

DEVELOPING & OPTIMIZING YOUR BUSINESS' WEBSITE

CO-SPONSORED BY:



PRESENTED BY:



FACILITATOR:

ALEX BELDING
Mad Growth Officer & Co-Founder,
WebriQ Goes Mad



719-667-3803
www.pikespeaksbdc.org



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



Developing and Optimizing Your Business' Website



THE PIKES PEAK SMALL BUSINESS DEVELOPMENT CENTER HAS BEEN DEDICATED TO HELPING EXISTING AND NEW BUSINESSES GROW AND PROSPER FOR MORE THAN 30 YEARS.



FREE CONSULTING PRACTICAL TRAINING BUSINESS RESOURCES

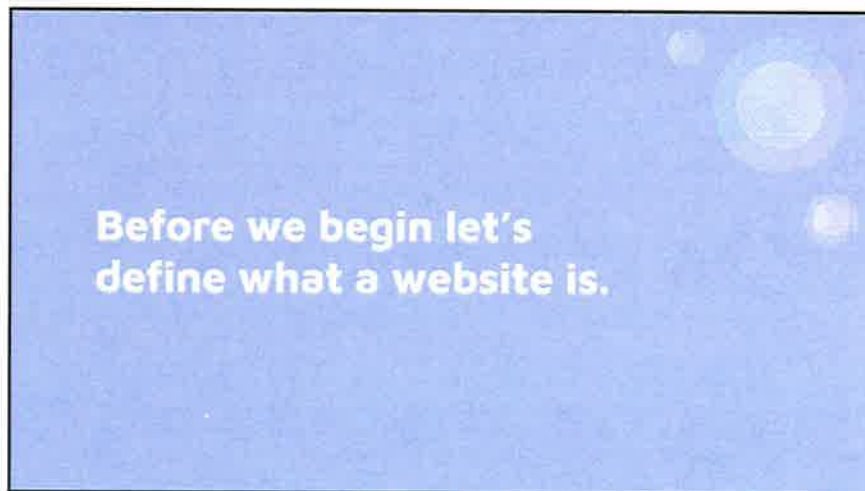


WWW.PIKESPEAKSBDC.ORG/CONSULTING
WWW.PIKESPEAKSBDC.ORG/WORKSHOPS



Developing and Optimizing Your Business' Website

Alex Belding - Mad Growth Officer & Co-Founder - WebriQ Goes Mad



Before we begin let's define what a website is.

Defining a business website

- Brand, Educate and Convert
- Part of a greater marketing strategy.
- A Marathon - NOT a Sprint.
- Treated like a living thing.

The Website Pyramid

Digital Marketing Pyramid



This our own concept of WebIQ Goes Mad that we've developed through creating and launching a lot of websites

