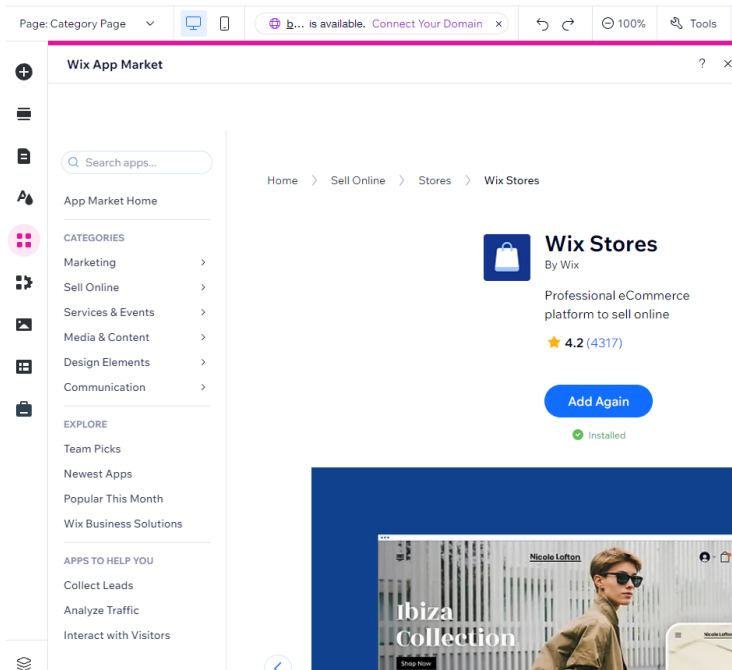
Create and publish posts in the blog dashboard.



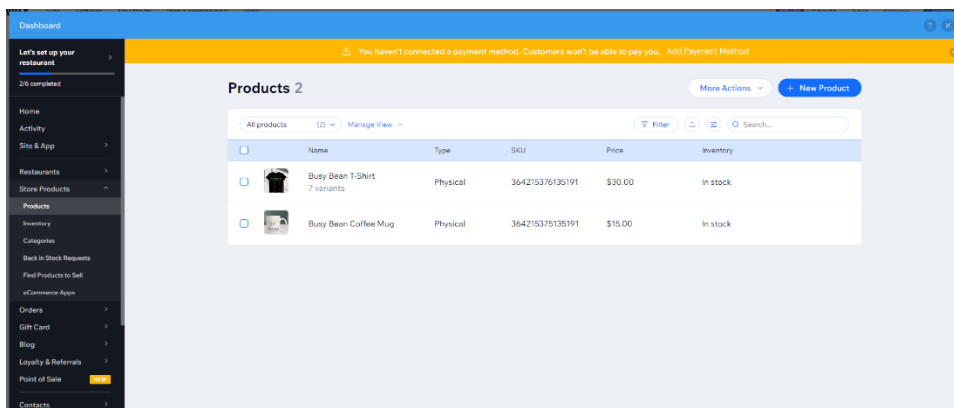
7.7 Adding other Apps*

Ecommerce functionality – Wix Stores

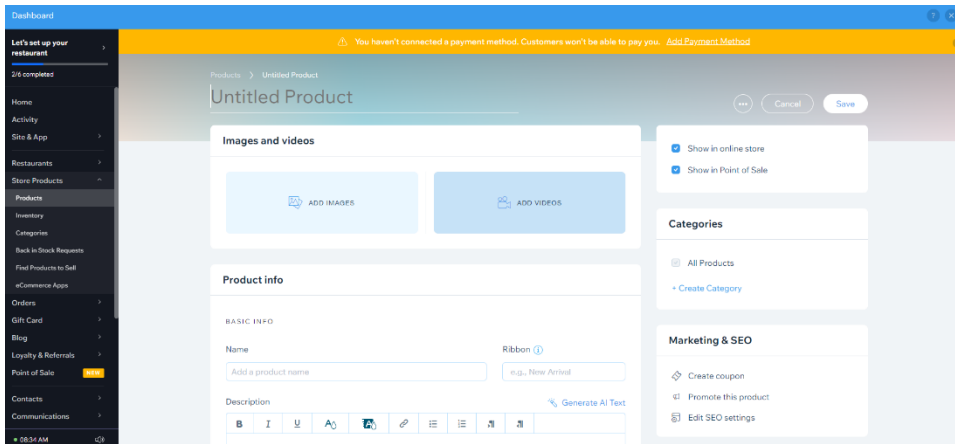
From the Wix App Market, find Wix stores and choose install.



