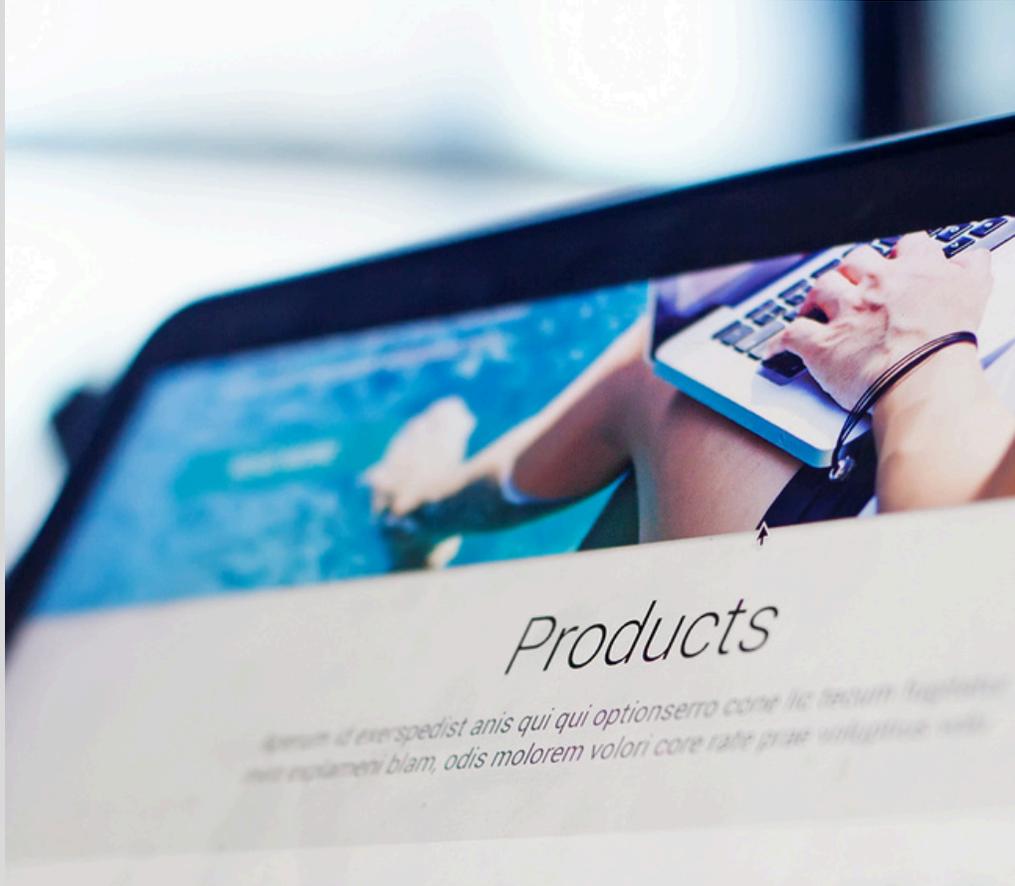


Your website - a simple set of guidelines to help you make a start

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## About us

At The Marketing Collaborative, we bring together a team of skilled professionals dedicated to helping businesses grow through strategic, personalized marketing. From digital marketing and SEO to content creation and PR, we offer a wide range of services designed to elevate your brand's visibility. We believe success comes from collaboration and a people-centered approach—not rigid structures or one-size-fits-all solutions



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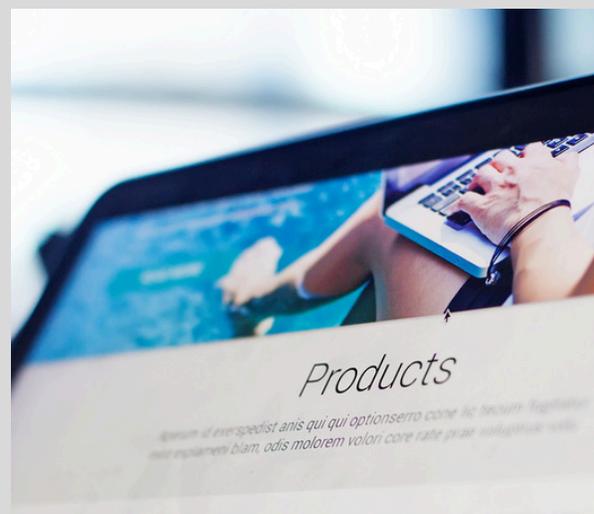
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## Your website

Starting a website for your business begins with a clear understanding of what you want it to achieve. Think of it as your online “home” that serves your customers and represents your brand. Here’s a simple guide to getting this right.



