



# Website Need-to-Knows For Small Businesses

# Pikes Peak Small Business Development Center

FREE CONSULTING | PRACTICAL TRAINING | BUSINESS RESOURCES

[www.pikespeaksbdc.org](http://www.pikespeaksbdc.org)



*Funded in part through a cooperative agreement with the U.S. Small Business Administration*



# Terri Hayes

President & CEO Tri Lakes Chamber



[Visit the Tri Lakes Chamber Website](#)



# D'Andre Johnson

Business Banker, Ent Business Banking

719.314.9556  
719.550.6713  
DaJohnson@Ent.com

Visit [Ent.Com](http://Ent.Com)





# Tiffany Cox

## Tiffany Cox Graphic Design

Tiffany Cox has always had a passion for helping businesses succeed. Growing up and watching her family own and run their own variety of successful businesses has inspired her to help others do the same. Graphic design and marketing has given her the perfect opportunity to do just that!

Read [Tiffany's full bio](#)



# Website Need-to-Knows For Small Businesses



[/in/tiffanycoxdesigner/](#)



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[@TCoxDesign](#)



[www.TiffanyCoxDesign.com](http://www.TiffanyCoxDesign.com)

# ABOUT ME

Tiffany Cox  
President of Tiffany Cox Design





# Defining a Business Website

- A tool designed to convey your Brand, Educate and Convert customers
- A tool to build trust and reputation
- The hub to a larger marketing strategy
- A living and always evolving organism in both content and technology

# Why You Need a Website

- A well-crafted website builds credibility
- A website allows you to offer expanded information on products or services
- A website is your biggest tool to being found on Search Engines
- Your customers expect you to have a website



