**3 Tips to Publish Your Website With Confidence**

Hello everyone thank you so much for having me today. I am so thrilled to present to you three tips to publish, your website with confidence. Really, this is going to be a step-by-step guide to creating your website and making sure that you are set up for success. Before we began I would love to learn a little bit about your experience with websites and if you even have a website. I think a lot of people do not even have one yet. I will go ahead and push a poll to you all. What it would like you to do is go ahead and respond in that poll whether you have a website or not. If you are not sure if you have a website. Some people are using other platforms like social media and they are not really sure if that is considered a website. Go ahead and take that poll, okay we are seeing lots of yeses, quite a few knows, I'm not sure, some not sure. We will give you another few seconds to do that. This will just give me a good idea as to how deep we need to go in some of the areas today. Wonderful. Okay. I'm going to go ahead and push the results so you can see as well. It looks like about 60% of you or close to 61% of you have a website, 37, 37% of you do not have a website, less than 1% [ Silence ] conversation today. I will introduce myself, my name is Jenna Schaefer I marketing manager of constant contact. So Alexa has introduced me. I have been with constant combat 12 years in October talk. In that time I have been in many positions are sales to external customer training, to internal employee training and even some content development for education that we provide at constant contact and in that tenure at constant contact I have met a lot of small businesses and like I said before you would be surprised at how many people do not have websites or do not have a website it all or do not have [ indiscernible ]. So my goal today is to bring any Matt that I've learned from other some of those other small businesses. And provide you some education around that they Strubberg with. Of the things that they found to be successful as well. So I hope you get that out of today. Whether you are very thin layers websites or not familiar with websites at all, uh, keep in mind this content that will provide you today is meant to be the basics of websites. So it may, if you experience with your website this is good to go back on the basics and make sure you have those bait things that will be successful for you. If you are not experience with websites that that is great also. Because this is a good starting point. You already had, ahead of the game making sure that you are doing the things that you need to to get the best results possible. So without further ado let's go ahead and jump right in. What do we want to learn to research for a business. When we go to Google or any other search engine what are we trying to accomplish when we are searching to learn more about a business. We search for them, right? We type their name into Google or we type the keyword into Google. That is providing content or providing color around you know what we are trying to learn about the business. So maybe if I am trying to find out more about restaurants in my area I would put in restaurants near me. It does not necessarily have to be that business name. So when you want to find out more about that business and we have to think about that when we are building a website because it is not necessarily they will go out and not necessarily search for a specific way but more so braces are keywords around what her business does. Think about when you go to say a new city, I know we are not really traveling right now too much. Or, maybe you are invited to participate in, uh, a party at a restaurant. You think about the things that you want to learn about a business and how you search for those businesses. When you need that information. Right now also a lot of people are searching for Covid information regarding businesses. So, if they are having special hours or if they are even open at the moment. So, we have to think about all of those key terms, key phrases that people are searching for when they look at your business.: They look for your business.your business.: They look for your business. When customers and prospects search for what you offer they are going to your website to determine whether or not you are the business that they need for those specific needs. Right. Your website needs to answer those types of questions because 62% of consumers use websites to find and engage. With businesses. So they are using it specifically to learn or to determine whether they are using a business like yours. So, I don't know if many of you have heard of constant contacts marketing guide to making sense of online marketing. I will talk about where you can find that later. But, in this guide we talk about five tools for getting your business up at online successfully. Your website is just one of those things. So we do recommend that you do five tools or use all five of these tools. However your website will be like your home base. It is the starting point for your business. I get this question a lot. Do I even really need a website, if I am using all these other tools is it necessary for me to actually have a website. It is, it is like your home base. So we are going to die specifically into [ indiscernible ] the other tools or resources today., If you need help learning how you integrate your website with these other tools we have a guide that will help to do so. Again I will talk a little bit more about where you can find that, where you can download that after today's discussion. But, today what I want to talk about our three different pages that you need to make sure that you have on your website to be set up successfully. So we will start out with the home page. We will go into the about page, the contact page and then I actually have a couple of extra bonus tips for you. Talking about images and shopping carts at e-commerce solutions. On your website. So we are going to give you a little bit extra today. Let's go ahead and jump into the first page that you have on your website which is your home page. Your homepage is going to be the introduction to your business, especially for visitors and prospects. It is what invites them into your business and provides a first impression to these new visitors or these new prospects to your business and [ indiscernible ]. We want to make sure our homepage makes things really, really quick and easy to find the information that they are looking for pick they are going there to identify what you are offering. If it is best for them to use. So keep your homepage focused on [ Silence ] how you can help them. You know what it sounds like, oh, my audio might be cutting out a little bit. Uh, let me, okay, give me one second, I am going to adjust my headset and see if that helps. Okay, is this better? Jenna?

