



USING A WEBSITE FOR YOUR BUSINESS

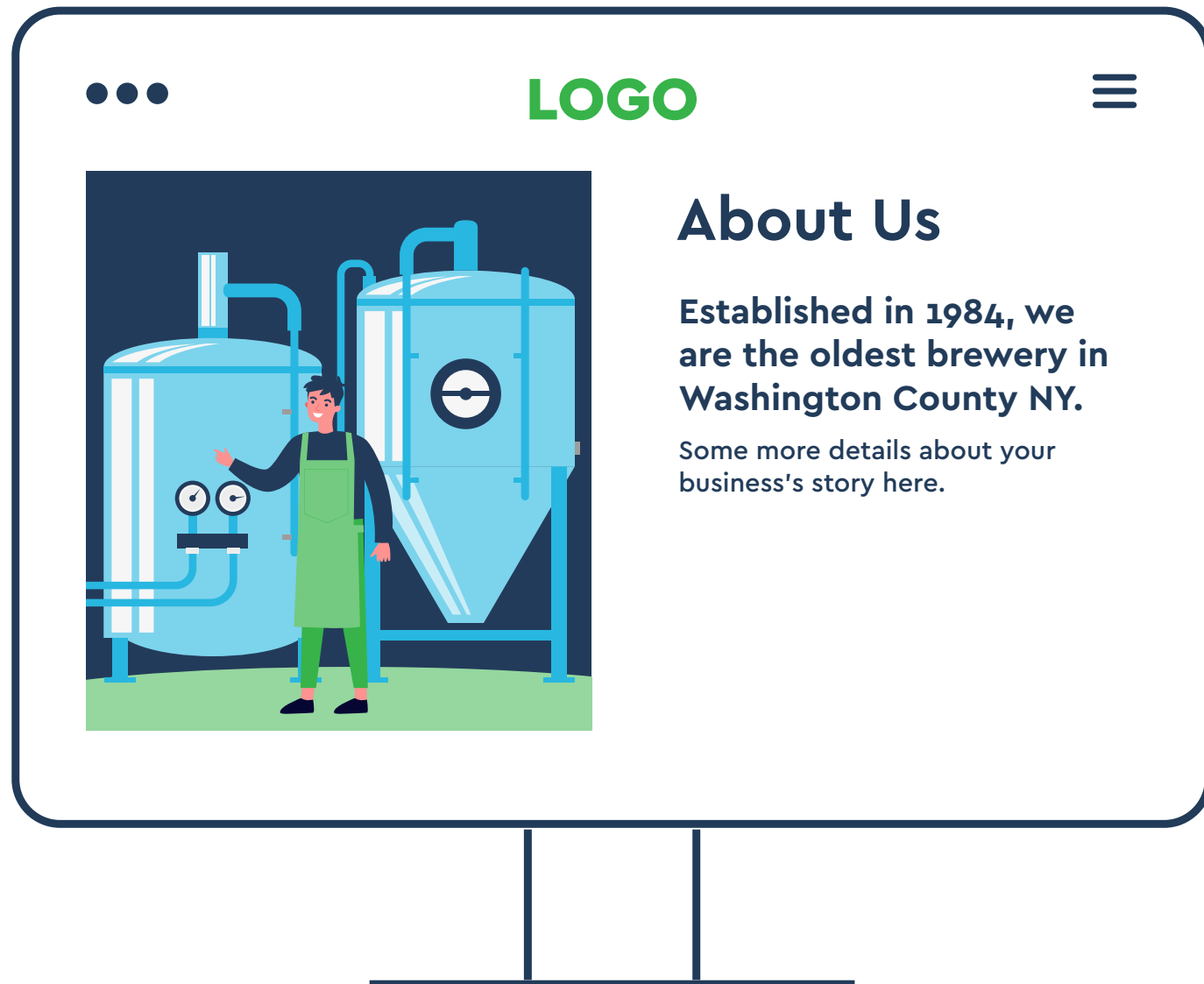


WASHINGTON COUNTY SMALL BUSINESS TOOLKIT



How to Use a Website for Your Business

A website can improve your business in several ways. A website is a way to sell your products and services to people who may not be local or have no knowledge about your business. Here are ways you can use and improve your website.



1

Create an About Page

Creating an "About Us" section in your website is a way to let the customers know about your business. This is for your customers to get to know how the business started, your interests/passion for your products/services and for the customers to really get a sense of who you are. This can help connect with people who have similar interests and raise brand loyalty.

... **LOGO** ≡

Contact Us!

Name*

Subject*

Message*

SEND

Please fill out the contact form, give us a call or visit us in person!