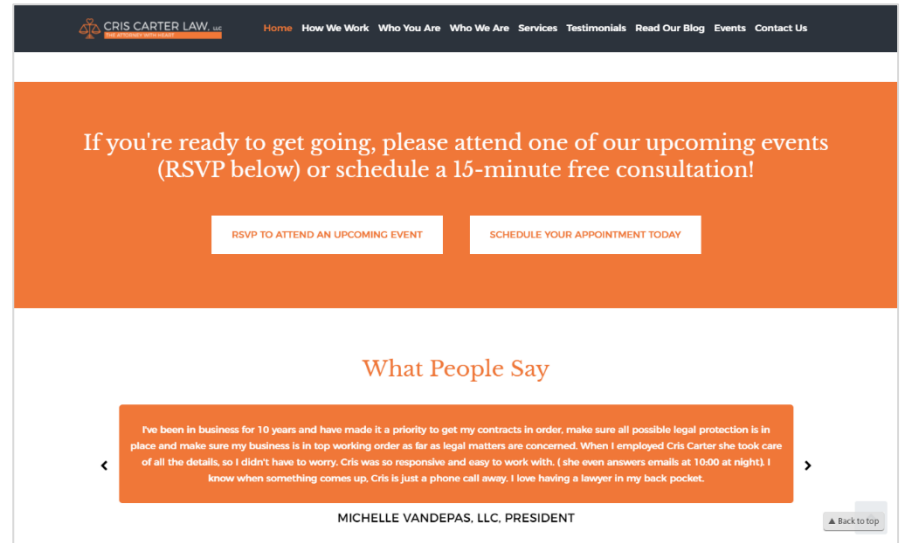
# Design & Content

## The meat and potatoes

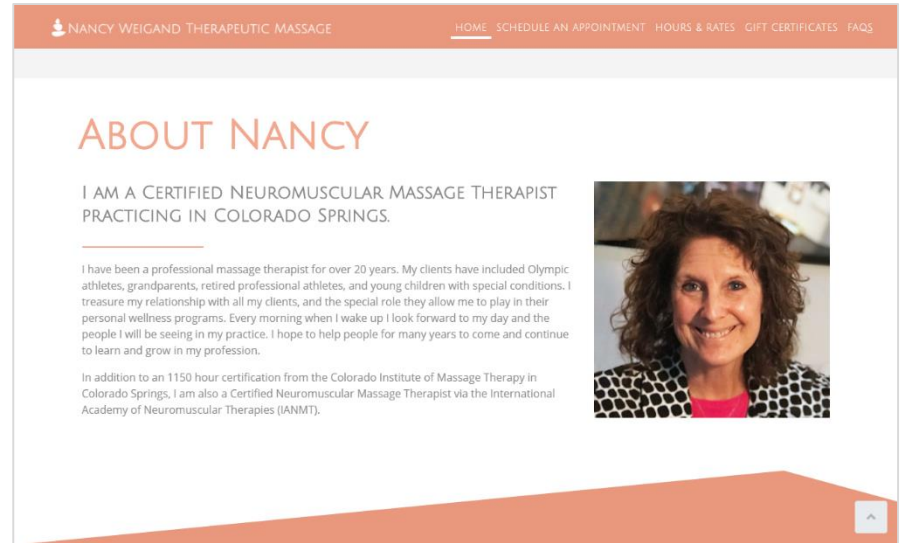
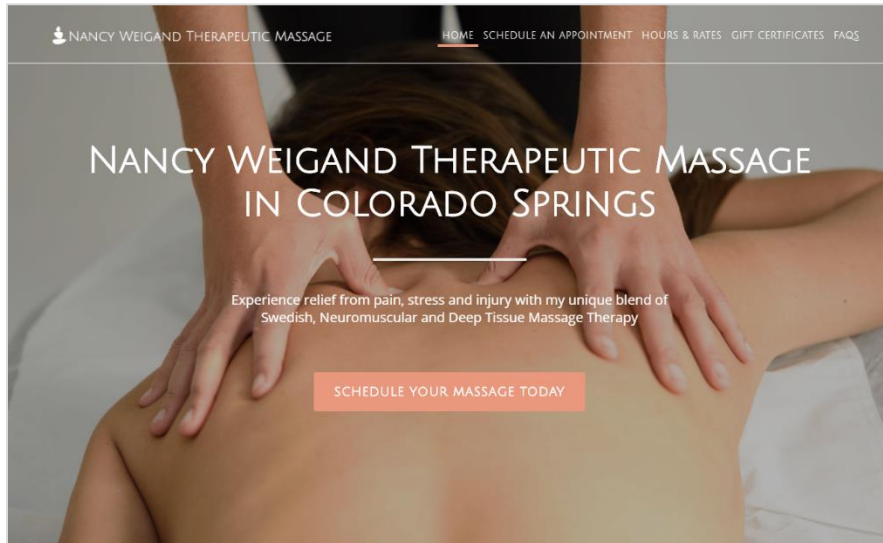
# Creating Effective Design

- Keep it simple (less is more)
- Break up content into bite size chunks
- Focus on conversion with clear “Calls to Action”
- Make your contact information easy to find
- Use imagery and graphics to reinforce an idea, not to distract.

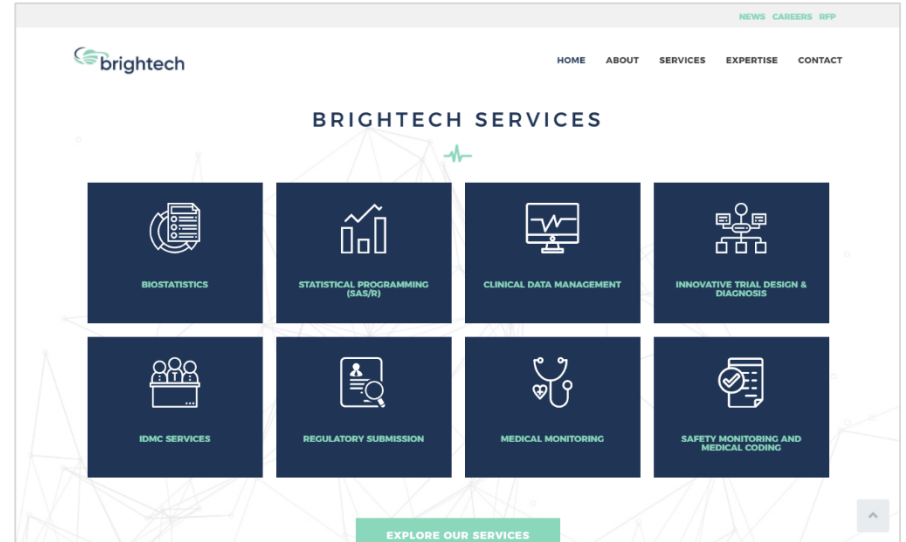
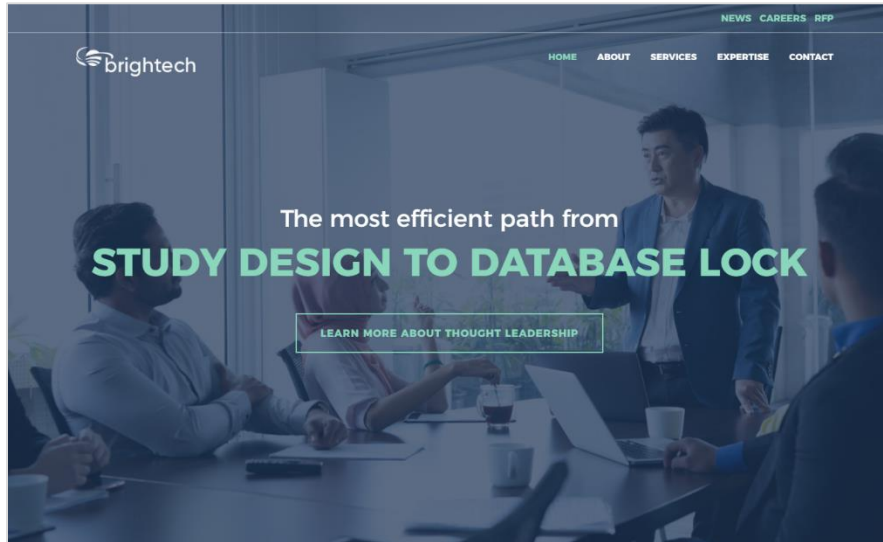
# Examples