Yes, it is sounding good and I will feed you a message if it continues to cut out. Thank you so much for trying to adjust. And, uh, I will keep you posted if it continues to cut out. Thanks.

Okay, wonderful, thank you. Okay, so again the web homepage is the webpage that when people find you through Google or through some sort of engine that is the front door to your business. We want to think about making it is quick and easy for them to find that information as possible. So a couple of questions that you can ask yourself, when you are trying to determine what kind of content to provide on your homepage or what, the information that you are supposed to include. Here are some helpful suggestions or questions that you can ask yourself. What are the products and services that you provide? So again people are going to your homepage to determine is this right for me? Is this a business that is going to provide me the solution to my problem? Are they going to have the products or services that I need? To, uh, that I am looking for, right? Who is it for, and my the ideal customer, so what we want to provide the audience visiting our website is a sense of inclusion. We want them to understand why we can help them and why they are best for using our products or services. So describe who you serve and why it is best that you serve them. So what? I always like to say what is in it for me. Why should these people care about your business, why are you the business that they want to do business with? Right, I like to say, uh, describe why you are the destination business or create a sense of why you should be the destination for where they shop or were they attend or were they donate. Okay. So so what, what is in it for them? And lastly what should they do next? This is surprisingly something that I see far too often is that you are describing all these really great things and then the prospect or customer visiting your website things to themselves this sounds like a great deal, like I, I want to do business with this business. But, then there is no call to action, there is no way for them to take the next step, there is no way for them to contact the business. So we want to make sure we are writing what we can provide and how they provided. How they can take action. Here is an example of a homepage. This is actually one of my favorite restaurants and breweries here in Colorado. You can see here they answer a lot of these questions and especially now that we are in, we are still in a pandemic, uh, a lot of the questions that people have around businesses are what they are doing to power through the pandemic or take extra precautions and, uh, protective wear and things like that. So, let's take a look at his home page. This is a.k.a. kitchen. The very, very first thing you see on their website is that they are now open for dining and experience. So question that somebody might have around the restaurant right now is are they even open? Right. Are they open for dining experience or is it just take out? So they answer that question right away. Then they give them a call to action, call for reservations. So, we are already answering a question that there visitors or prospective diners might have and then we are giving them away to take action on that in case they want to come in and dine in. You can also see business hours. That is also a question that people might have. Are they even open, when are they open, providing those solutions for them. Then as you scroll down on the second screenshot that you see there there is a synopsis of what they are doing through the pandemic. Through the crisis. So what extra precautions are you taking, uh, a lot of questions around what are the actual regulations around dining with restaurants right now. I want to learn more about the CDC standards and health codes. Because if they do decide they want to dine with you or with a.k.a. kitchen that they want to know that those standards are being met. So we are automatically providing a sense of comfort four hours prospective diners as well. Right, we are saying you may feel a little nervous about doing this but, you do not have to be because we are taking extra precautions. So they are putting their audience at East. Then they had very for clear call to actions. Depending on the different types of options that their audience was to take whether it is a dining experience or maybe they want to, uh, do take out or pickup services or even just have the food delivered, they are providing all of those different options for their audience right off the bat. So it is very clear how to take these actions and where do they go to do it. They also provide and you can see here on the third screenshot a very, at the very, very bottom this is absolutely key to include on your homepage. Some sort of sign-up form or pop a form for people to include their email address. This is super, super important. Again, we will not go too much into those other tools like email marketing, think about the people who visit your website and never go back. Right. You do not want them to go to your website and then never have a way to contact them again. Or to communicate with them again. So, you want to make sure that you are including some sort of email subscription option or pop up form. That way you can collect those email addresses and even if they do not go back to your website you still can be in communication with them. Which is great. It allows you to continue the engagement cycle with them. So make sure that you have that kind of, uh, that kind of feature on your homepage. Okay. I just find this to be a really good example of providing who you are, what you do, ways to take action and capturing those contacts for future communication. Okay, so the next page. The second tip or second page. Is about page. Why do we even bother with the about page. This is an opportunity for you to describe and create a narrative around your business. Right? People like to do business that they like, no, and trust. We say over and over and over again that businesses are built off of relationships. This, especially right now when we cannot have face-to-face relationships as often, it is important that we are still providing that sense of connection and rapport with our audience online and digitally. So this about page is the opportunity, is the page where you can do that with your audience. You can build a rapport, you can