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# Web Site Planning

Affordable Website Development

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A website is a collection of related material that contains text, images, and may also include video, audio or other media. The related material is published through several web pages which make up the website. For example, the Notary Professional's website may consist of Home, Notary Public, TIPIC/NSA and Contact web pages. Each page is made up of sections broken down by the related topic. For example, the sections creating the Home page may consist of the Header, About Us, About Me, Privacy and Disclaimer sections. A website can be as simple as a few static pages or as complex as several web applications running simultaneously, and everything in between. The web page you will develop will be simple and to the point.

## **Promote Yourself, Your Brand, and Services Provided 6 Benefits of a Professional Notary Website**

The first question potential customers always ask web designers is "How much does it cost?" The answer is usually the same, "It depends on what you want." What if you were your own customer and web designer? You can create your own professional website with no technical knowledge required. A professional web site adds credibility to your business, saves you money, develop web designing expertise and advertise your own notarial services at the same time.

Review five reasons how a professional notary website can increase your notary business.

### **1 – Grow Your Business and Reach New Clients**

With more individuals and businesses turning to the Internet for local and out-of-state services, a notary web site serves as a dynamic marketing tool for growing your business.

### **2 – Add Credibility**

A notary website allows potential clients to quickly view the notarial services offered while inspiring a level of confidence in your notary business.

### **3 – Stay Ahead of The Competition**

By creating an online presence, potential clients can quickly navigate to the services you provide; you can stay ahead of your competition.

### **4 – Free Template Wording**

You don't have to think about the right information to place on your website. Your website will get right to the point and is self-manageable. With your purchase of a website builder package, you are granted permission to use Elaine Harris' template wording. You can customize the template wording for your business.

### **5 – It's Affordable!**

You do not have to pay a web designer to design, develop, publish and maintain your website when you are the web designer. All you have to do is purchase a **Website Builder Personal Package** which allows the development of a business website that specifically meets the needs of your clients at an affordable price of less than \$6 per month.

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**What is a Website Builder Personal Package?** A website builder package allows you to “host” your website on a ‘server’ for a monthly fee. You probably pay rent or a mortgage on where you live each month. You will need to rent space for your website to be hosted on a “server”. You can design and develop an amazing site within a day, week or month by using customizable templates.

## Website Planning Worksheet

This website planning worksheet assists Notary Professionals in gathering information for a website template. You can develop a customizable website by filling in the information below. This information will provide a detailed description of your business, and services to your clients.

Website Planning Worksheet Checklist - ✓	
1.	<b>Decide on your domain name. If you have a domain name, skip to #2.</b> The average cost is approximately < \$17 per year. [A domain name is separate from the website builder package.]  <b>What is a domain name?</b> A domain name (DNS), is a user friendly and easily recognizable naming system for assigning addresses to web servers and web pages. For example, the conventional way of receiving mail is giving your home address, 1511 Sample Lane, Bowie, MD 20721. Over the Internet, you direct customers to the information and/or services that you provide through a domain name (better known as website address). Some samples of domain names are:  (1) <a href="https://kentuckianamobile.com/">https://kentuckianamobile.com/</a> (2) <a href="https://trustedagentservicesgroup.com/">https://trustedagentservicesgroup.com/</a> (3) <a href="https://yearntolearntours.com/">https://yearntolearntours.com/</a> (4) <a href="https://www.nationalnotary.org/">https://www.nationalnotary.org/</a> (5) <a href="https://www.stellarnotarialservices.com/">https://www.stellarnotarialservices.com/</a>  What do you prefer as your domain name?  <a href="http://www._____">http://www._____</a> <i>To search for a domain name, visit <a href="https://www.domains2go.biz/">https://www.domains2go.biz/</a> <u>or click here.</u></i>
2.	<b>Decide on your email address.</b> You can use your current email address at no extra charge. If so, write your current email address here:  _____  You can create a new email address at approximately \$30 per year. If so, print new email address here:  _____

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<b>3.</b>	<p><b>Review the FREE Customizable Template.</b></p> <p>The free customizable template provides the “basic wording” for a professional, informative and concise publication of services provided by the:</p> <ol style="list-style-type: none"> <li>1. Notary Public</li> <li>2. Notary Signing Agent (NSA)</li> <li>3. Title Insurance Producer Independent Contractor (TIPIIC).</li> </ol> <p>Click on web addresses below (or copy and paste in your web browser) to view websites that were developed and published using the free customizable template:</p> <p><a href="https://vpfinancialservices.com/">https://vpfinancialservices.com/</a>  <a href="https://www.stellarnotarialservices.com/">https://www.stellarnotarialservices.com/</a>  <a href="https://kentuckianamobile.com/">https://kentuckianamobile.com/</a>  <a href="https://notary2u.info/">https://notary2u.info/</a>  <a href="https://tbnservices.org/">https://tbnservices.org/</a></p>
<b>4.</b>	<p><b>Planning Your Customizable Website</b></p> <p>A website consists of a collection of web pages relating to a product or service that is identified by a domain name and published on a web server allowing communication between the website owner and clients by using an email address.</p> <p>Below is a description of up to 4 web pages that can be used in designing and developing your website.</p> <p><b>HOME Page</b> – Gives an overview of the professional notarial the services provided.</p> <p><b>NOTARY PUBLIC Page</b> –Lists the notarial services provided, e.g. where commissioned, fee schedule, coverage area, etc. <i>(This page is optional; can be set up at any time.)</i></p> <p><b>NSA or TIPIIC Page</b> –Provides NSA/TIPIIC credentials and services provided. <i>(This page is optional; can be set up at any time.)</i></p> <p><b>CONTACT PAGE</b> – Allows clients to communicate with the NP/NSA/TIPIIC and also leave contact information. <i>(You may choose to include the information for a “Contact Page” at the bottom of your home page also.)</i></p>
<b>5.</b>	<p><b>Images for Your Site</b></p> <p>Decide on preferred images. Google images. For example, go to Google. Google “signing agent clipart”. As a member of the National Notary Association, their logos are free.</p>

**Congratulations on designing, developing and implementing your website! ✓**