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WOMEN'S ENTERPRISE CENTRE

HOW TO PLAN AND LAUNCH A NEW WEBSITE

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WHO WE ARE

- First .CA domain registrar

- 20-year history working with Canadian entrepreneurs & small business

- 600+ domains, web hosting + website builders, website security, domain brokering & more

- 100% Canadian

- WBE & CAMSC certified

- "Your ally on the web"

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PLANNING + LAUNCHING YOUR WEBSITE:

WHAT WE'RE GOING TO COVER

Setting Your Wesbite Up for Success:
Required research, securing your business identity, defining your brand

Nailing the Foundations:
Determining the components *you* need for a successful website

Scope of Work:
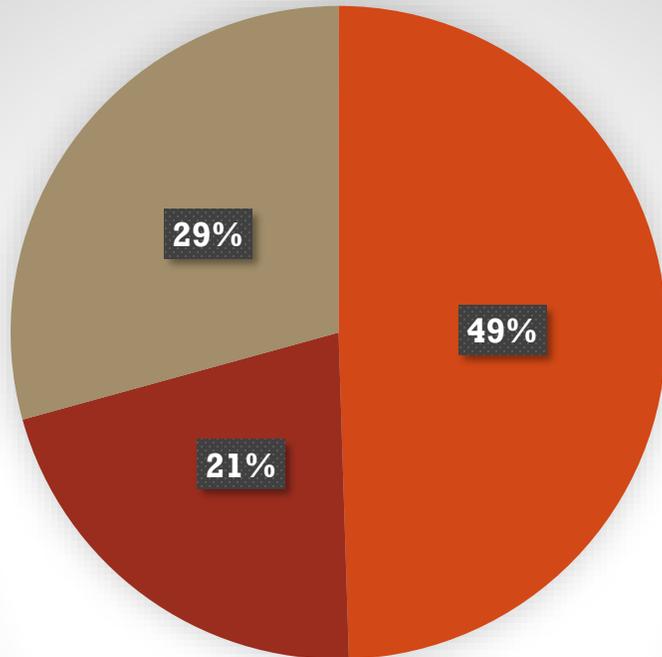Should you DIY or outsource your website build? Key considerations for both approaches

Pre-Launch Checklist:
Things to remember before launch + security tips

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Small & Micro Businesses

🟧	49%
🟥	21%
🟫	29%

- 🟧 Have a website
- 🟥 Plan to create a website
- 🟫 No plans to create a website

2020 STATS:
HALF OF CANADIAN SMALL + MICRO BUSINESSES HAVE A WEBSITE

- **48% built their own website**

- **47% hired someone to build their website**

- **65% created their website within 6 months of opening**

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WHY YOU NEED A WEBSITE
& <u>NO</u>, SOCIAL MEDIA IS NOT ENOUGH

- Social media doesn't protect your brand
- Ownership of your own narrative, content and visitors
- Access to a wider, more diverse audience
- Increases credibility

84% of US online consumers think a website makes a business more credible than companies who only have social media profiles. - *Verisign 2018 Online Consumer Survey*

- Foundation for growth + intel (search authority, analytics, lead collection …)

SETTING YOURSELF UP FOR SUCCESS:
RESEARCH & INSPIRATION

ESSENTIAL EARLY STAGE WEBSITE PLANNING

Purpose	Goals	Audience	Research
What is the purpose of my site? Am I providing a service, a product or information?	What action do I want my visitors to take upon visiting the site? Examples of goals: lead generation, building awareness, sales conversions	Who am I trying to reach? What are the demographics of my audience? Understand your buyers! If possible, create buyer personas to target them better.	Who are my competitors and what are they up to online? What analytics can you access? What do they tell you? Content, keywords, links, social, search rank, reputation

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LOCK DOWN YOUR ONLINE IDENTITY
DOMAIN NAMES + SOCIAL ACCOUNTS + EMAIL

Best!	fluid.ca	Taken WHOIS		Let us Help
Better!	**fluidstrategy.ca**	Available	CAD $23.00 †	ADD TO CART
Good!	**fluidonsulting.ca**	Available	CAD $23.00 †	ADD TO CART

Which email would you be more likely to open?

Mel Stewart <stewartbooks1178@telus.net>
to me ▾

or

Stewart Books <news@stewartbooks.net>
to me ▾

- Brainstorm names, ideally with others, until you have a handful of ideas

- Research what's available & in which extensions (domain search, marketplace, backorders, name suggestion tools)

- Prioritize brevity, clarity, keywords & brandability

- Avoid these common domain mistakes

- Get the best domain you can afford from a reputable registrar + secure name-aligned social accounts if the exact match is taken

- Only use a matching, domain-based email address for communications

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SETTING YOURSELF UP FOR SUCCESS:
DEFINING YOUR BRAND

Brand Strategy

What makes your business unique & how you want to be perceived

Promise

Purpose

Problems being solved

Performance

Brand Identity

How you position & communicate your brand to your audience

Voice

Visuals

Content

User Experience

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Heading Font

ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz

This is the way the story goes...

**FIND INSPIRATION FOR YOUR
VISUAL BRANDING**

Body Font

ABCDEFG
OPQRS
abcde

This is

Alternate Font

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz

This is the way the story goes...