create a narrative in a story around who you are and what you do. Is a great way to build a connection with your audience. Make them feel like they know who you are. I like to compare this to a talkshow. Okay, when we think about talk shows, celebrities are going on talk shows to do what? Promote themselves, with the movie that they are in or the book that they are releasing or sports team that they are on, right? They are actually there to promote themselves., What they do most of the time that they are on the talkshow is they actually talk about, uh, matrix or Doss can do are a funny story that happened to them the other day. Or, you know certain characteristics about themselves. What they are doing is they are humanizing themselves so when they get to the actual ask, oh, by the way my movie is coming out on Friday you should go and see it or you should stream it online. Right? When they get to the actionable act they have already built a report with their audience. The audience is more likely to take action upon that because they think oh, this person is a lot like me. That is what we want to create. The sense we want to create with her about page. Some questions to help you navigate what you should put on your about page and how you should describe yourself. What is your story? Is there some sort of cool back story to why you started your business or how you fell into that industry or why it is you love what you do? Right. When I think about a.k.a. kitchen the story is actually quite amazing. So, it is a story about a family, the son is, he's a chef, he trained all over the country. He has been a sous chef to, you know, the show top Chef, one of the winners, he was his sous chef. The dad of the family he was a homebrewer for many, many years and thought oh well, my son has his dream of opening a restaurant and I love to brew beer. I would love to open a brewery inside of it as well. The mom was a business owner for many, many years within the community and thought well, I could help with the optional rate, operation side and things like that. Then the daughter was actually, uh, in marketing and so she thought okay well I can help with the social media. Right. So it was the story of the family coming together and they all came from different backgrounds, uh, in terms of what they did for a living and their passion. But, they all brought them together to create this business together. So it is family owned and operated. That is just a really cool story to tell. So if you have a story like that, you include that in the on your about page. People like to hear about that. Why should they care. So you know there is, in this example that we are using today for the restaurant, it's, you know, there are so many restaurants out there. Why should be people dining be dining at that establishment versus any other establishment. Is the same for your business whether you are dental office, or whether you are a nonprofit in your community, whether you are a consultant, uh, maybe you are in retail. Why is it that they should visit you versus anyone else? There is always a reason. Then what makes you different? Again that kind of ties into why should they care and what makes you different. But, think about what set you apart from all of the other competitors. Within your industry or within your community. So let's take a look again, we are using A.K.A. Kitchen as an example. But, they describe on their about us page about who is A.K.A. Kitchen. So there is there, I guess kind of vibe that they have going on. A.k.a. stands for also known as that is a question they get all the time. What is a.k.a. Stanford why are you called a.k.a. kitchen. The answer also known as so the establishment is a representation of things that are traditional or classic, are morphed into something new. So anywhere from the vendors that they use that are local farmers to, uh, their actual dishes which are a little bit of a twist on traditional dishes. You are going to see this kind of morphed into something new are also known as version of something else. So they describe that because they know that is a question I get a lot so they describe that on their about page they love that. And they have a special thank you from the family owned and operated business with the family members to the community there. So again they are sharing that we are a family, this is a mom-and-pop dream that we are just trying to create, uh, and we love this community and we want to be a part of it. So this all sense of community and, uh, and love that they are sharing with their patrons. That is the about page, that is a personal note. To their diners. Then the about page and this actually, they do have their map on the about page, this can also go more into the contact side which we will get into a just a moment. But, uh, it is a great way to describe, okay, this is where you can find is that this is where we are located, this is how you can, you know come in and dine with us. So they are giving you that information as well. Your contact page, we want to make sure that people are able to communicate with us. And, we have already talked about a few different aspects such as your email list, getting people to sign up your email list. Or, somebody somebody being able to provide your audience as to where they can find you. But, this is your chance to connect with them. This is your chance to allow them to reach out to you. You want to make sure that you have some sort of contact page or at least aspects of contact information throughout your website. So, uh, I see a lot of websites that do not necessarily have a contact us page physically. But, it is all over their website, their phone number, their email address, ways that you can subscribe to email us. So make sure you have some condo component about that. Or where they can find you. When they can find you. So again business hours. Right, uh, when can they call you are when can they make reservations, when can they, uh, attend your event? Right, you want to make sure you make that available to them. Then how they can contact you. One thing that I see with the contact information also is that a lot of people put generic contact information like, you can email us at info@or sales@or, uh, team at, right. Sometimes people steer clear of those email addresses because they are not quite sure who they are reaching out to. So if you can provide more personal