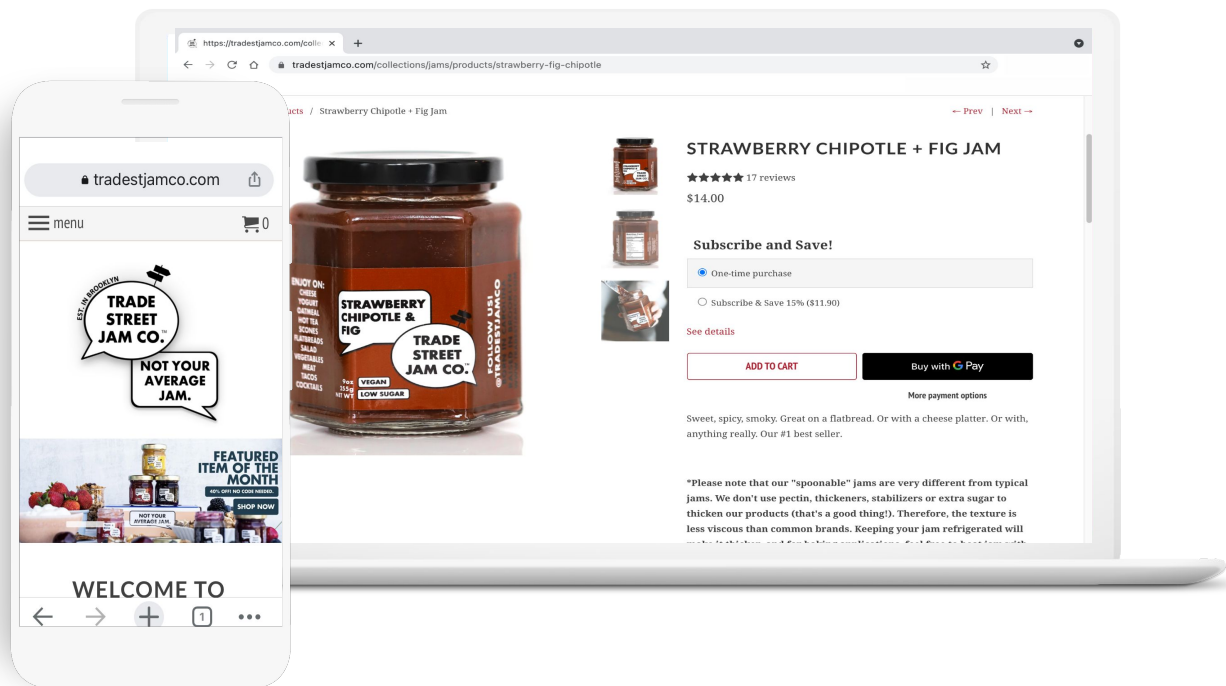


# Design an Engaging Website for Your Business

It's more important than ever to have a professional website. A website can promote products and services, create brand visibility, drive online customers to your store, and build strong connections with your audience.



A website should be **goal-oriented, search-friendly, convenient, organized, and trustworthy.**

- Responsive design
- Organized content
- Simple payment process
- Personalization
- SSL certificate
- Secure payments
- Ratings and reviews
- Contact information

# Grow with Google

## Five Characteristics of a Great Website



### Goal-Oriented

A site should support business goals. SMART goals are: specific, measurable, attainable, relevant, and time-bound.



### Search-friendly

Your site can be found when people search. Create a site that loads quickly and shares useful, relevant content.



### Convenient

Consumers want ease and convenience, on all devices. Use a responsive design with a simple checkout process.



### Organized

It should be easy for customers to find what they are looking for. Make a plan to organize your website.



### Trustworthy

Your site should inspire trust and protect customer data. Build trust with ratings, reviews, and contact info.

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## Resources

### Google Primer [g.co/primer](https://g.co/primer)

Get quick, easy lessons on your phone, on topics like creating a business plan or marketing skills.

### Grow On Air [g.co/GrowOnAir](https://g.co/GrowOnAir)

Sharpen your knowledge with on-demand classes from Grow with Google OnAir.



## Map a SMART Goal

	Ask Yourself:	Write Your Answer:
Specific	What do I want to accomplish? Why? What are the requirements?	
Measurable	How will I measure progress? What is success?	
Attainable	What are the steps I need to take? Do I have the necessary resources?	
Relevant	Is this a worthwhile goal? Is this the right time?	
Time-Bound	How long will this take? What is the deadline?	

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My first website improvement will be...

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