Transcend

DOULA ❀ SERVICES

LOGO   SITE FAVICON

NAILING THE FOUNDATIONS:
PLANNING & STRATEGY
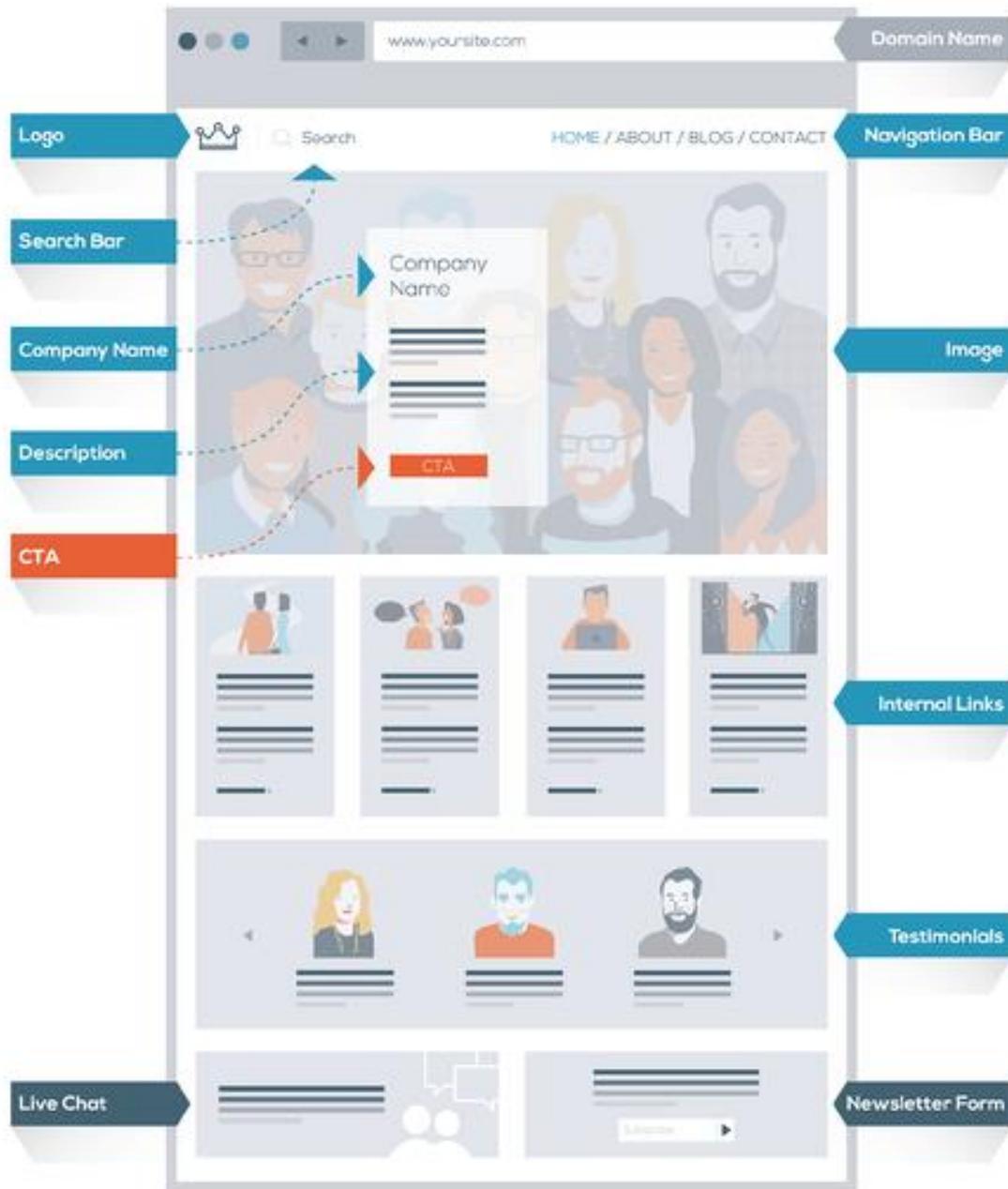
NAILING THE FOUNDATIONS: CORE WEBSITE COMPONENTS

- Function dictates form

- Think like your audience to build good UX

- List all the pages you WANT

- Filter it to all the pages you NEED

- Focus on: Menu, CTA, contact details, mobile-readiness, analytics

- Consider update frequency & ownership to decide on CMS

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NAILING THE FOUNDATIONS:
WHICH COMPONENTS DO YOU REALLY NEED?

Leads

Forum

Goals

Sales

Info.