information or a specific contact your organization or your business, then that goes a long way also. They know exactly who they are supposed be reaching out to and who they will be talking to that goes a long way. Okay. Again I do not have a screenshot of this for website A.K.A. Kitchen for example . Just because they have at all over the webpage so they don't actually have a contact us page., They have included their map at the bottom, they have all their key information at the bottom. So it is spread throughout the website. Just make sure it is really clear to your audience where they can get that information. Okay, so let's get into some of our bonus tips. Because these are not necessarily pages that you would have, uh, but these are key components to a website that I find are super, super important. To keep in mind and to consider. So images. You want to make sure that we are portraying an image, that we are, that our brand is portraying a certain message about us. That we are being descriptive and the images that we provide to our audience and that they see us as, as we see ourselves. So, images are a great way to do this, to looking good and to making sure that your brand [ indiscernible ]. So let me give you some tips for images. I like to say you want to use images that are either people, places, or things. So when we think about images for people, use familiar faces that build rapport with your audience. I will talk a little bit about this later. But, if you can use your own images versus somebody else's like a stock image. Uh, or clipart or things like that. People love the authenticity. So when they see images on your website, the people who actually work there, or if you have you know your employees and your staff or your volunteers, again, they are making a connection with who is working at yours establishment. Before they even decide to do business with them. To the like to see the familiar faces. It helps to demystify what it is like for people to interact with your business. Especially right now when people are still a little concerned about whether or not they should be going out to dine or whether they should be going out to shop or, whether they should be going out to the drive-in movies, right, whatever your business is. There is a level of concern there right now and so your images, especially of people interacting with your business or of your employees, it helps to demystify that a little bit more. It shows them that it can be safely done. Right. So you can use images in that sense. Show the personality of your business. Right. If your business that is a little bit more serious and maybe you are more of a serious profession, uh, show that. Right, or if you want to use lifestyle photography of people wearing your close, I know there is a boutique in my downtown area that does a fantastic job of this. Day, each day they have whoever is working for that day, so their staff or the employees, they try on the close and they do these social stories that describe oh, today I am wearing this dress and this is how it moves, I love this about it, I love that about it. It is there actual employees doing a social take over, uh, and I just love it because it's, you know, it's not necessarily the business saying it, if somebody works there so people can know the connection to that. Again that is social but you can still create that sense on your website as well. When we talk about places. Make sure that you showcase your establishment. Are you some kind of cool building or is there some sort of feature that is unique about your business that you want to show off? That is always a great way to again, demystifies what it is like to be at your establishment. Now, if you are an online store, right, or an e-commerce business and you do not have an establishment, you do not have a brick-and-mortar you can still create, it is even more important to make sure that your website is designed properly to portray your brand or to message your brand appropriately. Because that is your establishment. That is your, your store, right? It is online. So maybe you do not have an actual place that they can take a picture of., Think about ways that you can portray in other ways on your website. Then of course things. Include your products and services. It is a great tip that I have, if you have an actual product or, uh, yeah just a product in of itself. Sometimes it is helpful to take pictures of them on very basic backgrounds. I see a lot of people taking images of say jewelry and it is on this really extensive, like silk background with all these other, candles lit or whatever. I don't know they have all this background to it. It is distracting from your actual product. Right, so you want to make sure that when you are featuring your product specifically you have just the product with a very basic background. So people can actually see what the color is, the size of it. And, uh, what it would look like on them. So okay services, I want to go back to if you have more services that you are trying to provide, going back to the people part of her images. Lifestyle photography is really important. Showcasing what it is that you do for people. Getting action shots, that is going to be your, the best way that you can describe what you do. And again, your images should explain what problems you are solving for your customers and highlight those successes. You are solving those problems. I have to just take a moment to say never ever, ever go to Google or search engine and search for images and then use those. That is copywriting, it is illegal to do. A lot of people do not know this. I understand that it is very, uh, it's a very innocent action that you are doing. Right, you're just trying to find images to including your emails are under social are on your website. That is actually somebody else's information that somebody else's artwork, that is somebody else's, uh, photography. So that can actually be considered copywriting. You can get find tens of thousands of dollars for doing that. So never, ever do a search for images and use those. Try to use your own images. IPhones have, uh, fantastic cameras on their phones. There are lots of really easy editing tools that you can download on your phone to edit, to edit those images to make them look more professional. Uh, try to use your own because people like the authenticity also. There are also other sites out there