



# Website 101

Your Introduction to the Online World from a Business Perspective



# About Atilus



- 10 Years in Business
- Google Certified Partner
- YEXT Local SEO Certified
- 1000 Projects
- Oprah, Shark Tank & Many Notable Places/Clients
- Mission



# Interesting Facts



- Just 51% of small businesses have websites.
- 60%. Amount of time spent on websites accessed by mobile devices, rather than desktop devices.
- 93.3 percent of SMB websites are not mobile compatible.
- 60% of local businesses' don't have their phone number on their website.
- 70% of small business websites have no call to action.
- 82% of small business websites don't link to social media accounts.
- 75% of all business traffic online is driven by search engines.
- 90% of purchases for local goods and services are first researched online.



# What is a search engine?



- Why jump to search engines? Most people find what they're looking for.
- Your website = retail location
- Search Engines = Roads/Road Signs/Billboards
  - People on the highway = searchers
  - Content and other forms of online marketing are off-ramps that lead directly to your business
- Name of the game is impressing search engines... gaining their trust.
- As internet marketers we use tools to be able to see who is driving where
- Audiology
- Single most important thing to keep in mind for successful business marketing



# What is a Website?



- Retail Location
- 24/7 Sales Person
- Display Samples
- Brochures
- Customer Testimonials
- Pictures of Work
- Place Where You Can Set Yourself Apart From Competitors
- A place to answer ANY question you've ever had by a customer – as people are **SEARCHING** for that very same thing
- But **EVERYTHING** you do affects how likely Search Engines will direct their drivers to you.



# How to Build Your Website



- DIY – vs – Utilizing a Company
  - Preparation Important
  - Trade off on customization, optimization, ownership
  - Squarespace, Wordpress.com, Shopify
- Keyword Research
- Domain Name | Yellow Pages
  - Domain Best Practices
- Lay things out on paper – main sections (sitemap)
- Make sure sections, and content correspond with your clients, customers
- Photography



# Basic Site Essentials



1. What's important to your audience?
  - Compelling content
  - Calls to action
  - Social proof
  - Clarity
2. Make sure everything is optimized



# Marketing



Prerequisite for Performing Well Online

- Update your Site
- Helpful Content

Important Techniques (most effective to least effective)

- Optimization
- Newsletter
- Pay Per Click
- Social Media







- Contact Us Today w/Questions:
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