Contact forms / chat

Web app

Features

Cart & Account

Pages & blog

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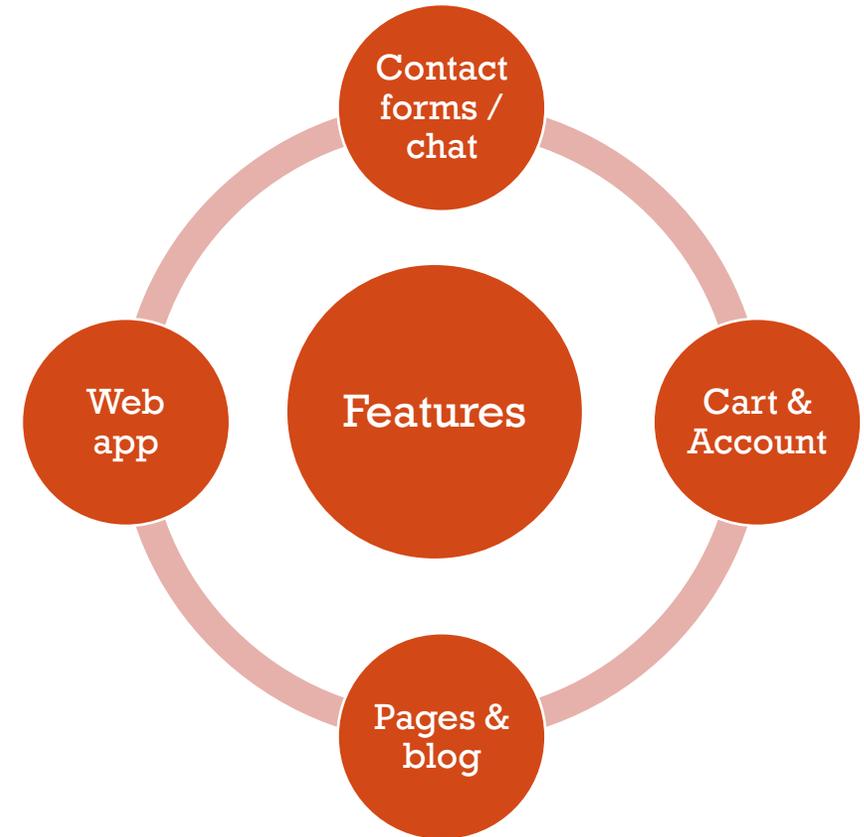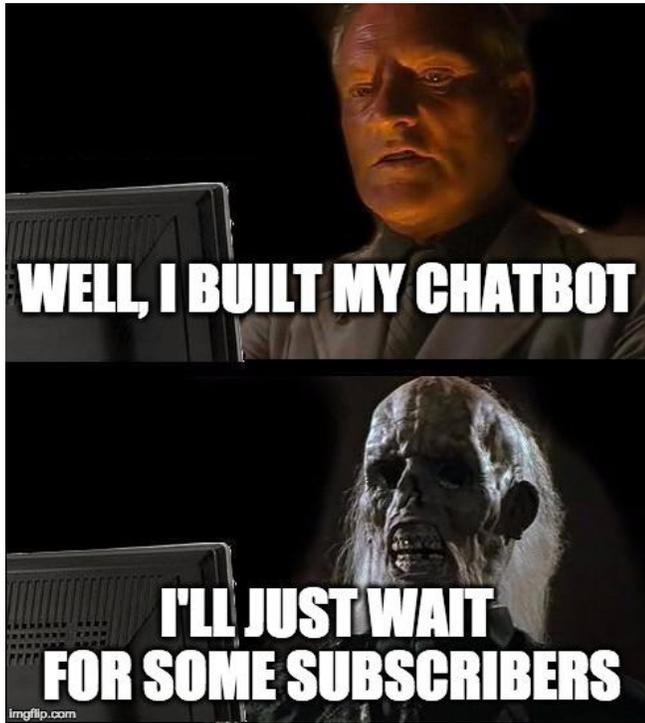
START SMALL, ANALYZE, ITERATE
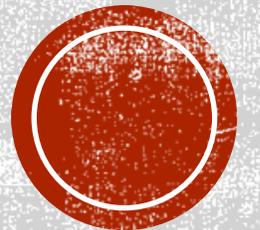
NAILING THE FOUNDATIONS: MARKETING BUILDING BLOCKS

Basics:

- Google Search Console & My Business submissions
- Write relevant, unique, fresh content (blog) with local keywords
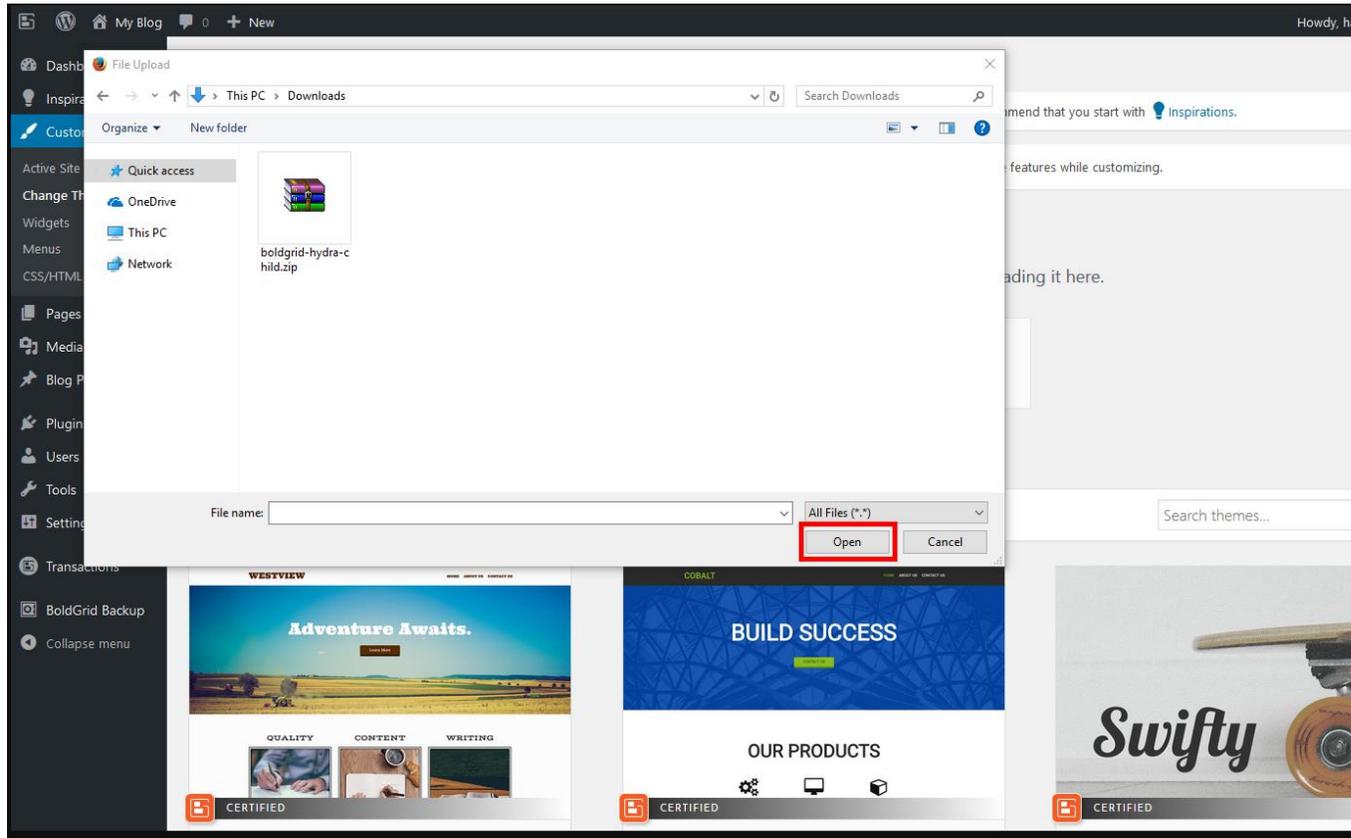- Update all collateral with your URL
- Social media accounts, links, branded email

Optional:

- Email marketing forms, drip campaigns
- CRM integration e.g. Hubspot
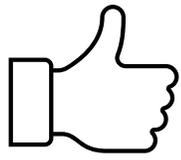- PPC and Social Ads (conversion pixels)
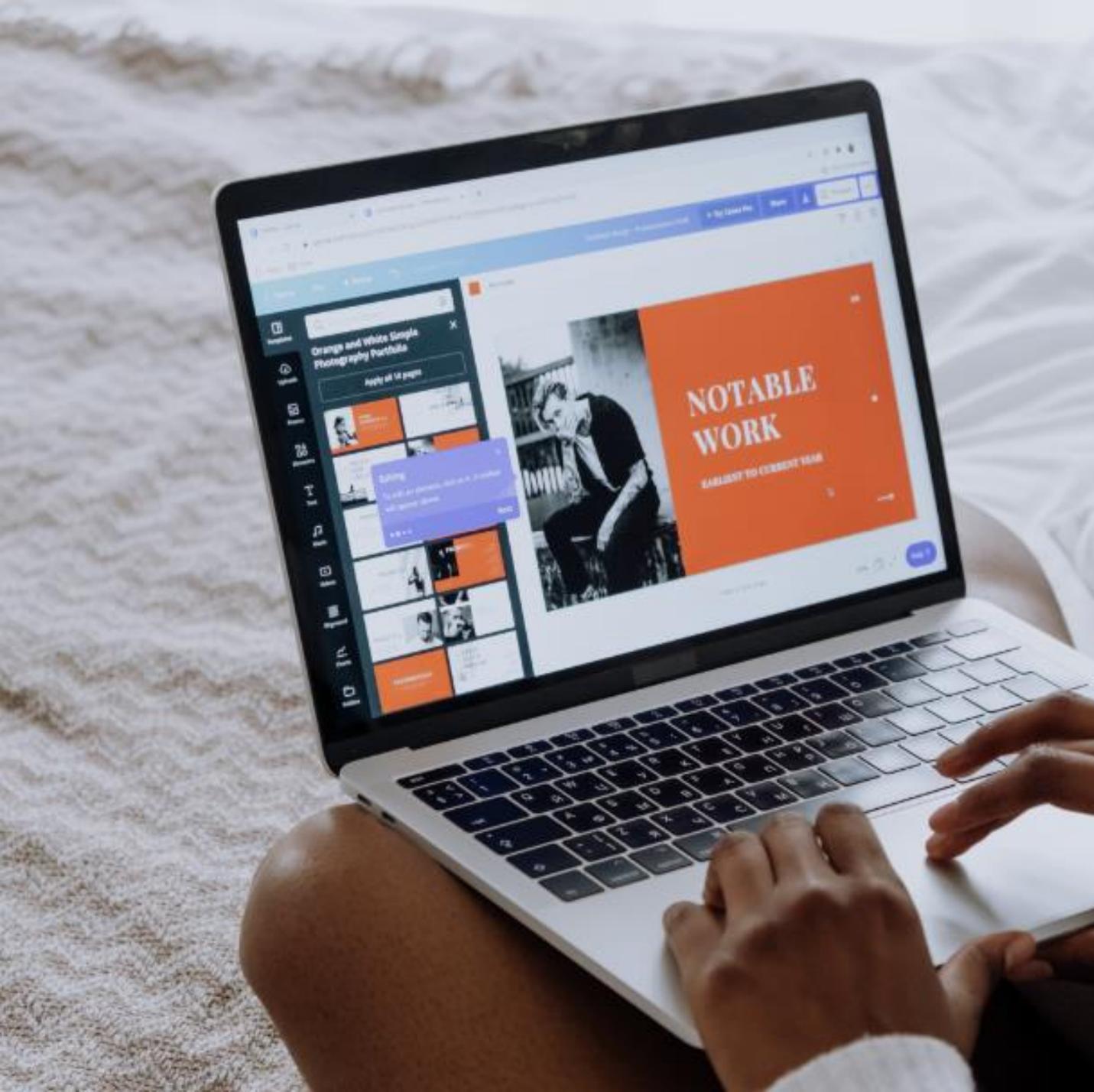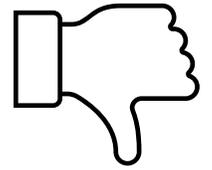
BUILDING YOUR WEBSITE:
DIY OR PROFESSIONAL?

