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### **Benefits of a website:**

- **Effective Advertising:** When potential customers search for a product or service online, your website may come up as a response to their query.
- **Low Cost:** You can host your entire product or service catalog online rather than printing costly magazines or brochures that you must regularly update.
- **Increased Productivity:** Sharing information with customers is simple. Your employees can direct them to the website, saving time for other work endeavors.
- **Easy Education:** Your customers can educate themselves about your product or services through your website without the need to speak with customer service.
- **Market Expansion:** If you sell your products online, you can engage with an entirely new range of potential customers all over the country or world through your website.
- **Ability To Promote And Sell:** Your website can serve as a marketing tool by sharing reviews and testimonials from satisfied customers to entice potential customers to make a purchase.
- **Quick Updates:** It's easy to update a product or service description or price online, unlike print publications which require extensive time and money inputs.
- **Simplified Hiring:** When looking for new employees, you can post job openings and application details on your website.
- **Online Identity:** You'll have a strong, reputable brand identity online with a functioning website.
- **Customer Service:** You can quickly respond to customer inquiries, questions, and/or concerns with online forms, email, and live chat services through your website.

## 6 Easy Steps:

- 1) **Create A Vision:** The first step to creating a website for your business is deciding what you want it to look like as well as what you want on your website. If you are struggling with a vision, look at other businesses' websites, note what you like and dislike about that site, and apply it to your vision.
- 2) **Obtain A Domain Name:** What is a domain name? A domain name is an identification string that defines a realm of administrative autonomy, authority or control within the internet. Domain names are used in various networking contexts for applications, specific naming and addressing purposes. Simply put, domain names (or just 'domain') is the name of a website. It's what comes after the "@" in an email address, or after "www." in a web address. If someone asks how to find you online, what you tell them is usually your domain name. Examples of domain names are: *www.redingertechnologies.com* or *kaden@redingertechnologies.com*. The domain name you choose should meet these criteria: Identifiable, Memorable, Features your businesses name, Succinct, Includes keywords or indicators.
- 3) **Choose Your Theme, Design and Structure:** Using your vision of your website, decide the theme & template that best aligns with your vision/business. From here you will decide what your homepage will look like. Keep in mind that your homepage will be the first thing visitors see. This design/theme/structure will continue on all the subsequent pages you add to your website. Keep your structure/theme/design cohesive and professional.
- 4) **Create Individual Subsequent Web Pages:** After you've established your design and structure, vision individual pages for your site. Common website pages include, but are not limited to: Home Page, Contact Page, About Us Page, Products or Services Page, Blog Page, etc. Depending on the specifics of your business and industry, you may include other web pages as needed.
- 5) **Proof And Approve:** After your site has been created and before publishing, you will receive a 'proof' of your website. This is when you will be able to visualize your website as a visitor. Make sure you like your theme, design, and structure as well as the information, settings, and content accuracy is what you desire.
- 6) **Publish Your Site:** This step is the step that makes your website official. After your website is published, you will be able to search your site in a browser. Your business website is now live.

## Key Features To Include When Envisioning Your Website:

- 1) Home Page:** Your homepage is the first page your website potential customers will encounter. Since it welcomes visitors to your overall website, it's important this page is particularly well designed and structured. In most cases, the homepage includes the following information: *Company Name, Company Logo, Navigation Options, Image, Headline, Company Information, Call To Action*. The call to action is particularly important. You want to give your customers the immediate option to take action when they arrive on your homepage rather than navigating through other pages. Consider adding a button for making reservations, shopping for items or completing a form directly from the homepage.
- 2) Navigation:** No matter what industry you're in, the goal of your business is to educate customers on your products and services and entice them to make a purchase. A product and services page does just that. For maximum impact and conversions, consider the following elements: *Professional Images, Clear Call To Action, Obvious Pricing, Answer To Frequently Asked Questions, Testimonials and Reviews, Easy-To-Use Payment System, Alternative Options For Visitors To Consider*.
- 3) Contact Information:** You'll want to include an easy way for your customers to get in touch with you on your website. Ensure the information you include on your contact page is up-to-date. Offer a contact form that allows customers to immediately send messages to your staff.
- 4) Design:** It can be tempting to incorporate bold design elements into your website to set your company apart from competitors. Rather than including bright colors and unusual fonts choose one interesting feature to include on all your webpages that's eye catching but still professional for maximum design impact.
- 5) Content:** Creating content through a blog is one of the best ways to share your industry knowledge with potential customers. Include specifics about your products and educational information about your industry in general. Customers appreciate information designed to help them make an informed decision about a product or service rather than just obvious advertising.
- 6) Media:** Your website should have media like pictures and videos included on it. These elements attract the visitor's eye and break up large chunks of text. Images and videos are especially vital for products or services pages to help customers see or visualise what your company offers.
- 7) Consistency:** Whatever branding and design choices you make on your website should be consistent with your branding and design choices on your social media pages and other company documents. Consistent branding, colors, and fonts show professionalism and help customers remember your company.

- 8) **Links:** Having social media channels that you can link to your website allows for a different perspective for visitors. Also, when a potential customer or visitor is on your social media pages, it allows them to readily access your website as well. Remember that your website and social media go hand-in-hand to maximum visitors.

#### **After Publication:**

- 1) **Analytics:** One of the best advantages to having a website for your business is you will have access to data about your site visitors. You can use this information to analyze the efficacy of your website's design, features and other elements you can improve how the site operates for better customer conversion.
- 2) **Optimization:** Search engine optimization, or SEO, helps potential customers find your website organically through search engine queries. By optimizing your website, your potential customers will not have to search deeply to readily find your website, contact information, or address. The best customer conversion percentages happen after you optimize your site. *Talk to your representative from Redinger Technologies to learn more about SEO and Analytics.*