that they do, their stock images, they do allow you to, download those images for free. My favorite is called on splash.com. It is, they have a fantastic very professional images on their. You can download them and use them for free. What they do recommend Amara what they ask of you though is when you download the image that actually pops up with a little [ indiscernible ] that says thank you for downloading this image, would you mind giving credit to the original photographer. Gives you a little, uh, just a little like copy there that you can copy and paste. Then that way even if you have an image and maybe you have a little image description underneath that image on your website that at least credits the original artist or the original photographer. So you do not have to do that but, that is what they ask you to do. There are other sites out there like on splash where you can get those images for free. Or there are lots of sites out there were you pay a subscription to be able to download images from their stock image gallery you can do that also. You just have to make sure you have the rights to those images, that is super important. The other thing that you want, that you might want to consider having on your website are e-commerce and shopping cart tools. There are hundreds and hundreds of tools out there, I know constant contact has one, we also integrate with shop FI and they are [ indiscernible ] and they love those types of tools. So keep in mind that there are lots of different tools out there to help you provide your e-commerce solutions and to do shopping carts, if you are providing product specifically and you want them to take action on it, you want to have some sort of shopping cart, feature on your website so that they can take action on that. Is great also, especially through Covid and a lot of businesses shutting down or not feeling comfortable opening back up again. If you have those shopping carts capabilities and then people can shop on your website and they can either have it shipped to them or you can have them come in and pick it up right, it makes that transaction and that, interaction a lot more painless for you. You want to think also about how you are [ indiscernible ] your products. Whether you are selling them on your website or a lot of businesses are starting to sell through marketplaces like Amazon, uh, or, I think there is like a Walmart marketplace now, or, maybe you are doing multiple marketplaces. So you need help kind of managing those listings and those orderings. Ordering management and things like that. You want to think about how you are doing that, right? They are advantages and disadvantages to both. So, when you are selling on your website the answer to this is is completely customizable. You can customize that you have control over what that looks like, how it works, you can provide a better customer service, you are in control of marketing and that brand awareness. So you get a lot more control and the disadvantages to that is you have to drive your own traffic. You usually have to pay for your own hosting and maintaining that site. So something goes down you are responsible for, right. You have more control but you have more responsibility also. If you're selling two different marketplaces the advantages to that would be you do not have to drive traffic to that, they usually do that for you. Lower marketing costs because you're not having to drive that traffic. It saves you time creating website and shopping cart. So they have all of that, template and stuff set up for you and you just [ indiscernible ] your product. So it makes it a lot less time-consuming, a little bit easier in that sense. The disadvantages are that a lot of businesses are on this type of marketplace. You might see more competition in that sense. You do have to pay the marketplace, so where is your own website you usually get those profits right, with marketplaces you have to pay off, pay out some sort of percentage or be in on the marketplace. It can be difficult to promote your unique brand again, going back to that more competition, there are more businesses on their. But, think about, again it depends on what you're trying to sell and how you are trying to sell it. What audience you are trying to reach. So depending on that you could do one, you could do the other, maybe you want to do both or none at all. Okay, there is a really great tool call dcom Dashe that I would highly recommend that allows you to, uh, manage your management, your order management and your [ indiscernible ] management especially if you're on different marketplaces that allows you to do that in one place. That's a really great tool I recommend as well. Making sure you have your email marketing set up a way to collect those e-mail addresses but, I just want to reiterate because you can have all these pages set up, you can have all of the right content, it has to be somebody does not go back to your website again, they go back to once and they do not go back there again. Maybe they connect with you on social but even on social media we do not own their contact information so it's important that once they [ indiscernible ] your, so even if your website goes down tomorrow or your social media, a year or two ago what instagram has some sort of glitch and nobody could post on there and it was just like pure may have for small businesses, they panicked.'s but it was a good lesson to be learned that they did not have their email address. You got to start collecting those email addresses because we do not own those people, we do not own [ indiscernible ] we can only on their contact information and if everything else went away today they are still something you can use to contact your customers and reach out them and build every pore with them. It is by far the most effective type of marketing that you can continue to do. So make sure you have that on your website as well. Okay. All right, so we have about 20 minutes left and I am so glad, I know that we, uh, went right through this content and we actually talked about quite a bit., I was hoping that we would have, uh, a little bit more time to answer some questions because I know it brings up a lot of, uh, a lot of questions when we are talking about these different things. So Alexa I do not know if you want to [ indiscernible ], we have quite a bit of time to continue to answer questions if we have any.