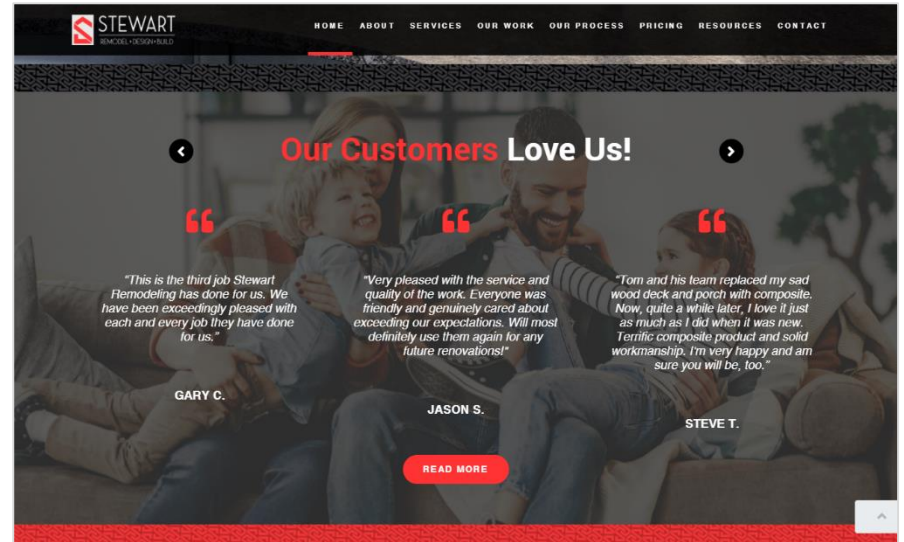
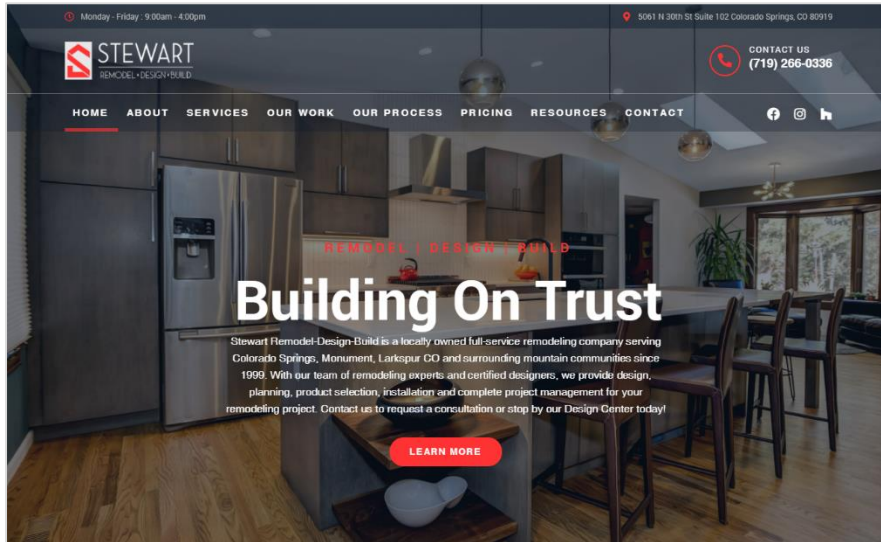
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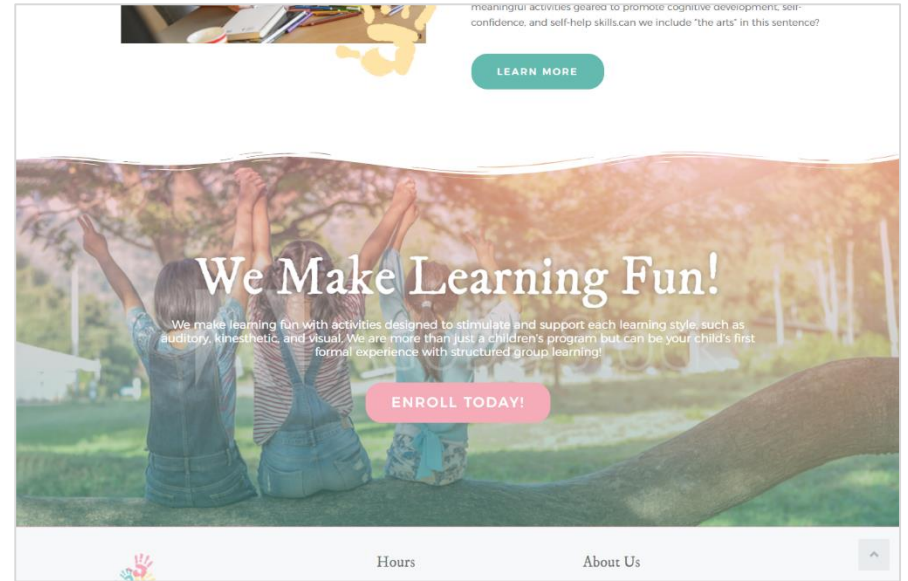
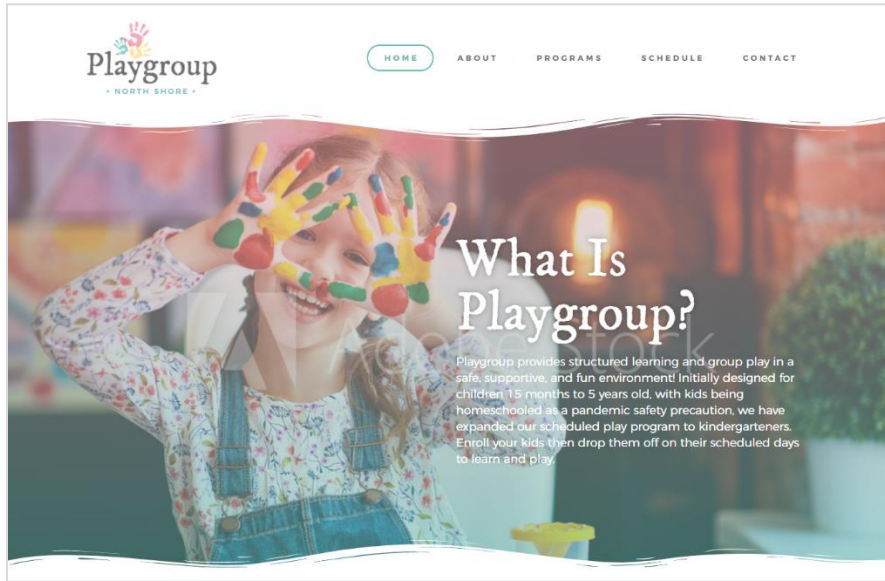