SHOULD
YOU USE A
WEBSITE
BUILDER?
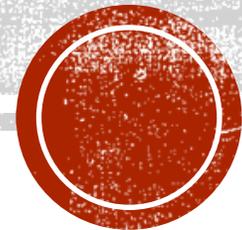
DIY WEBSITE BUILDERS

PROS	CONS
*Affordable up-front	Can wind up costing more over time (TCO)
Lots of website builder options to choose from	Choice can be overwhelming
Hosted, may also include domain + email	Hosting quality & security may vary
Fast to launch	Learning curve / Takes time to get things right
*Designed for non-technical users	Limited customizability, no access to code
Full creative control	DIY-ers lack design skills & knowledge
*Industry/genre specific templates, designs & images	Sites across the same genre often look similar
Built-in SEO + marketing tools	Tools can be basic and limited in scope
*Maintain by yourself	Need to upgrade plan / need to change platforms / exportability

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DIY CONSIDERATIONS: BEFORE YOU BUILD

- Who will design + maintain the website?

- If it's you, how much time + energy can you afford to invest? What is your time worth?

- What will it cost over time?

- Remember, content is still king!

Some other guiding considerations:

○ What kind of website do you need?

○ How fast do you need your website built?

○ What is the longevity of the website?

○ Will you want some customizations?

COST ESTIMATE:

CAD $75 -$600/year

Depending on your chosen platform, plan, features & traffic volume. Read pricing fine print.

OPTIONAL EXTRAS:

App integrations - $0-$20+

Premade brand kit - $20-$500

Logo maker – $49-$99

Logo design – $250 - $1500

Professional design - $60 - $1500

Content writing - $30+/hour

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CHOOSING A WEBSITE BUILDER

What is your priority?
Ease of use. Beautiful design. Customizability. Price point. Rapid Launch.
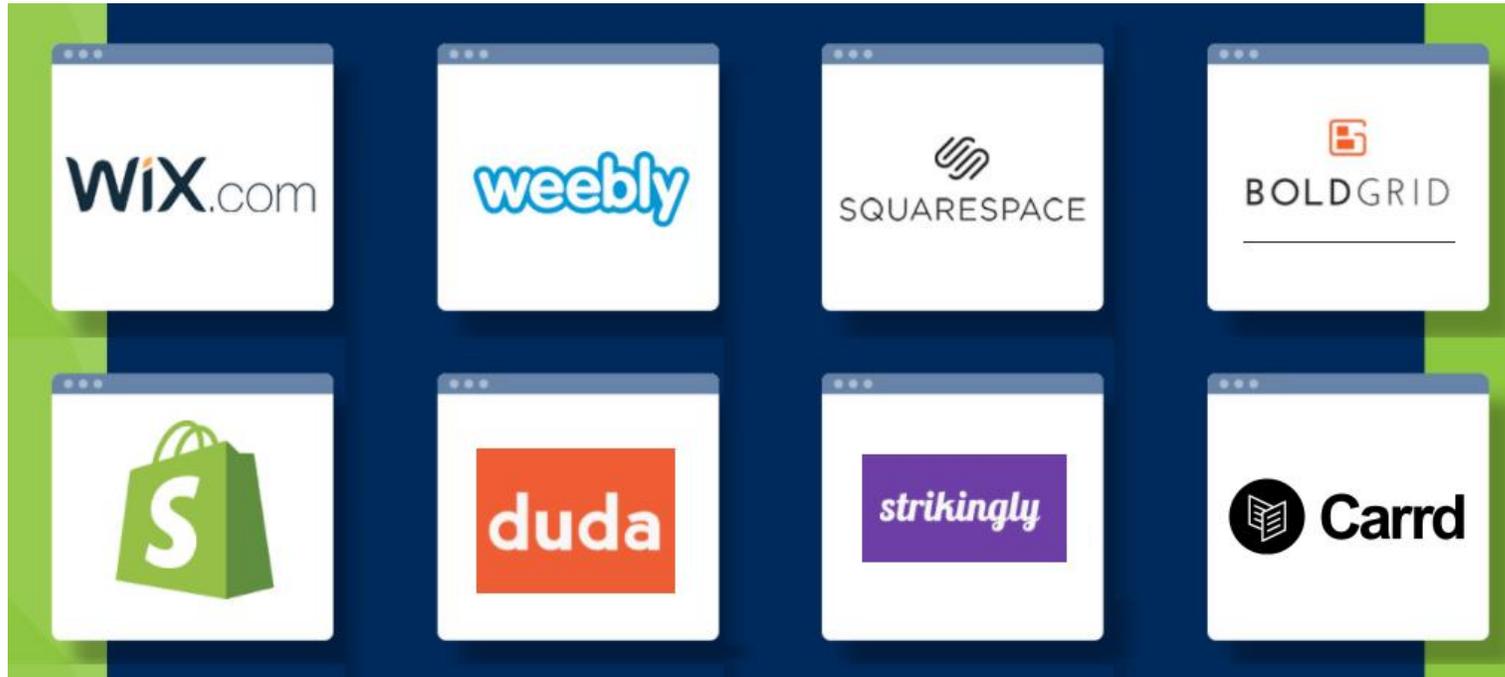
Recommended resource: Website Builder Expert's
"What You Need to Build a Website – The Ultimate Checklist"