Once the app is installed, begin by adding your products. Click on manage products from the editor or click on the products tab from your Wix dashboard.

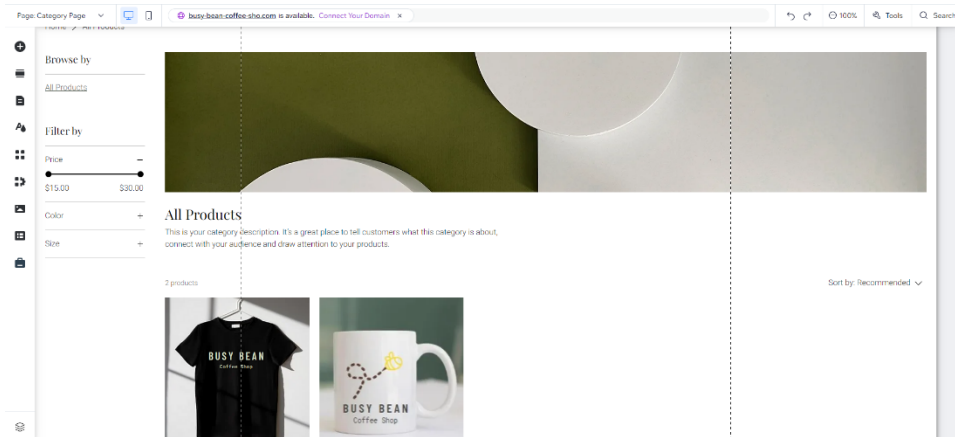


Choose add product and begin filling in all the fields on the page.



We will add a photo of the product, as well as a description. Add the price. In the product options because we are selling T-shirt, we will add all the size options.

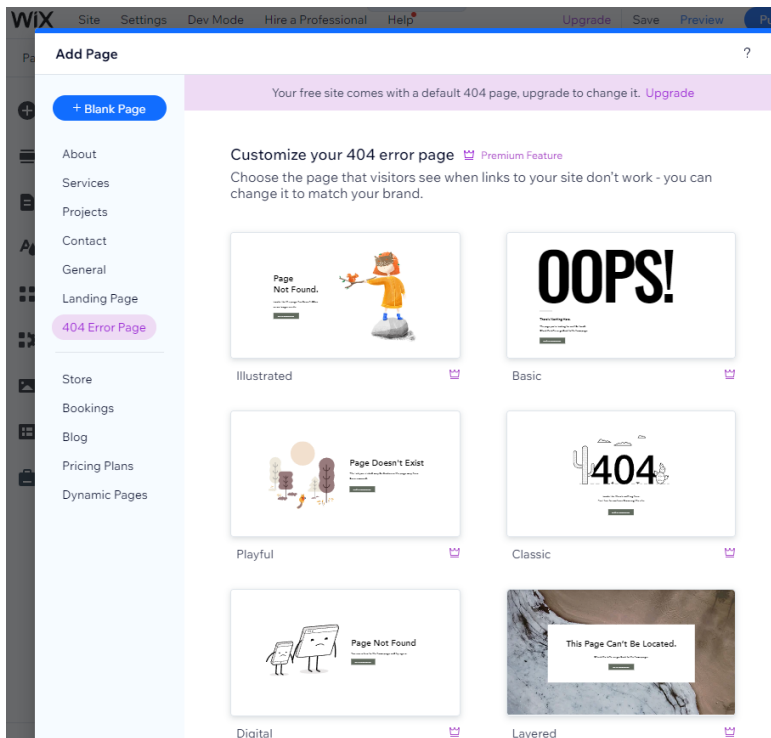
Now, from the product page, all the for-sale items are visible.