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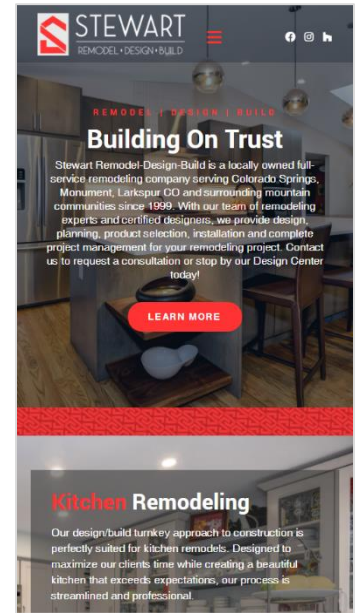
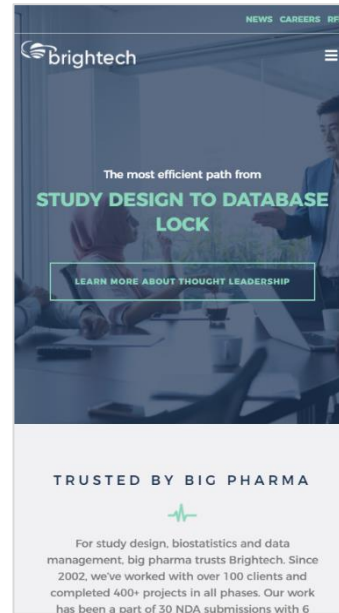
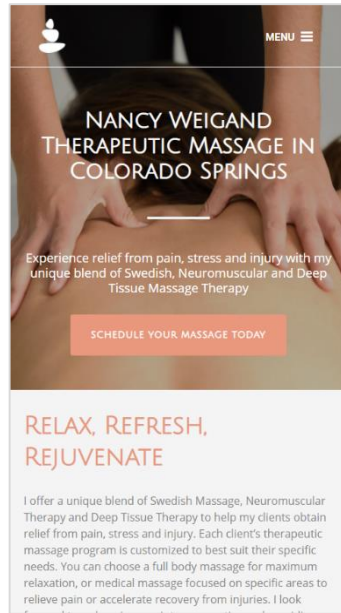