CHECKLIST

❑ Confirm what's included (domain, email, hosting, HTTPS)

❑ Make sure its mobile responsive

❑ Does it have the features you need now & moving forward– subscriber lists, online bookings, pop-ups, coupons, membership login, etc.

❑ What security features are included?

❑ Try out a free trial

❑ Evaluate ease of use + level of tech savviness required

❑ Assess quality of resources & customer support

❑ Check out independent reviews

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DIY WITH WORDPRESS
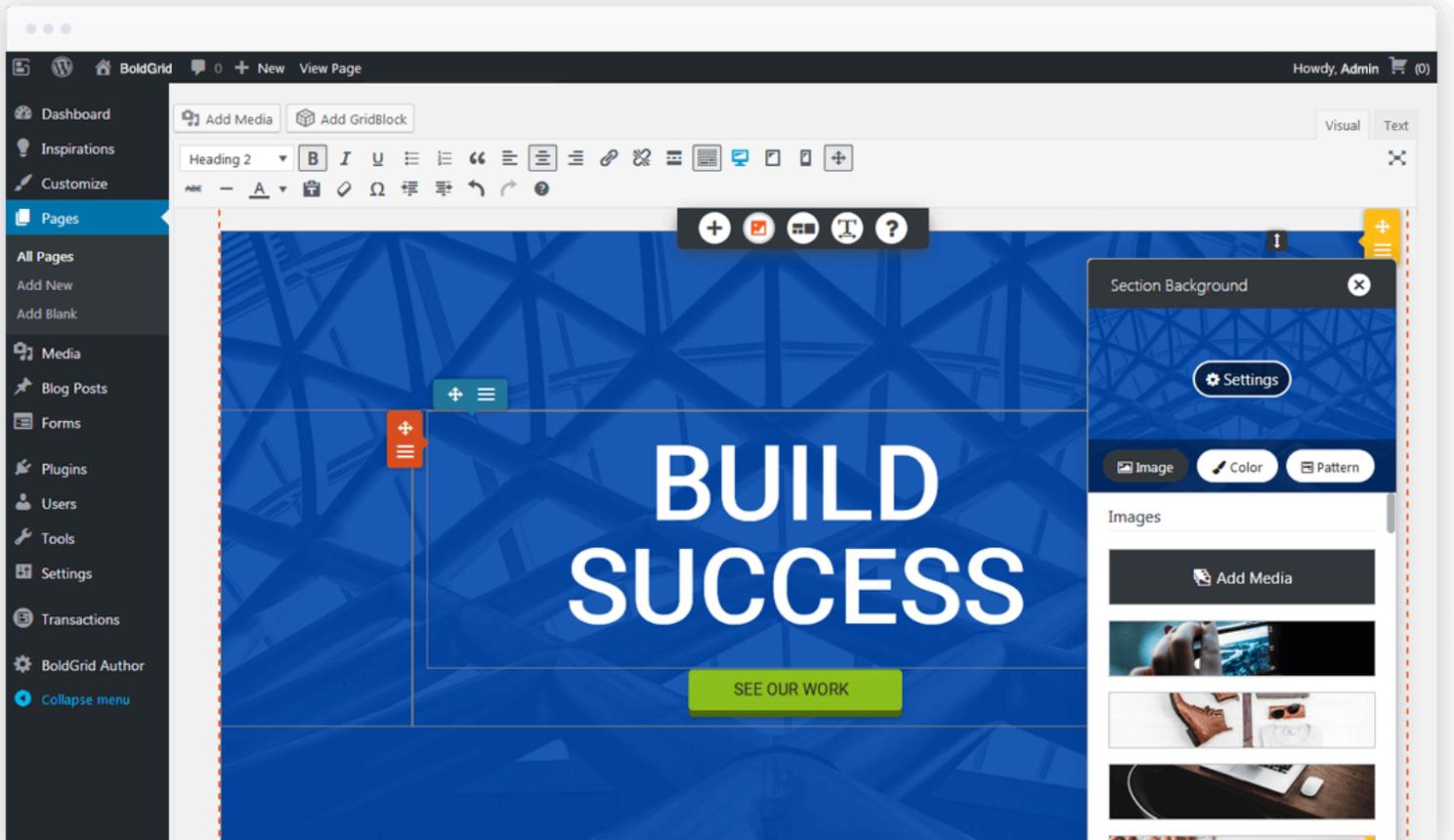
- CMS, not a website builder

- Open source + extensible, but requires more technical skill

- Can be DIY, DIWM, DIFM

- Start as DIY: WordPress Website Builder with BoldGrid

- Drag and Drop editor, 200+ themes

- Editor example

- Switch to professional design later, or something in-between

- Help is easy to source (WordPress Support Plans, Upwork, etc.)

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SHOULD YOU HIRE A WEBSITE DESIGNER?

DOING THE WORK: PROFESSIONAL DESIGN
OUTSOURCING CONSIDERATIONS

COSTS

$1000 to $60000

to build (typically $3000-$6000)

$500-$20000 / yr.

to maintain

MANAGEMENT

- **Budget** based on must-have features and scope

- **Identify vendors**: Word of mouth / search, screen by past work, reviews, strength of proposal, processes

- **Build**: Requirements, content creation, iterations, milestones, pre-launch testing

- **Launch**: Marketing launch, search engine submissions, PR, Social media,

- **Maintenance**: Content accuracy (copyright year), active blogs, careers pages, SEO activity

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FINAL CONSIDERATIONS: PRELAUNCH CHECKLIST

✓ SSL security

✓ Matching email

✓ Review content – formatting, CTAs & links

✓ Review page titles and meta descriptions for SEO

✓ Test Google Analytics reports

✓ Set up Google Alerts & domain monitoring to protect your brand

✓ Set up SEO monitoring (free or paid)

✓ Install website Favicon

✓ Speed & responsiveness tests

✓ Make a website backup

✓ Submit to sitemap + set up G search console + request indexing
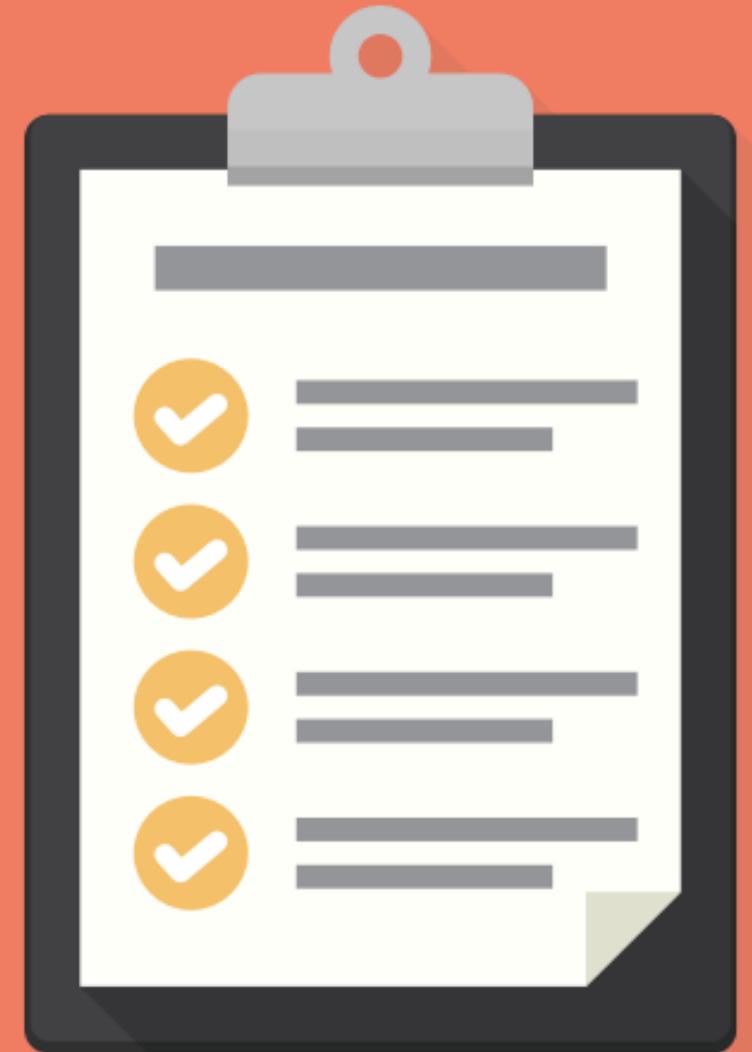
SECURITY HYGIENE FOR YOUR WEBSITE

✓ Turn on multi-factor authentication for your Webnames account and services

✓ Add an SSL certificate to your website

✓ Use a password manager (LastPass, NordPass etc. and avoid password reuse)

✓ Make strong, unique passwords for:

   ✓ Webnames account

   ✓ Website host/admin portal (like Wordpress)

   ✓ Email services

   ✓ Social media accounts

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QUESTIONS?