Jenna, fantastic. We will go ahead and move into the Q&A portion of this webinar. We are going to address just as many questions as we possibly can. I do want to mention that, yes, yes, so we will go ahead and get that started. I want to mention quickly that, if we do not have time to address your question on this live webinar session that we will be providing [ indiscernible ] information for you after the Q&A portion to reach out to your mentor and also access a, the small business resiliency hub. There is a link in the tab that is in your web portal, you click there to access for the resources and information. We will remind you again after the Q&A portion. But, with that said let's go ahead and jump right into these questions. Jenna, the first question that comes to us from Brian, although several folks in the audience have asked about this today. So, Brian specific question is that, uh, he has a DBA under an LLC with multiple DBAs. Other people have asked what if I have multiple businesses, should I have multiple websites for each or do, uh, we collaborate that information onto one?

That is a really good question. I think it depends on if those businesses are associated with one another, right? All right, if you are an entrepreneur that has different types of businesses that really do not relate to one another, uh, then you might want to have different websites for each one. Uh, or if you have, uh, here I will use A.K.A. Kitchen as a example. There is A.K.A. Kitchen which is one business, the brewery that they have in the facility is rock coach brewery S differed an LLC, a different business. But they are in the same establishment and they are providing the same products to the same customers, right? So, on their website what they do is they completely branded as A.K.A. Kitchen with their colors, their logo, their information. But, they have an additional tab up at the top that when people click on information about Rocco's brew Maria dries them to the rock coast website. You can do it that way, that is actually great because then you are driving traffic to each other's website. One thing that I did not really talk about in our presentation is something called SDO or search engine obstinately, optimization. That is the term that is used to describe how people are finding you organically. So with any page services are paid services or anything like that. How do they find you through those listings organically. Pretty much everything you do in your marketing should drive back to your website. And, because the more visitors you get the more popular you are, the higher your listing or your website listing is. Within those Google searches so this can actually, if you have different websites for those different businesses, but, you have an additional tab that is going to link to the other website, that can probably help your search engine optimization as well. Uh, or I know there are some businesses out there that are management groups and they manage, uh, different types of websites, different types of businesses. Maybe you have your, your main website is for that management group but, underneath that website on the homepage you have all of the businesses that you are managing. And they can click through to go to this individual websites. I think that would probably make more sense for your audience. That way also you have an individual website for the individual businesses but, there is one hub where they can learn about the management, management side of your business also. So, I hope that made sense. I know that provides a little bit more of an answer, that is kind of the spot I am leaning towards.