# Examples



# Don't Forget Mobile



# Creating Effective Content

- Know your audience
- Focus on the problem you solve for your customers
- Stick to short and clear sentence structure
- Speak Directly! Use an active tone in your content

# Creating Content for Google

Let's talk about Search Engine Optimization!

- Get inside the mind of your customer
- Use keywords in your content that customers are searching for
- Don't "keyword stuff"
- Make sure your location is included in your content
- Don't skimp on word count. Google likes at least 300 words on each page.

# The Anatomy of a Google Search

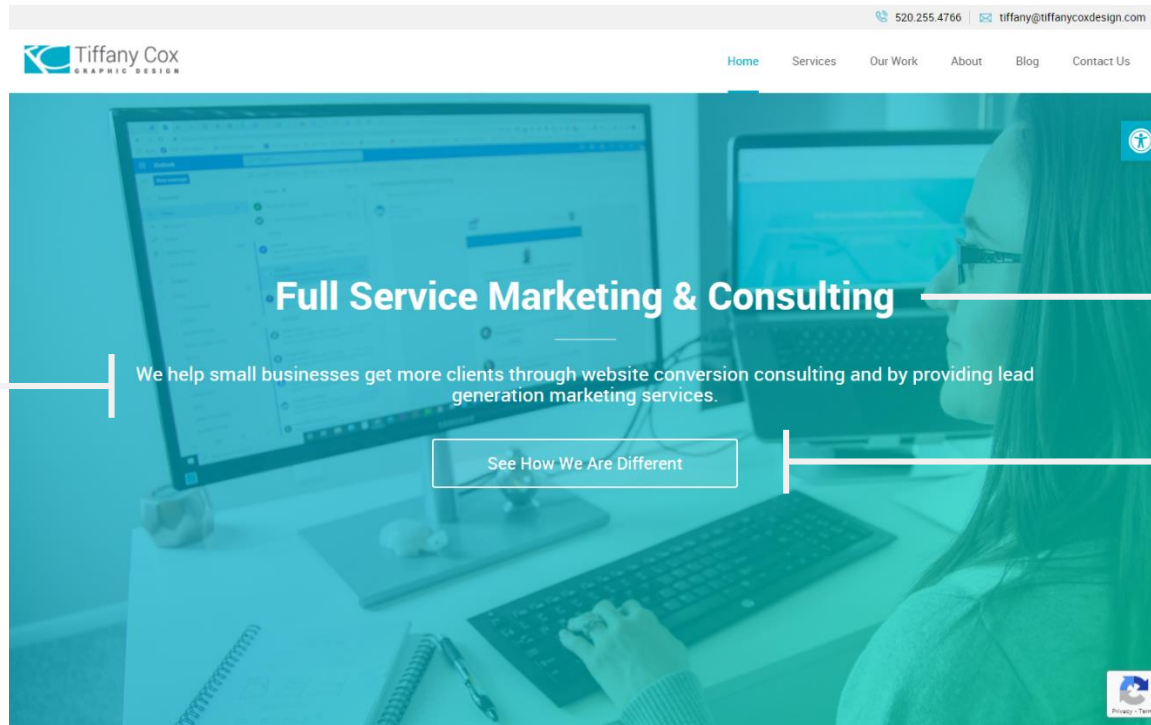
The image shows a Google search interface for the query "tiffany cox design". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, there are navigation tabs for "All", "Images", "Videos", "Shopping", "News", "More", "Settings", and "Tools". The search results are displayed below, showing "About 8,640,000 results (0.47 seconds)".