7.8 Extras – Custom 404-page, Favicon, Privacy and Cookies

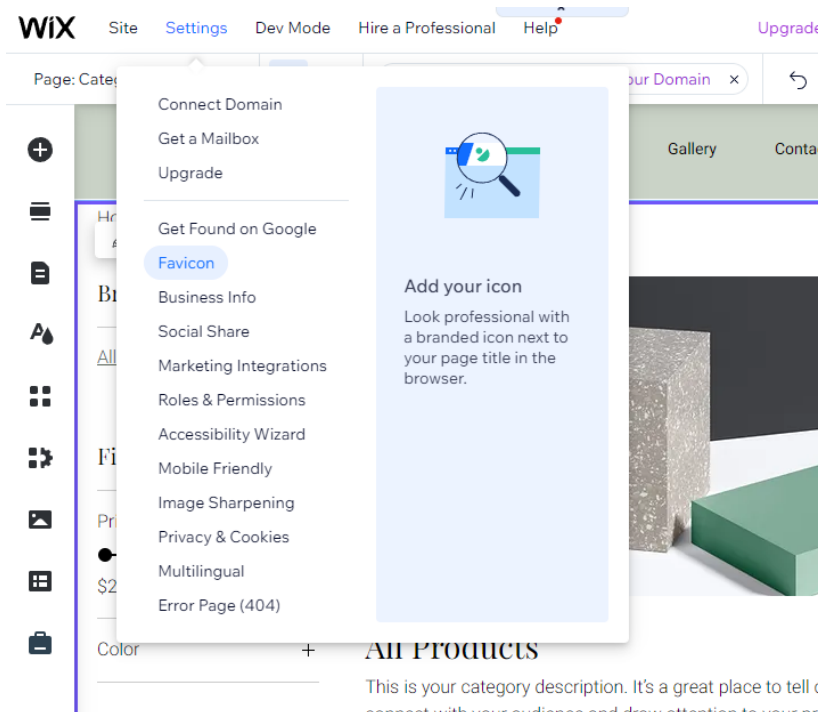
Custom 404 error Page

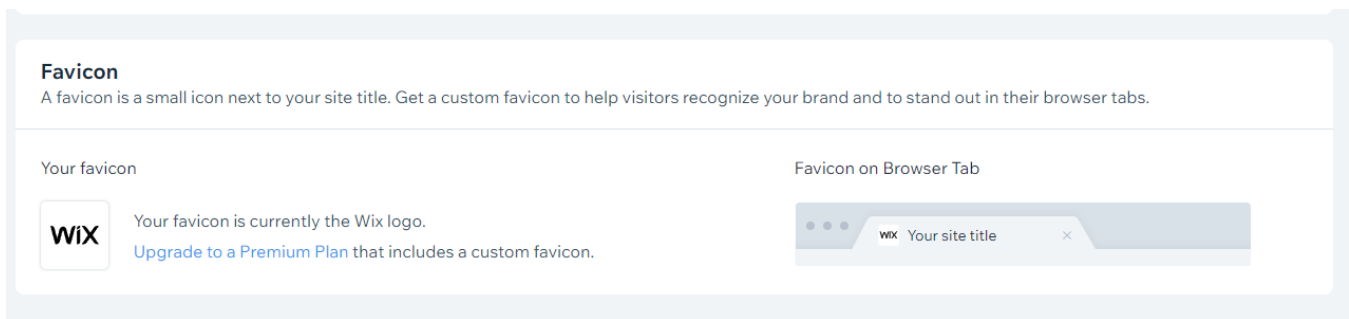
Once you have upgraded your website you can develop a customized 404 error page. Hover over settings and choose 'custom 404 page.' Choose an option that is consistent with the rest of your webpage.