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## things to think about before you start - step by step

### Defining Your Website's Purpose and Goals

#### 1. Identify the Core Purpose of Your Website

- **Ask Yourself: Why do you need a website? What role will it play in your business?**
- **Common Goals:**
  - **Build Awareness:** Share who you are, what you do, and what makes your business unique.
  - **Generate Leads:** Collect contact details or encourage inquiries.
  - **Sell Products/Services:** Set up an online store if you're selling products.
  - **Inform and Educate:** Use it as a resource hub with blogs, FAQs, or guides.
- **Tip: Write down your main goal. If you have multiple, prioritize them to stay focused.**

#### 2. Define Your Audience

- **Who is Your Audience?** Understand who will visit your site. Are they individuals or businesses? What are their interests, needs, and common questions?
- **Think Like a Visitor:** Put yourself in their shoes. What would they need or want from your site?
- **Tip: Consider making a simple visitor profile.** For example, “Our typical visitor is a small business owner looking for affordable marketing help.”

#### 3. Outline Key Features Based on Your Goal

- **Once you know the purpose and audience, list the key features that will support this.**
- **Examples of Common Features:**
  - **Lead Generation:** Contact forms, newsletter sign-ups, or downloadable resources.
  - **E-commerce:** Product pages, a secure checkout process, and customer reviews.
  - **Educational:** Blog, articles, or FAQ section.
- **Tip: Aim for simplicity.** Too many features can overwhelm visitors and slow down the site.

#### 4. Focus on Mobile Compatibility

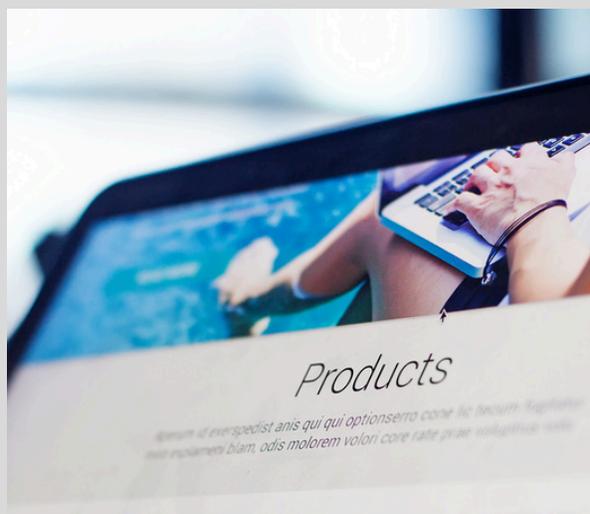
- **Why It Matters:** Many visitors will be using mobile devices, so your site needs to work well on smaller screens.
- **Good Practices for Mobile:**
  - **Keep It Simple:** Avoid long blocks of text and opt for a clean, easy-to-navigate design.
  - **Make Buttons Big Enough:** Small buttons are hard to click on mobile, so ensure they're finger-friendly.
  - **Optimize Images:** Large images can slow down the site, especially on mobile data. Use compressed images to keep load times fast.
- **Tip: Test your site on your own phone or tablet to see what works and what's difficult to use.**

#### 5. Create Clear Calls-to-Action (CTAs)

- **Why CTAs Matter:** A CTA tells visitors what to do next (e.g., “Contact Us,” “Shop Now,” “Learn More”).
- **Make It Clear and Prominent:** Use contrasting colors for CTAs, place them where visitors are likely to see them, and make the wording action-oriented.
- **Tip: Avoid cluttering your site with too many CTAs.** Focus on 1-2 actions per page.

## Your website

When setting up a business website, there are several key factors to consider to ensure it meets your business goals and is easy to manage. Here are some essentials:



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and on to some more detailed areas to think about

### 1. Define Your Goals and Audience

- **Purpose:** Clarify what the website should accomplish. Is it purely informational, e-commerce, or primarily for lead generation?
- **Target Audience:** Understanding your audience will help shape the site's design, features, and tone.