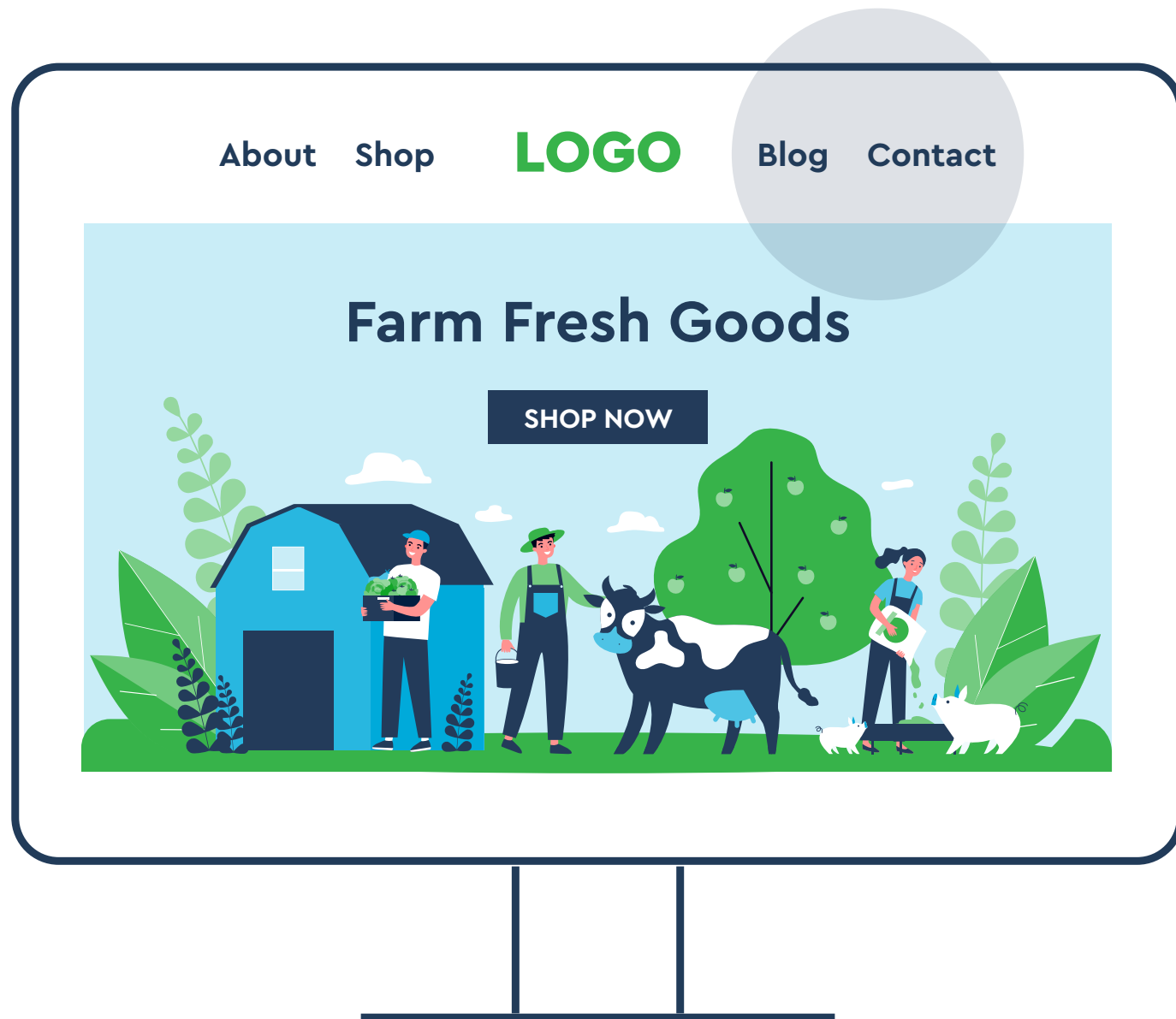
555.555.5555

55 Main Street
Greenwich, NY 12809

2

Provide Contact Information

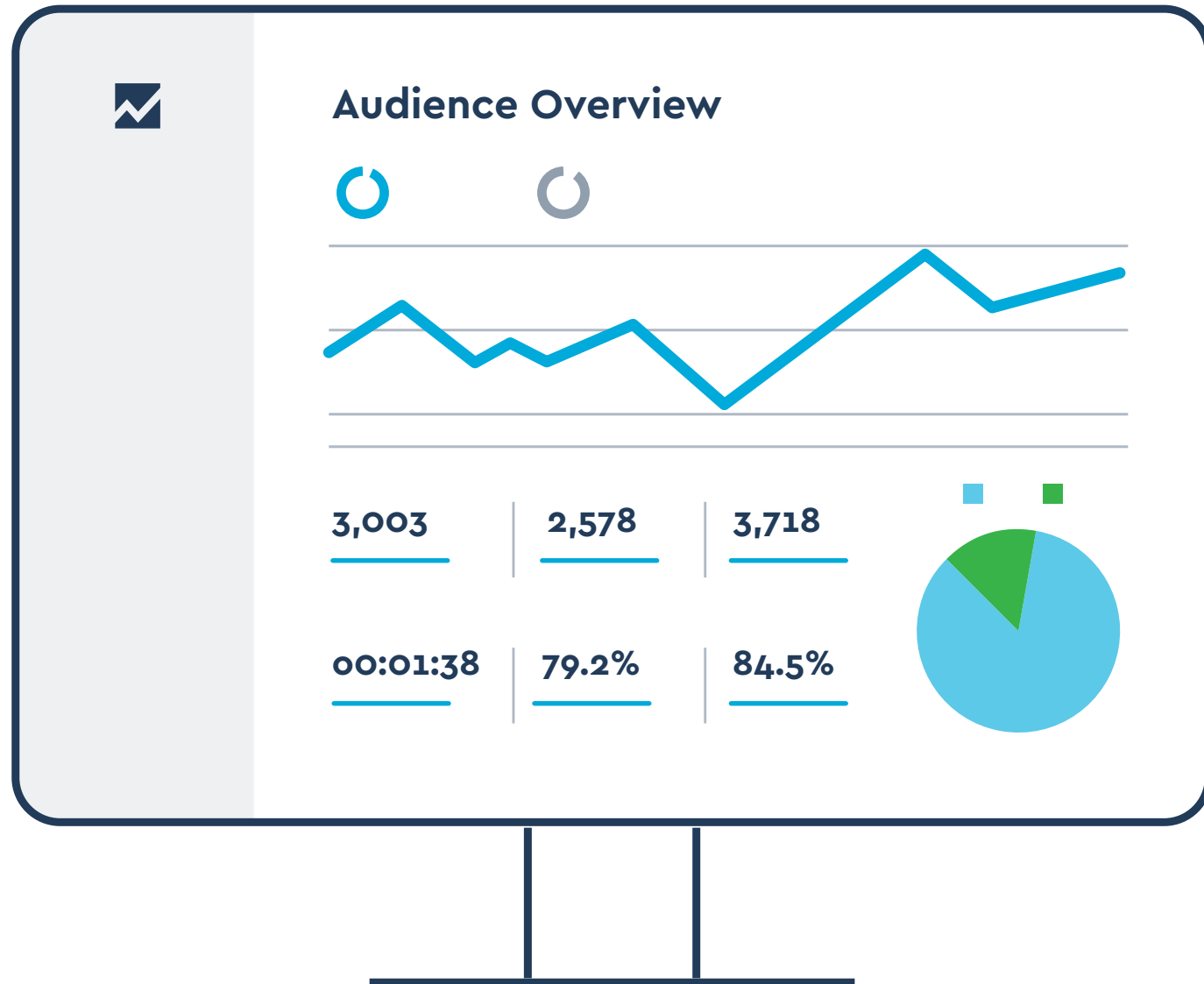
Supplying all of your business's contact information like email, phone number and addresses to your stores can encourage potential customers to contact or visit your stores. Be direct and have a section that is called "Contact us" or "Visit us" which will encourage the customers to do so.



3

Create a Navigation Bar

Organizing your website is important to make your website easy to navigate for customers. Having sections at the top of your home page let the customers be able to move around your website faster.



TIP: Linking to your site on your social media pages can help drive traffic to your website.

4

Track Your Results

Measuring website results is as easy as integrating GoogleAnalytics into your website. It tracks how many visitors entered your website and how they found your website online. You can also add a google map to your website which can make it easier for customers to find your business. The digital world is a vastly growing industry and having a successful website can take your business to the next level.

5

Keep Your Blog Up to Date

- Blogs can be an awesome way to increase traffic to your website. Using/writing blog posts that are relevant to your business and using the same keywords can increase SEO and drive traffic up.
- Make sure you look through your posts and see if there are any updates to your blog topics. Also it is important that you write the date it was updated on.
- Go through your photos that are in your blog posts and see if they are helping or hurting the performance of the blog. Update low