Okay Jenna since you were mentioning that SDO within that response to Brian several folks have asked about driving traffic to your website. This next question in particular is from Shar. Just asking if you could provide some key tips to driving traffic to your website?

Absolutely. So, S E O is a heavy silly metaphors that are you so bear with me when I use this metaphor. I compare it to, uh, spaghetti sauce. Okay and that sounds really weird. Is because, uh, I think across the board when somebody is making spaghetti sauce we are all using somewhat of the same ingredients. Right. But, everybody makes it a little bit different or has this idea of how it should be made. So, it is the same thing with SEO. We know , we know certain components are certain aspects of what we can use or include or tools that we should be taking advantage of to increase that SEO or search engine optimization. We, none of us really know the exact recipe for it, right. So some of the key, key things that you want to make sure you are doing. When you are using images on your, on your website there is usually whatever website builder you are using there is usually a tool or feature that allows you to include some sort of alt text. Alt text shows up when your images do not. For some reason when you go you website your images are disabled or something goes down that you will see that alt text there is that. That is also great for hearing impaired people that are visiting your website. That alt text will read out to them because, I'm sorry, not hearing impaired but visually impaired. So, for, deaf or blind it is really great for them to be able to read that out or see that alt text. That is there. It is also used as keywords. So your search engine optimization will actually look at the keywords that you are using behind that image and, it will use those keywords that are maybe being searched for within Google, right. Saber the content on your website, if you think, think about the common questions, phrases and keywords that people use when they are searching for your business. Use those types of phrases, keywords, and content on your website. So for example, I again I am going back to A.K.A. Kitchen. They are a restaurant but they specialize in brunch. So a lot of the things that they want to include on their website are words like brunch or bottomless mimosas. You also want to as much as you can write in the name of your business so when somebody types in your business name through Google they will search the Internet for those different keywords and key phrases and see what comes up the most. The more common ones are going to pull up in the top of your listing. So it is kind of a combination of what you put on your website, the alt text you include with your images and I would also say try to invest some money set aside a small budget, I would start out maybe $100 to do some Google ads. Is a very, very first listings that come up with the search engine optimization are paid ads. Or PC which stands for pay per click. Or pay per click or PCC can get really expensive for you because that is somebody that clicks on the first listing and you get charged for it. I recommend doing ads but, the sponsored ads always appear at the top also. Like I said you can start out with this pretty small budget, just around $100 to test it. That will always come if those are listed up at the top, even if it is a paid sponsored ad and people are clicking on it they are driving to your website. The more people that you get your website the higher you get in those Google listings. So it is kind of like, what comes first the chicken or the egg. Do I, how do I get people to my website, by [ indiscernible ] your website I understand that is what I am saying. The sponsored ads can really help you with that also. So those are just a few things. I would also recommend, uh, Google has different webinars and they used to do events on is called grow my business with Google. That, uh, they have a lot of education around the actual specifics of how Google works and how that works. I would recommend if you can try to attend one of those webinars or events they are doing to learn more about that they have really great education material.

All right, Jenna this next question comes you from Candace who is asking if you can give some advice on how often you should be updating your content on the website?

That's a really good question also. This actually will help you with your search engine optimization also. You want to make sure the website on your website is always current and you are updating often. So how that works is when you, uh, are updating your content whether that is your, your hours or, uh, maybe you are doing a lot of post, blog posts are great way to increase your search engine optimization, Google sees that as this is an active business. They are proactively updating their content for their audience. They almost have to, they kind of go back in and evaluate this. This is the content they are updating that. Let's bump them up to the top because they are proactive about the information they are providing. So the more accurate you are, the more frequent you post, then Google sees that as a good thing. So, think about if you want to have I know, people look at blogs as, it can be time-consuming but, it really does not have to be. It can be really, really beneficial for you., If you do not want to do a blog then I would say at least make sure you are going into your Google my business listing and updating your hours or you're going to the website. I even, uh, [ indiscernible ] support my families business. They used to do a lot of live events. So anytime there was a lie that that we would go to the website make sure that that live event was on the home page. So any little update like that, uh, Google can see is a good thing and it helps to boost your visibility.

Okay, this next question comes to us from Donna who is asking about the use of video versus images. Is one better than the other, Donna mentioned her question is in regards to services but, also in general can you talk a little bit about the use of both of these, the advantages or disadvantages to using those?

