

# Business Website

Having an online presence lets you to tell your story in the best way possible for customers who like to research a company before making a purchase.

## Why Have a Website

A website can serve a number of purposes for your customers, such as:

- Product showcase and details
- Information on your retail locations
- Hiring needs
- Company values/approach to sustainability
- Contact options

Above all, a website allows you to stay connected with your customers. Many companies use their website as a starting point for mailing lists to share news and updates about the company, special offers and promotions – and even seek out feedback on their products and brand.

## Website Creation

### DOMAIN & HOSTING

The first steps in creating a website is purchasing a domain and finding a hosting provider.

- **Domain:** The link customers use to access your website. Domains should match your business name as much as possible; domain providers allow you to search for available names.
- **Hosting Provider:** The platform used to keep your website on the internet. There are many hosting providers out there, so search around to find which one has the best price for you.

As you think about the future of your website, consider hiring a website developer. These are employees capable of adding new features, keeping the site technology up-to-date and handling the increased traffic on your website. Even without a developer, you should have multiple admins with access to editing the website.

### LOOK & FEEL

The look and feel of your website should have seamless navigation regardless of the customer's viewing device (e.g., computer, phone, tablet).

- Follow standard accessibility guidelines for the benefit of customers who identify and use a variety of technologies.
- Keep content mobile friendly by reducing text so as not to overwhelm your customer.
- Consider using website designers like WordPress (free to use, simple tools for text, images and videos) or Squarespace (subscription based, has many layout options including a shopping cart) to assist with building your website.