quality, stock images with high quality images. You can either use your own images or use websites like Unsplash, Pixabay, StockSnap, etc. to get free downloads.





6

Updating Photos

Updating your photos for your website is important because visuals are a big part of your website. "A picture is worth a thousand words". Updating your photos and making sure they are high quality and relevant to the content of your website can increase the performance of your website. Examples of updating images can be relevant to any discount/sales you have, seasons (summer, winter etc.) and new services or products added.













7

Advertise

Advertising is a clear way to drive up traffic to your website. Have your website linked to your ads and use search terms in your ads that can help the customers find your website easier.

About

[See All](#)

-  An energetic brewery that's having fun developing new & exciting brews.
-  An energetic brewery that's having fun developing new & exciting brews.
-  1,972 people like this including 1 of your friends

-  2,150 people follow this
-  <http://www.yourwebsite.com/>
-  (555) 555-5555
-  [Send Message](#)
-  info@youremail.com
-  [Your Industry](#)

8

Social Media

Make sure all of your social media has a link to your website and vice versa and link your social media to your website. People who see your page can go directly to the site. Also linking your website to some or all of your posts can help people find your website easier.

Sharing Blog Posts

Sharing blog posts that are relevant to your business can drive up traffic because it'll come up in searches using SEO and help connect your business to a potential customer.



THANK YOU!



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