### 2. Decide if You Need a CMS (Content Management System)

- A CMS like WordPress, Shopify, or Wix is beneficial if you'll need to update content frequently (e.g., blog posts, products, or news).
- If your site is mostly static, a CMS might not be necessary, but having one allows for easy updates without technical expertise.
- **Popular CMS Options:**
  - **WordPress:** Flexible, open-source, with many plugins but requires regular updates.
  - **Shopify:** Ideal for e-commerce, easy to use but has ongoing costs.
  - **Wix/Squarespace:** All-in-one builders, user-friendly but less customizable.

### 3. Choose Your Domain and Hosting

- **Domain Name:** Ideally, your business name. Make it memorable and professional.
- **Web Hosting:** Choose reliable hosting with good speed, security, and customer support. Options include shared hosting for small sites or VPS/cloud hosting for higher traffic.

### 4. Plan for SEO (Search Engine Optimization)

- **Keyword Research:** Identify terms your audience might search for.
- **On-Page SEO:** Optimize content, meta descriptions, headings, and alt text for images.
- **Technical SEO:** Ensure the site loads quickly, is mobile-friendly, and has a logical structure with easy navigation.

### 5. Design for User Experience (UX)

- Keep navigation intuitive, design clean, and ensure calls-to-action are prominent.
- Make it mobile-responsive, as a significant portion of users will access it on mobile devices.

### 6. Security

- Protect against data breaches by implementing an SSL certificate, especially for e-commerce.
- Regular updates (if using a CMS) and a secure hosting environment are essential.

### 7. Analytics and Tracking

- Use tools like Google Analytics to track visitor behaviour, which can inform future improvements.
- Set up Google Search Console to monitor and optimize for search performance.

### 8. Ongoing Maintenance

- Regularly check for updates (themes, plugins if using a CMS), monitor performance, and back up data.

## Your website

Just take a minute to consider some important things you may not know.

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## things to remember

### Plan Out Your Content

- **Basic Pages Every Business Site Should Have:**
  - **Home Page:** Give a quick overview of your business and its value.
  - **About Page:** Share your story, values, and team.
  - **Products/Services:** Describe what you offer and include any relevant details.
  - **Contact Page:** Make it easy to get in touch—provide a form, email, or even a map if you have a physical location.
- **Tip:** Keep your content clear and concise, especially for mobile readers.

### Keep Accessibility in Mind

- **Why It's Important:** An accessible site makes it easier for all users, including those with disabilities, to navigate and use your site.
- **Best Practices:**
  - Use clear fonts, contrasting colours, and descriptive image text (called “alt text”).
  - Avoid flashy animations that might slow down the site or make it harder to use.
- **Tip:** Consider font size and colour contrast. Text should be readable without having to zoom in or squint.

### Summary Checklist

- Define your primary goal (e.g., awareness, leads, sales).
- Identify who your visitors are and what they're looking for.
- Outline features to match your goals and audience.
- Prioritize mobile-friendly, accessible design.
- Keep content focused and action-oriented.
- Test the site on multiple devices to ensure a smooth experience.

These steps will give you a solid foundation to create a website that's not only user-friendly but also achieves your business goals effectively.

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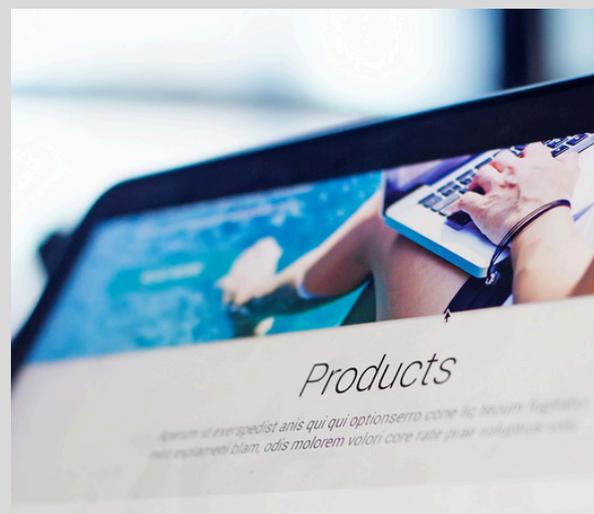


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Sounds like a lot of work? Well, as experts, we're here to help—at a reasonable price and with a friendly, tailored focus on what you need. At The Marketing Collaborative, we believe in keeping marketing simple, clear, and aligned with your goals. Let us guide you through the process so you can focus on what matters most—growing your business.



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