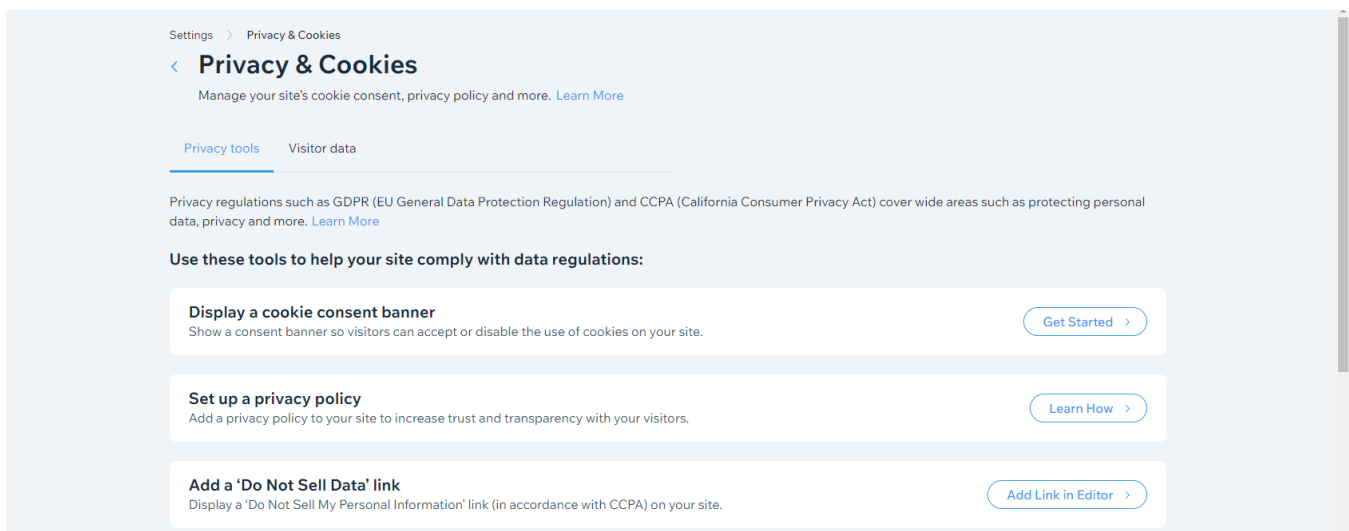
Favicon

Hover over settings and choose Favicon. Upload your logo to be your social image. Once you upgrade your page, use your logo in place of the Wix logo.





Also under the Settings tab is the Privacy and Cookies information.



7.9 Publishing your site – Site Settings, upgrading your plan and connecting your domain

7.10 Google Analytics

Google Analytics is a free service for measuring traffic and website engagement across websites or apps.

Google Analytics collects data related to user traffic, patterns in user engagement, demographic information, and analyzes other marketing activities. Website analytics is important for obtaining information needed to improve your website.

Important Website Metrics:

- Website visits – Number of Visits and Duration of Visit
- Website Traffic Sources
- Bounce Rate – Website Overall and Per Page
- Page Performance by Title
- Conversion Rate

- Keyword Analysis and SEO
- Paid Search Effectiveness
- New Visits vs. Repeat Visits

To install Google Analytics 4, visit this link:

<https://www.business.com/articles/small-business-guide-google-analytics/#how-to-set-up-google-analytics>

For more information on Google Analytics visit these links:

<https://www.business.com/articles/small-business-guide-google-analytics/#what-is-google-analytics>

<https://www.wix.com/seo/learn/resource/get-started-with-google-analytics-4>

<https://www.web.com/blog/grow/marketing/how-to-use-google-analytics-for-small-business>

7.11 Google Search Console

Google Search Console is a tool for understanding how Google is viewing your website and optimizing the organic presence of the website. Within Google Search Console review how visitors find your pages. Addressing the errors that Google presents when crawling your page will help with the overall appearance of your website on the search engine results page.

To implement Google Search Console, visit this link:

<https://blog.hubspot.com/marketing/google-search-console>

For more information on Google Search Console, visit these links:

<https://www.wix.com/seo/learn/resource/what-is-google-search-console>



CHAPTER EIGHT:

Action Steps and Prep for

Chapter 8.1 Worksheet

- Please choose the appropriate section based on whether you have a website or not.

I have a website

1. My website has distinct pages (or anchors if one page)

2. Navigation on my website is clear

3. The hierarchy of information makes sense for the message that I am trying to convey and for the action I'm trying to accomplish from website visitors.

4. All content reflects current information, is effective, and stands out on the page.

5. My website is interesting to look, and I have unique features and content.

6. I use buttons to allow users to navigate my website. All buttons bring customers where they are supposed to go.

7. I need additional apps or functionality.

8. I have a custom 404-page, favicon, and have privacy and cookies settings implemented.

9. I use Google Analytics to monitor trends on my website.

10. I use Google Search Console to...

11. I need student/professional help with:

12. I have questions for designated time during part three:

8.2 Worksheet

I do NOT have a website

1. I added the following pages/information to my website. (At minimum Home, About us, Contact)

2. My website has a navigation feature that allows people to move around the website.

3. I chose colors and implemented them on my website.

4. I can successfully add text and images to my website.

5. I added buttons where necessary to allow site visitors to navigate my website with greater ease.
 - a. Those buttons successfully link to where I need them to go when I preview the website.