Thank you for bringing this up Donna, videos we always say they are, the king and queen of content. Right. They are the most, when you have an image versus a video, more times than not people are going to click on the video. They both can be really descriptive, so, uh, the thing about marketing is that people do not necessarily like to read a lot of content, right. We always have, we like to have some sort of picture or video, a paragraph is a call to action. The reason that images and videos are so effective is because you can say a lot without actually having to say a lot. What we go back to some of her image best practices we talk about and make sure that they are really descriptive. Showcasing what you do. Because then you can tell your audience what you are doing without actually having to say. I feel like video actually does that even more than images. Because think about even if you have something that is a two-minute video. Think about how much information you can share in a two-minute video. That, you would not be able to describe otherwise. So videos are, fantastic to use, I highly recommend that, uh, if you have some sort of promotional video that you want to have on your website, uh, on the home page that is a great, great technique or tactic to do. I know not everybody has the capability of creating videos or they do not have a business that can do that for them or they do not feel like they have a budget. It does not have to be expensive at all. Again, uh, you could use your iPhone and just get little snippets of videos and then there are tons of phone applications that you can download that, uh, allows you to kind of cut and edit those snippets of videos together. So it can either be something like a homemade video. Again, especially during Covid right now, I feel like people are really, uh, forgiving as well, they do not expect businesses to have a huge production or produced videos or images. Again they like the authenticity, they like, uh, that genuine it is, winners coming straight from you. So be forgiving of yourself do not feel like you have to pay tons of money, excuse me to do a video are to take these amazing images, people like to see you are doing it yourself also.

Okay Jenna next question is from [ indiscernible ] who says I love reading success histories on the website. So, what if you are a business that is just starting out, you do not have any success history or stories. What is your advice to include? Should you include past experience, what you have done with previous clients, uh, etc.. Could you provide some suggestions on that?

Yeah, even if you do not have customer testimonials that you can use, uh, even if you do not have a resume of clients or a portfolio of clients that you have worked with her customers you have worked with the there is still a story behind you as a business owner. Why, why you are passionate about your business. Why you decided to take such a risk. People do not give small business owners enough credit. Going into your own business, starting your own business, starting [ indiscernible ], it is risky, it is time-consuming, it is financially, you know you are taking only. There is something to be said about how resilient small businesses are, small business owners are. There is a story there about you and it self. So share that passion, share why you are doing what you are doing. So that they can at least make a connection with you. Then, I would suggest that you start to get new customers as you start to get new clients, ask them, hey, we are really trying to get our name out there, we are trying to promote ourselves. We would love base of your experience if you had a good when we would love to get a quick 32nd video for a customer testimony to put on her website. So you can start to build that up. Start with yourself, you are the testimonial, you are the story.

Okay Jenna those are all the questions that we will have time for during this live webinar today. So, in closing I would like to, uh, suggest that if we did not have an opportunity to address your question during this live webinar, help is available. For you. I would like to recommend reaching out to your SCORE mentor who can answer your questions and help you with further business needs. I would also like a recommend getting additional resources and assistance in a relatively new virtual environment that SCORE constant contact launched earlier this summer. This is a free virtual, online meeting space where business owners can go to get questions answered and there is an expansive portfolio of resiliency resources available through partners, there is peer networking and more. To access that virtual location. You can click on the tab at the top of your screen that says small business resilience hub. That will take you there to that place that you can visit after the webinar today. Uh, I would like to remind you that this session was recorded today, we will be sending out a link of the recording as well as the slide deck to all participants. In the post-email that will be sent out shortly after the webinar ends. So on behalf of SCORE I would like to thank you all so much for taking time out of your day to attend today. And, I would like to give a very special thanks to Contant Contact for sponsoring this webinar and to Jenna Schaffer for presenting with us again. Jenna thank you so much for bringing the informative content to the core audience. We are so grateful for your time in this presentation. Do you have any words in closing as well?

Yeah, thank you so much for having me. I always love connecting with you all and if there is anything we can do to, Contant Contact can do to help you with any of the things we talked about today, just like Alexis said we have, uh, in that resiliency virtual meeting space, Contant Contact has her virtual booth which has a lot of different resources regarding website best practices, website you know, uh, techniques and, uh, suggestions, blog post, they are also and I know I mentioned in the beginning of the presentation our guide to making best of online marketing. That is our virtual booth as well. You can go in and download those items, that will be really help also. Make sure to connect with us there and let us know if you have any questions.

All right, thanks again everyone, take good care. We will see you next time.

[ Event Concluded ]