THANK YOU

Visit **webnames.ca/litesite-for-women-biz** to claim your free .CA domain + 1-page website, and read our blog Why a Single-Page Website Might Be All You Need – And How to Build a Great One over at WEC!
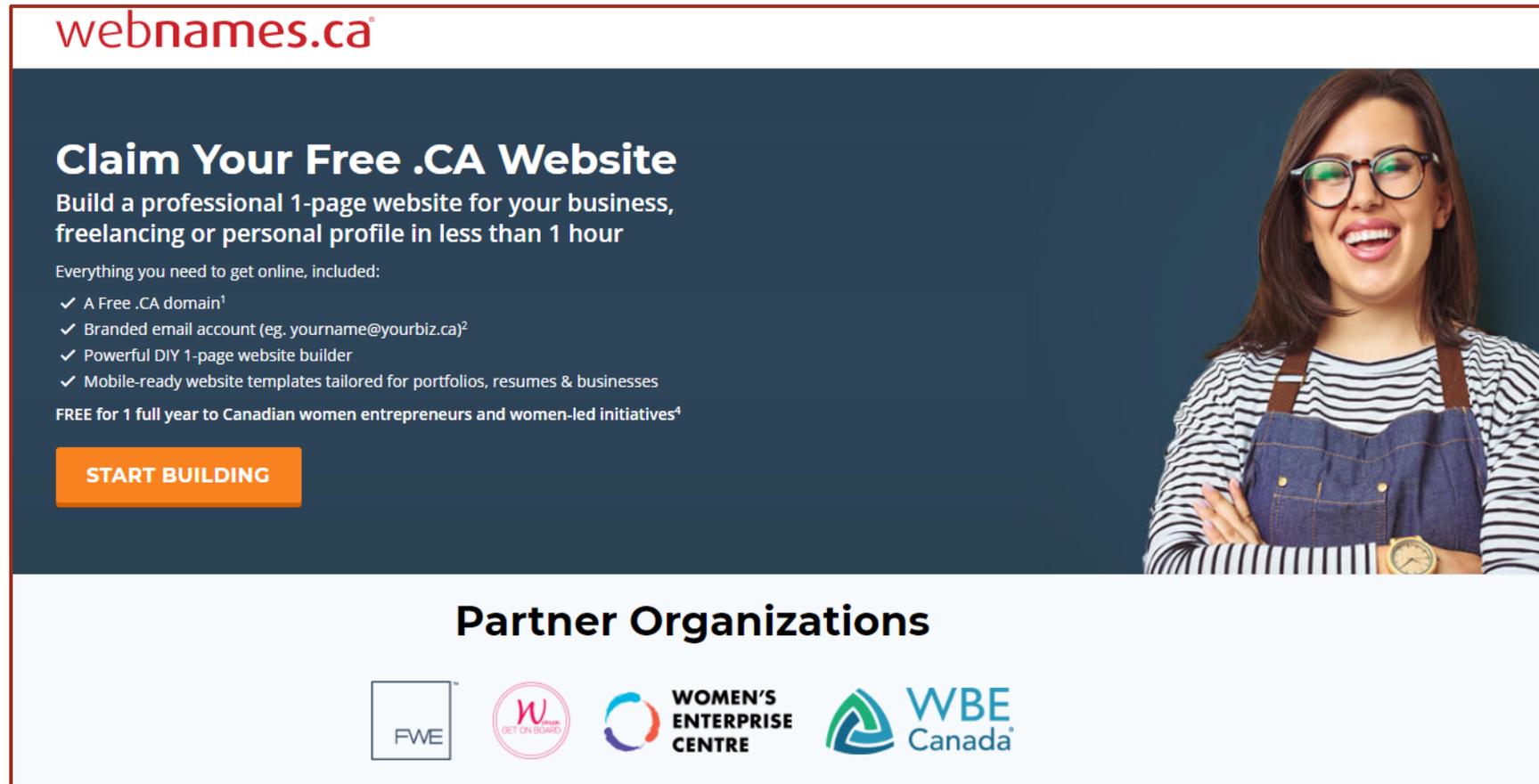
NEW WEBSITE PLANNING + BUILDING RESOURCES

Design Inspiration	Analytics, SEO	Marketing Tips & courses	Marketing, Research & Social Tools	Graphics, Images & Branding	Misc.	Domains, Email, Hosting, SSL & Websites
One Page Love	Google Analytics	Webnames Blog	MailChimp	Canva + Canva Brand Kit	Upwork	
Awwwards	Google Search Console	Hubspot Inbound Marketing course	Hubspot Free CRM	Coolers colour schemes	Fiverr	
CSS Nectar	Google Keyword Planner Tool	Hubspot SEO Training course	Username.social	The Noun Project + Flat Icon	Grammarly	Webnames.ca
siteInspire	Moz SEO	Copyblogger Copywriting 101	Buffer	Pexels + Pixabay + Unsplash		
Product Pages	Pingdom	Unbounce Landing Page Course	Similar Web – competitor research	Creative Market + Etsy		DIY 1-page website builder
The Great Discontent	Hotjar	Canva Graphic Design Basics	Built With – competitor tech research	Crello		WordPress Website Builder