6. I added other elements to further enhance my website.

7. I want to implement other apps to increase the functionality of my website.

8. I have extra features like a custom 404 page and custom favicon.

9. I updated the privacy and cookies settings

10. I published my website and connected my domain.

11. Google Analytics has been implemented on my website and is successfully transmitting data to the Google Analytics site.

12. Google search console

13. I need student/professional help with:

14. I have questions for designated time during Part three:



PART THREE:

Search Engine Optimization and Social Media

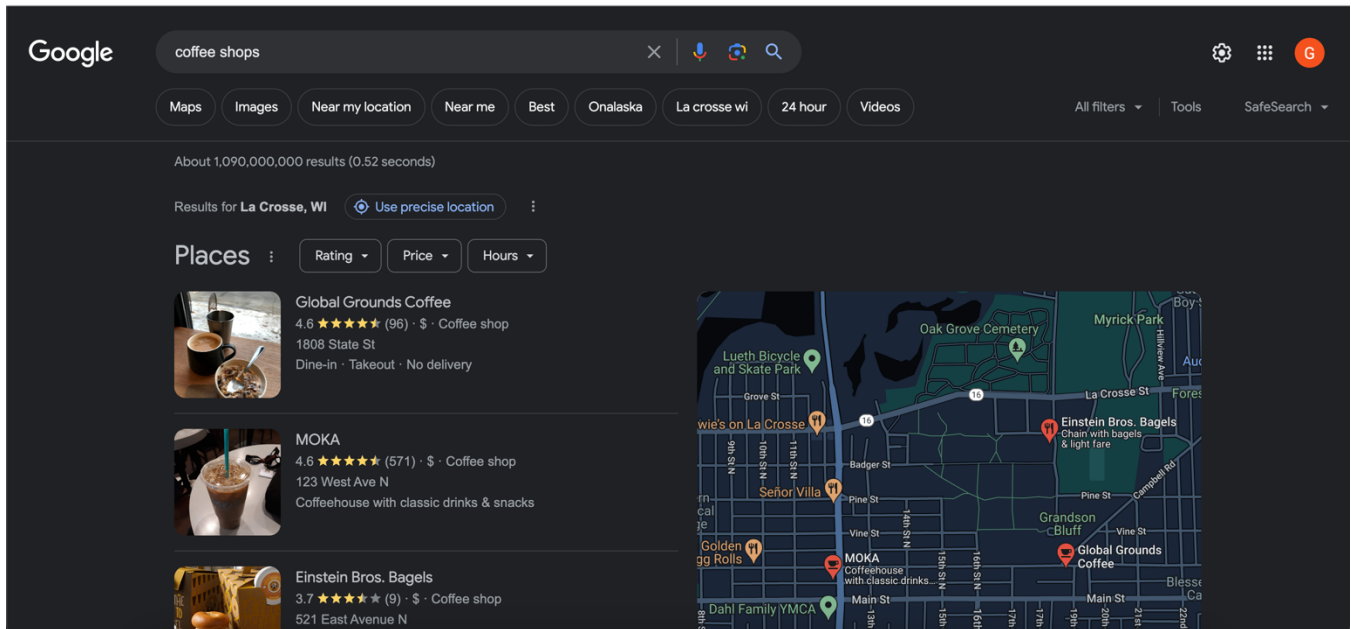


CHAPTER NINE:

Search Engine Optimization

9.1 What is SEO?

Search Engine Optimization (SEO) is the process of optimizing a website, so it ranks in the best position in the search engine results page for relevant search queries.



SEO is important for the following reasons:

- Organic search results cover more digital real estate
- The credibility of you, your offerings, and your business
- More clicks on organic search results than paid advertisements
- Investment in long-term business success.