The first search result is from [tiffanycoxdesign.com](http://tiffanycoxdesign.com). The annotations point to the following elements:

- Meta Title:** Points to the title "Tiffany Cox Design: Full Service Marketing and Website ...".
- Meta Description:** Points to the description "Providing the highest quality Full Service Marketing & Consulting. We help small businesses get more clients through lead generation marketing services."
- Your website URL:** Points to the domain "tiffanycoxdesign.com".
- Additional Pages in Your Site:** Points to a grid of internal links including "Contact Us", "About", "Full Service Marketing ...", "Website Design Colorado ...", "Tiffany Cox Design Blog", and "Blog".

Below the first result, there is another search result from [www.facebook.com](http://www.facebook.com) for "Tiffany Cox Design - Advertising Agency - Colorado Springs ...". This result includes a star rating of 5 stars based on 2 reviews.

# Content Structure for Google



520.255.4766 | tiffany@tiffanycoxdesign.com



Home Services Our Work About Blog Contact Us

## Full Service Marketing & Consulting

We help small businesses get more clients through website conversion consulting and by providing lead generation marketing services.

[See How We Are Different](#)

<H1> Tag

<P> Regular text

<a> Link Element

# Content Structure for Google



<H2> Tag

## OUR SERVICES



<img> Image



<H3> Tag

### FULL SERVICE MARKETING

<P> Regular text

We strive to provide you with the right marketing strategies and products to get you more leads and convert them into paying customers!

<a> Link Element

[Learn More](#)



### BRANDING DESIGN

Your brand is your first impression to any of your potential customers. We help you find out who your target market is and how to make your brand appeal to them!

[Learn More](#)



### SMALL BUSINESS ESSENTIALS

Every event you go to can become a marketing opportunity. We can help you create marketing materials that stand out of the crowd!

[Learn More](#)



### EMAIL MARKETING



### WEBSITE DEVELOPMENT



### SOCIAL MEDIA







# Let's be real

- Be honest with your abilities.
- What is your time worth?
- Think about your vision and end goals.

These 3 pieces play a huge role in which platform you might choose

# Options for the Non-Techy

For the non-techy person an all-in-one tool will work best

Options Include:

- Wix
- Squarespace
- Weebly
- Shopify (for e-commerce focused sites)

# Pros vs. Cons

## Pros:

Easier to use and learn with no prior experience. Great customer support. Usually an all-in-one platform with email marketing, e-commerce and more.

## Cons:

100% DIY which will be time consuming. You are also “married” to the platform which makes it difficult to migrate to more advanced platforms when you need additional functionality.

# Options for the Techy

For the techy person starting in a platform that can grow with you is a huge benefit.

Options Include:

- WordPress (Most popular)
- Joomla
- Drupal

# Pros vs. Cons


## Pros:

Fully customizable. Functionality isn't limited by the platform. Total control of your website.

## Cons:

Technical support is limited unless you hire a professional. Typically needs more maintenance. Hosting, security and backups are your responsibility.



  
If you build it, they will come?  
Not Exactly

# Traffic Acquisition

Sometimes traffic can come to your site organically but that takes time. When you need traffic NOW you need to look at your marketing strategy.

- Understand where your audience “hangs out”
- Develop a strategy to reach that target market
- Measure your success

# Traffic Acquisition

## Channels to market your website

- Social Media
- Paid Digital Advertising (Facebook, Instagram, YouTube, etc.)
- Search Engine Marketing (Google Ads)
- Organic Search Engine Optimization
- Traditional Marketing (Direct Mail, Magazines, Radio, TV)



# Traffic Acquisition

## Understand Success

- Be realistic with your results. Average conversion rate is 3-5%
- Create and understand your goals
- Measure your results!

# Let's Recap

3 steps to success!

1. Create effective relevant content and focus on simple design
2. Understand your limitations and choose the platform that fits your goals
3. Market smart to your target audience to drive the right traffic



Questions?

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