DAY 4 — BUILD YOUR HOME BASE

Yesterday we secured the domain. Today we are deciding what that domain should actually point to. Your goal is to choose the simplest setup that helps customers understand what you sell and take the next action.

What this extension covers

- ✓ Landing page vs. full website
- ✓ Website vs. ecommerce store
- ✓ What a POS system actually does
- ✓ How to choose the essential pages
- ✓ What not to build yet
- ✓ A simple testing checklist

#PLY™ FOCUS:
Build the simplest setup that actually supports the sale.

WHAT IS A HOME BASE?

Your home base is the main place your domain points to. It can be a landing page, a full website, an online store, or another setup that helps people understand your business and take the next step.

Why it matters

- ✓ Gives customers one clear place to go
- ✓ Makes your business easier to understand
- ✓ Creates a cleaner path to buy, book, or contact you
- ✓ Lets your brand grow without changing the address

#PLY™ FOCUS:
Your domain is the address. Your home base is the destination.

LANDING PAGE VS. FULL WEBSITE

LANDING PAGE

- ✓ Built around one main action
- ✓ Best for one offer, one launch, or one signup
- ✓ Faster to build
- ✓ Less content to manage

FULL WEBSITE

- ✓ Built for multiple pages or offers
- ✓ Good for About, FAQs, blog, and policies
- ✓ Gives customers more paths to explore
- ✓ Better when the business needs more structure

If every page says the same thing, you probably built more website than you needed.

Quick rule

Choose a landing page when one action matters most. Choose a full website when the business needs depth.

WEBSITE — VS. ECOMMERCE STORE

These are related, but they are not the same thing. A website helps people learn about the business. An ecommerce store helps people browse products, add items to a cart, and complete a purchase online.

WEBSITE

- ✓ Explains who you are
- ✓ Holds content, pages, and information
- ✓ Great for services, blogs, and brand trust
- ✓ May not include a full shopping experience

ECOMMERCE STORE

- ✓ Built for selling products online
- ✓ Needs product pages, cart, and checkout
- ✓ May include shipping and inventory features
- ✓ Best when customers need to buy directly online

#PLY™ FOCUS:
If people need to buy online, they need a working cart and checkout—not just a pretty homepage.

WHAT IS A POS SYSTEM?

POS stands for point of sale. It is used to process transactions and can also help manage receipts, products, inventory, and in-person selling depending on the platform.

You probably need POS if you...

- ✓ Sell at pop-ups or markets
- ✓ Take payments in person
- ✓ Need receipts or inventory tracking
- ✓ Run a salon, booth, or retail-style setup

You may not need POS yet if...

- ✓ You only sell online right now
- ✓ You are still testing the business
- ✓ You would not use the extra features yet

#PLY™ FOCUS:
Do not buy the whole retail universe because you might do one pop-up later.

WHAT DOES YOUR CUSTOMER NEED TO DO?

Start with the customer action, not the platform.
Match the setup to the job.

LEARN ABOUT ONE OFFER	→ Landing page
BROWSE MULTIPLE PRODUCTS	→ Website + ecommerce store
BOOK A SERVICE	→ Booking page or website
READ BLOGS OR RESOURCES	→ Full website
SHOP IN PERSON	→ POS may matter
CONTACT THE BUSINESS	→ Contact form or contact page

#PLY™ FOCUS:
Your website should be built around what the customer needs to DO—not around how many features the builder offers.

BUILD THE ESSENTIAL PAGES FIRST

A small-business website does not need twenty pages before launch. Start with the pages that support the sale.

1. **HOME** — What is this business and what should I do next?
2. **SHOP / SERVICES** — What can I buy or book?
3. **ABOUT** — Why should I trust this business?
4. **CONTACT** — How can I reach you?
5. **FAQ / POLICIES** — What do I need to know before buying?

Optional later: Blog, resources, gallery, testimonials, or other pages that serve a real purpose.

#PLY™ FOCUS: An unfinished 15-page site is less useful than a finished 4-page site that actually works.

WHAT NOT TO BUILD YET

Before the holiday push, do not waste time building things your business is not ready to use or maintain.

Skip this for now

- ✓ Extra pages with no real purpose
- ✓ Random app subscriptions
- ✓ Complicated automations you will not use
- ✓ Unused memberships or locked content areas
- ✓ Fancy features that slow the site down
- ✓ Blank ‘coming soon’ clutter

Spend your effort on

- ✓ Clear navigation
- ✓ Working checkout or contact flow
- ✓ Mobile usability
- ✓ Accurate information

#PLY™ FOCUS:
Clear and working beats fancy and half-built.

RIAH EXAMPLE — CHOOSING THE RIGHT SETUP

RIAH sells multiple hair products and extensions, so customers need more than a single landing page. They need a place to browse products, learn about the brand, and complete a purchase without confusion.

Best fit for RIAH

- ✓ Full website with ecommerce
- ✓ Home, Shop, About, and Customer Help pages
- ✓ Online checkout for holiday orders
- ✓ POS later if pop-ups or in-person events begin

What RIAH does not need right now

- ✓ A giant overbuilt website
- ✓ Too many extra pages
- ✓ A retail system before it is actually needed

#PLY™ FOCUS:
Build for the business you have right now, not the giant version in your head.

STEP 05 — TEST THE WHOLE THING

Before sending traffic to your website, test it like a real customer. Pretty does not count if the important parts do not work.

Quick testing checklist

- ✓ Check mobile view
- ✓ Click every main button
- ✓ Test forms or booking links
- ✓ Test cart and checkout
- ✓ Read prices, policies, and shipping info
- ✓ Look for broken links, missing images, or placeholder text

Day 4 assignment

- ✓ Choose the right setup
- ✓ List the pages or functions you need
- ✓ Test the customer path from start to finish

#PLY™ FOCUS:
Pretend you have never seen the business before and try to become a customer without helping yourself.