9.2 SEO Myths and Outdated SEO Tactics

SEO myths:

- I'll just "add some keywords"
- I'll pay a company to "submit my site to the search engines"
- My site is "already optimized"

Outdated SEO tactics:

- Using too many keywords
 - Creating keyword "stuffed" content is a poor approach to getting listed on the search engine results page. Doing so alienates certain search groups and ultimately creates a loss of readers.
 - You should try to include keywords where they naturally fit.
- Writing for Search Engines, and not Humans
 - Use the Webmaster Guidelines provided by a search engine to score well on the search engine results page.

- Balance the amount of time spent on your writing skills, keyword research, and publishing content.
- Constantly changing information:
 - Copying internet information or articles and rephrasing them. Using AI to produce content rather than using AI to improve content.
 - It's best to produce your own unique material.
- Focusing just on Google:
 - Apply SEO efforts for other search engines.
 - Bing is best if you're only using one other search engine.
- Ignoring the importance of mobile search engine optimization
 - Optimize for mobile use and not just for desktop.
- Authority of Domain names
 - Creating a network of high-quality backlinks helps with the credibility of your website.
 - Never buy backlinks. Other websites should link to your website.

SEO No-No's

- Buying links
- Low content/low value pages
- Hidden text and links
- Too many ads or affiliate links
- Duplicate content
- Keyword stuffing

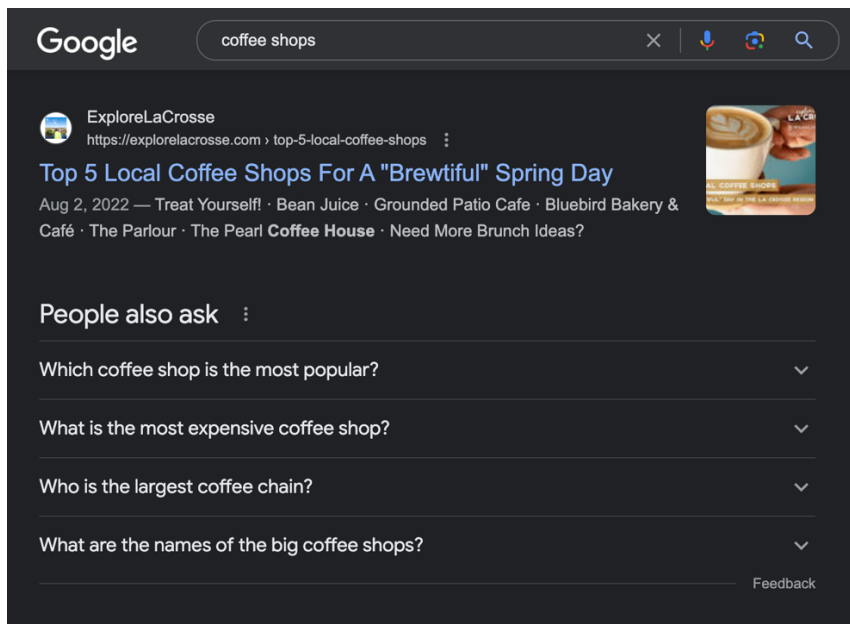
9.3 Technical SEO

- Crawlability
 - The ability of a search engine crawler to access your website and its pages.
 - Only crawlable pages can be discovered by Google. It's imperative to ensure crawlability to obtain organic search traffic.
 - To have a crawlable site ensure that the capabilities listed below exist:
 - Page discoverability
 - Website pages should be listed in the sitemap. Orphan pages can't be found by the crawler. A page should be in the sitemap and have internal links.
 - Access restrictions
 - Login system
 - User-agent blacklisting
 - IP address blacklisting
 - Submit a Sitemap
 - A file on your website that tells search engines about new or changed pages on your website
 - [Google.com/webmastertools](https://www.google.com/webmasters/)
 - [Bing.com/webmaster](https://www.bing.com/webmaster/)
- Mobile
 - Google mobile-friendly test.