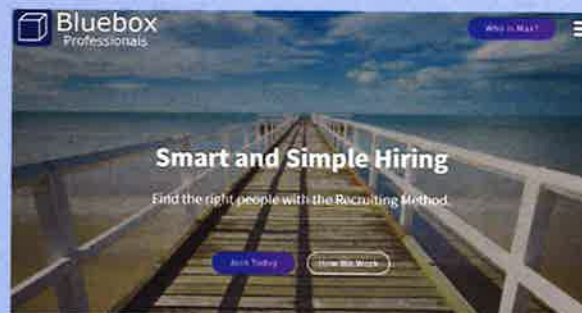
Start With Story

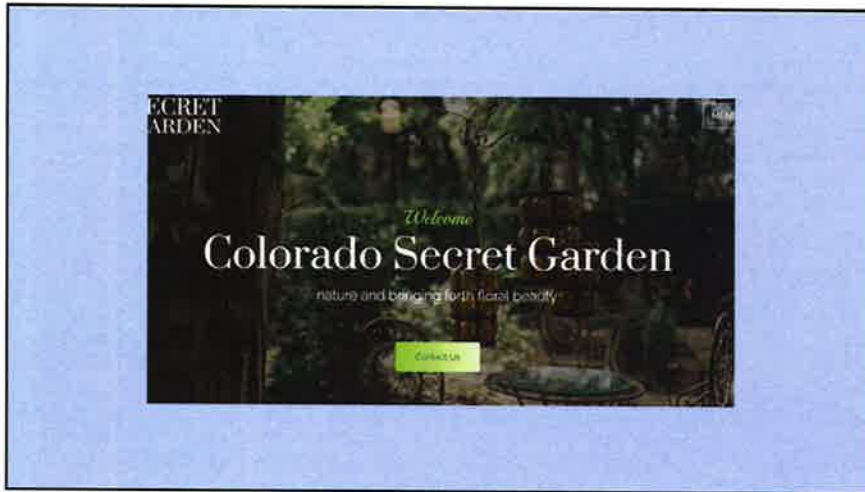
Start with Story

- Keep it simple
- Focus on your desired customer
- Create Clear "Calls To Action"

Ask These Questions

1. What does your customer want?
2. What's the external problem they are dealing with?
3. What's the internal problem? (How is the external problem making them feel?)
4. What empathetic statement can your brand make toward your customer's internal problem?
5. Why are you an authority to solve your customer's problem?
6. What's your plan to ease your customer's fear and confusion?
7. What is the direct call to action?
8. What does life look like for your customer if you solve their problem?





Tackle Your Traffic Acquisition

- Build a strategy
- Be channel specific
- Be prepared to measure your strategy

Tackle Your Traffic Acquisition

- Traffic You Own
- Traffic You Influence
- Traffic You Rent

Tackle Your Traffic Acquisition

- Email Marketing
- Social Media
- Organic Search
- Paid traffic

Tackle Your Traffic Acquisition

- Be realistic
- Have easily defined goals
- Make it measurable

Digital Marketing Pyramid



**Take On The
Technology!!**

Take On The Technology

- Be honest with your abilities.
- What kind of support do you have?
- What does success look like?
- There is no magic bullet here. All systems have their own unique pros and cons.

Take On The Technology (Non Technical)

- Use an all in one tool.
- Drag and drop builder as well as pre-designed templates.
- Options include:
 - Wix
 - Weebly
 - SiteBuilder
 - Squarespace

Take On The Technology (Non Technical)

- Pros:

Easier to use. Well supported with technical customer service. Generally they are very well priced. They often can handle email, ecommerce and scheduling systems too.
- Cons:

Time consuming. Entirely DIY. Migrating off the platform can be difficult. Limited by the features and functionality of the tool.

Take On The Technology (Technical)

- Use a Content Management System (CMS)
- Use Templates or Custom Design
- Options include:
 - WordPress
 - Joomla
 - Drupal
 - WebriQ CMS

Take On The Technology (Technical)

- Pros:
Extremely customizable. Functionality and capabilities are only limited by your abilities and imagination. Total control over your website.
- Cons:
Technical support is limited to non existent. Maintenance, hosting, security and data backup are your responsibility.

Making Websites That Work

Making Websites that Work

- Give yourself time.
- Experiment but have a strategy.
- Use the data you have.
- Be serious.


Making Websites that Work (Articles)

- [Measure Your Website — Start with a Plan](#)
- [Finding Success Online Is Hard Work — It Doesn't Mean The Work Isn't Worth Doing](#)
- [Five Reasons Your Website is a Gym Membership](#)

Questions



Alex Belding
 Co-Founder - WebriQ Goes Mad
alex.belding@webriq.com
 719-425-8944
www.webriq.services
www.webriq.com



Pikes Peak Small Business Development Center
 559 E. Pikes Peak Ave., Suite 101, Colorado Springs, CO 80903
 719-667-3803
sbdc@elpasoco.com
www.pikespeaksbdc.org

OUR SPONSORS: