

GODADDY GARAGE SMALL BIZ WEBSITE — PLANNING WORKSHEET

Developing your website is easier than you think. This worksheet will guide you through building the top five most important Web pages and creating a solid foundation for your business website.

Get your business online in 5 simple steps

1. GET A WEBSITE ADDRESS.

Choose your website address carefully. Deciding on a domain name is just as important as choosing the name of your company. **This is your identity on the Web.** You want a name that not only fits your business, but is also easy to spell and remember.

2. CHOOSE HOW YOU'LL BUILD IT.

When it comes to building your website, there are a lot of choices out there. Do you build it yourself or hire a designer? Ask yourself a few questions: What's my budget? Do I have time to build and update my site? How technical am I? **Not to worry, there are options to fit every budget and every skill level.**

3. BUILD YOUR WEBSITE.

Your website can grow to do whatever you want, but a good small business website is usually made up of five core pages: **Home, About Us, Products/Services, Testimonials and Contact.** These pages set the right expectation for visitors and cover your basic business needs.

4. CREATE CONTENT.

Creating content doesn't have to be difficult. It might seem overwhelming, but don't over-think it. Keep it simple and to the point, leverage content from existing material (business plans, brochures) and in the beginning, use your phone for photos.

5. PUBLISH AND PROMOTE.

Tell your friends. Tell your family. Tell strangers in the checkout line. Put your site on your business cards. Add your Web address to your email signature and your Facebook profile. Join free listing sites like yellowpages.com®, Google® Places, Yelp® and Foursquare®.

GET STARTED

Website Address (domain name) _____

DESIGN OBJECTIVES

Choose a website design that reflects and supports your answers.

What is the objective of your website? _____

Who is your target audience? _____

How do you want them to feel about your website? (e.g., professional, edgy, fun) _____

Do you have a business logo? _____

TIP: If yes, choose colors for your website that complement your logo.

CONTENT DEVELOPMENT — 5 PAGE WEBSITE

The five basic pages every business website should have:

- ☐ **Home**
- ☐ **Contact Us**
- ☐ **Testimonials**
- ☐ **Products & Services**
- ☐ **About Us**

HOME PAGE

On your home page, you want to include the top things visitors need to know in order to decide to do business with you. Who are you? What do you do/sell? Why should I trust you? How do I contact you?

Describe your business in one short sentence (tagline). _____

Describe your business and what's great about it in just a few sentences. _____

Call-to-Action. What is the one, most important thing you want your visitors to do before they leave your site? Be clear, concise and tell them what you want them to do. Examples: Call for a quote • Schedule appointment online • Watch our demo • Sign up for a class • Donate now • Email us for a free quote

Primary Contact Information. Include one primary way for customers to contact your business on the home page; typically, this is your phone number. Your "Contact Us" page can include all of the various ways to contact your business.

Products/Services Section. Include a short bulleted list or a few photos of your products and services on the home page, and then add a link to the full product/services page to view all. List general categories of products or services.

Example: Specializing in Residential Glass Services: Dual Pane Glass Replacement, Custom Showers and Mirrors, Glass Shelves and Tabletops, and more...

Sign Up Form. What information do you need to collect? (i.e. email, name, phone, etc.). Tip: The less information you require, the more sign ups you'll get.

How will you motivate visitors to sign up? Very briefly describe why your visitors should sign up and include this with your sign up form. Example: "Sign up for exclusive deals and VIP access to special events."

Credibility. Include one customer quote or review on the home page and link to the testimonial page for visitors to read them all.

PRODUCTS/SERVICES PAGE

List the general categories of products/services you offer. _____

Describe products/services in more detail:

Name of Product	Brief Description
Hot Rock Massage	Provides a deeply relaxing experience for the body, mind and spirit.

Based on your business, you may want to include:

- ☐ Product images.*
- ☐ Pricing
- ☐ Payment options
- ☐ Return policy, warranties or guarantees
- ☐ Shipping options and timeframes

***NOTE:** If images are too small or you don't include enough product angles, visitors may abandon your site and purchase elsewhere.

ABOUT PAGE

Describe your business in a few short paragraphs. How did you start it and why? What do you do differently than other businesses? Get personal, get passionate.

Other things to consider:

- ☐ Photos of yourself or your staff
- ☐ A biography on your expertise
- ☐ Company or product awards
- ☐ Testimonials or specific quotes from your customers.

TESTIMONIALS PAGE

Increase visitor confidence and trust by adding recommendations, quotes and testimonials from your customers. Ask top customers to write a few sentences about your products and/or services.

Take advantage of ratings & review sites – join (it's free to list your business) and encourage customers to rate your business. Do a little research to find which ones are relevant to your business.

• Yelp® • Angie's List® • Yellowpages.com® • Local.com® • Google Places® • Foursquare® • Citysearch®

And many more...

CONTACT US PAGE

How do you want customers to contact your business?

Phone number _____

Hours of operation _____

Physical address, directions, map to location _____

Email (Look professional. Make sure your email address matches your website address.)

Depending on your business, you may want to add contact “categories.” For example:

Product Returns – send to P.O. Box

Billing Issues – email us at billing@mycoolnewbusiness.net

Customer Support – call (800) 555-1212

TIP: Choose the most important way for customers to contact you and put it on every page of your website. Most importantly, add it prominently to your home page.