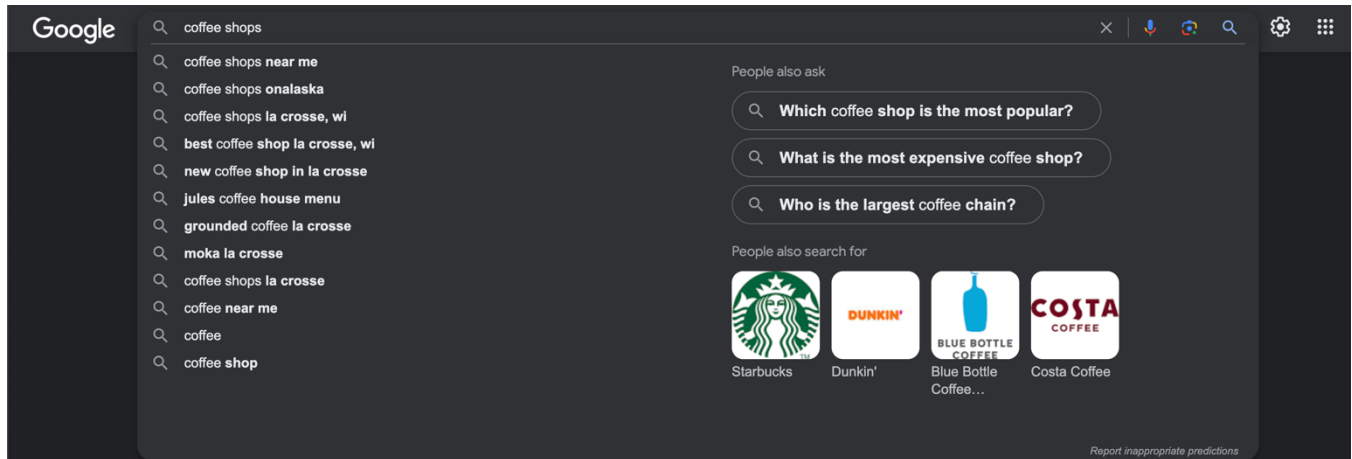
- <https://search.google.com/test/mobile-friendly>
- Speed
 - https://pagespeed.web.dev/?utm_source=psi&utm_medium=redirect
- Title tags and Meta Descriptions
- Security
 - SSL – Lightweight ranking factor
 - Letsencrypt.org
 - Good hosting
 - Strong password
 - Install updates

9.4 Keyword Research

- MOZ keyword research
 - <https://moz.com/explorer>
- Google trends
 - <https://trends.google.com/trends/>
- Answer the public
 - <https://answerthepublic.com/>
- “People also ask” section on Google.
 - Review this search section to figure out what people might be searching for on Google in relation to your business activities.



- Search drop down



- Look at the way the search engine results page is ordered and ranked
 - Look at the content on the websites of your competitors. What additions or changes could you make to make your content rank better than your competitors.

9.5 SEO copywriting

- Practice of writing content that both Google can understand, and that people also want to read.
- Combine SEO with compelling content and other search engine ranking signals:
 - Backlinks
 - Low bounce rates
 - High dwell time
 - Amount of time a user spends on a page before going back to the search engine results page.
 - Above-average click-through rate
 - Lots of social shares
 - Comments/community

Optimize for Engagement:

- Clicks from the Search Engine Results Page
- Time on page
- Bounce rate
- Google recommends 16-point font and above.
- Headings, paragraphs, bullet/numbered lists
- Images, graphics, and videos

9.6 Link building

- Choose descriptive text: anchor text used for a link should provide a basic idea of what the page linked it about.
- Avoid: writing generic anchor text like “click here”
- Backlinks/Inbound Links = credibility
 - Avoid low quality or suspicious links
 - The popularity/authority of a linking site

- Topic relevance
- Write great content
- Link outreach
 - Don't spam link requests out to all sites related to your topic area
 - Don't purchase links from another site
 - Be careful who you link to. Your reputation is related to another site when your site links to it.
- Offer to guest blog
- Sponsorships
- Generate and share survey data
- Build a tool or calculator
- Research competitors backlinks
 - Ahrefs, Majestic, or Moz's Open Site Explorer

9.7 Local SEO

- Claim your Google Business Profile Listing
 - Consistent NAP
 - Refers to the accuracy and consistency of data about business names, address and phone numbers across all listings.
 - Select primary and secondary categories.
 - Mark off application attributes
 - Write a "from the business" description.
 - Add your products and/or services.
 - Upload photos
 - Collect and respond to reviews.
 - Answer questions
 - Publish Google posts weekly.
- Add location pages to your website.
- NAP consistency
- Optimize online directories and citations (Yelp, Trip Advisor, etc.)

9.8 SEO resources

- Google Search Central Help Community
- Google Webmaster Guidelines
- Bing Webmaster Guidelines
- Google Search Central YouTube Channel



CHAPTER TEN: Social Media

10.1 Choosing the right social media platforms for your business.

- Review the listings of platforms on page 9.

10.2 Understanding the algorithms

10.3 Content Strategy

Types of Content:

- Inspirational content
- Interviewing experts
- Livestream content + Q&A
- Ask follows for Feedback/Input
- Ask questions
- Ask for audience participation
- Customer testimonials
- Customer appreciation
- Behind the scenes
- Guides, Tips and Tricks, How to's
- Post content related to a national holiday.
- Post content related to pop culture or trends
- Highlight community service efforts
- News or product announcements
- Research or statistics
- Employee spotlight
- Share a playlist
- Holidays
- Pets and Babies
- Health and Safety Measures
- User Generated Content (UGC)
 - Reposting customer-made content and crediting them in the posts. This helps your customers to feel appreciated and recognized by the brand.
 - Ask for permission and give credit.
- Promote games or contests
 - Challenge contests
 - Storytelling contests

10.4 Social Media Marketing Best Practices

Posting Frequency:

- Facebook: post 1-2x/day
- Instagram: post 3-7x/week

- TikTok: post 1-4x/day
- YouTube: 1x/week
- Snapchat: 4-7x/week
- X (formerly Twitter): 1-5x/day
- Pinterest: 3-11x/day
- LinkedIn: up to 1x/day, no weekends

Post Length:

- Facebook: about 80 characters or less
- Instagram: about 125 characters or less
- Instagram stories: no more than 7 slides
- X (formerly Twitter): about 100 characters or less
- LinkedIn: about 100 characters or less
- LinkedIn articles: about 2,000 words

Video Length:

- Facebook: less than 1 minute
- Instagram Video: 1 minute
- Instagram Reels: 15 seconds to 1 minute
- TikTok: 7-15 seconds
- YouTube: 2 minutes (Shorts – less than a minute)
- Snapchat: 7 seconds
- X (formerly Twitter): 44 seconds
- Pinterest: 6-15 seconds
- LinkedIn: max 30 seconds

General Tips:

- Choose fewer channels
- Focus on quality over quantity
- Include video in your strategy
- Optimize your posts for mobile viewing
- Use hashtags and captions
- Include curated content in your strategy
- Engage with your community
- Promote your social media channels

Social Media Plan

- Choose platforms wisely
- Consider using a post-scheduling tool – Hootsuite, Buffer, Sprout
- Video
- “Batch” your content
- Remember social media is a conversation

- Be consistent and follow a schedule

10.5 Analytics and Reporting

10.6 Social media marketing resources and tools

- <https://www.canva.com/>
- Meta Business Suite - <https://www.facebook.com/business/tools/meta-business-suite>
- <https://unsplash.com/>
- <https://pixabay.com/>
- Adobe Spark video editor
- Hootsuite/Sprout Social/Buffer

10.7 Email Marketing



CHAPTER ELEVEN: Follow-up Steps

Chapter 11: Checklist

1. I understand how I can leverage SEO to help with the visibility of my website.

2. My website is
 - a. Crawlable
 - b. Optimized for mobile use
 - c. Has title tags and meta descriptions
 - d. Has security features implemented

3. I have researched keywords and have a few strong options

4. My content is engaging and has keywords implemented naturally in the content

5. There are links to my website that exist elsewhere, whether that be other websites or through social media.

6. My Google Business Profile is complete and verified.

7. My contact information is consistent across all platforms.

8. I use the following social media platforms.

9. I know I can implement the following types of content and my followers will engage with that content.

10. I have a content calendar and know what I'm posting and when to maintain consistency in my posting schedule.

11. I can review the analytics of my social media.

12. I know how to leverage social media marketing tools to enhance my content.

13. I know how I can use email marketing to spread the word about my business.

14. I need student/professional help with the following:

Action Items

| Priority | Task | Description | Obstacles | Deadline |
|----------|------|-------------|-----------|----------|
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