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Build A Website For Your Business

A Step-by-Step Guide

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VENICEWEBDESIGN®

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Introduction

Before we start, we just wanted to let you know that we're very excited for you!

And we want to help you take that step.

That's why we have personalized plans that you need to start building your own website.

Stay until the end to be a step ahead in growing your business.



VENICEWEBDESIGN®

Build A Website For Your Business: A Step-by-Step Guide

So, you have a new business. How can you start making your presence known?

There are many ways to do this, but ultimately, it comes down to one thing: building a website. A website is where customers will find you, learn more about your business and how they can get in touch with you. It's where they'll see pictures of the products or services you offer, and they'll be able to make an appointment for an in-person meeting or purchase a product or service.

A website can help you reach an international audience, which is especially important if you have a new business. It can also help design an online space that accurately portrays your business and personality. And it can be used to completely personalize your online area and make it fit the unique demands of your brand.

If you're looking for tips on how to build a website, then this article is for you. We'll walk through the process of building a website from start to finish and give you some tips along the way so that your site will be easy-to-use and attractive enough for potential clients or customers to take notice of it.

**Starting a website?
We have the
perfect tool
for you!**

The **first question** is, what do you need to start building?



Well, here are some tips:

- Make sure it's tailored to your unique needs.
- Make sure it looks good and is easy to navigate.
- Make sure it reflects the image that your business wants to project.
- Make sure you have a plan in place for content creation

We know it might seem overwhelming at first, but with these step-by-step guides, we can help you think through the process and build the brand for your website that's uniquely yours.

STYLE

Select the style
of website that
you wish to
create.

01

STEP 1

Different Website Styles



There are different types of websites, but not all may fit what you need. Can you choose what **best describes** you?

Business website
E-commerce
Blogs/news
Portfolio
Service provider

Landing page
Wiki/database
Forum
Event

What are these types?

Business An online business that sells products or services, including those from direct sales companies, such as Avon or Tupperware. These sites typically offer information about the company, products, and services it offers, along with details about how to get in touch with them.



Ecommerce An ecommerce site is a website that sells products or services directly to customers over the internet. Ecommerce sites can be used for many different types of businesses—for example, buying an online book from Amazon or an online degree from a university's website.

Blogs/News Blogs are webpages where people publish their own thoughts and opinions on a specific topic. News sites are similar but focus on reporting on events rather than creating original content themselves. Both blogs and news sites usually have RSS feeds that let you follow what other people say about a topic without having to browse through all their posts individually.



Portfolio A portfolio is a way to show off your creative skills (like writing or drawing) and other talents (like playing an instrument or singing). Portfolios often include images of your work as well as text describing it.



Service provider (streaming & online tools)

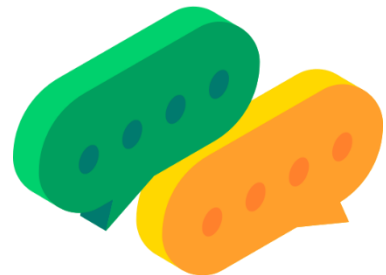
A service provider is a website that allows you to stream videos, find software downloads, or get help with any sort of task. You may also find services that offer support for your business or organization. The goal of a service provider is to simplify the process of getting anything done online.

Landing page A landing page is like an advertisement for a product or service—it's just a single web page that shows off the benefits of what you're offering to entice people into buying it. It's not necessary to have an actual sales page on your site—you can use this one instead!



Wiki/database A wiki is just like a database but with more flexibility in terms of how information is stored and shared between users. A wiki is great for small businesses because it allows everyone working at the company to contribute content instead of just one person creating everything by hand.

Forum An online forum allows you to build community around a shared interest. Users can discuss topics, compare experiences, ask questions and interact with people with similar professions, hobbies or worldviews. Anything done online.



Event Lastly, it's becoming popular for one-time events to develop websites to help everyone attending. These are often used by weddings, conventions, or large social gatherings to broadcast important details including dates, addresses, schedules, and ground rules. These can save you time by preventing you from having to repeatedly explain the same things to guests. Just share the website's link!

NAME

Pick a domain name that accurately describes your business.

02

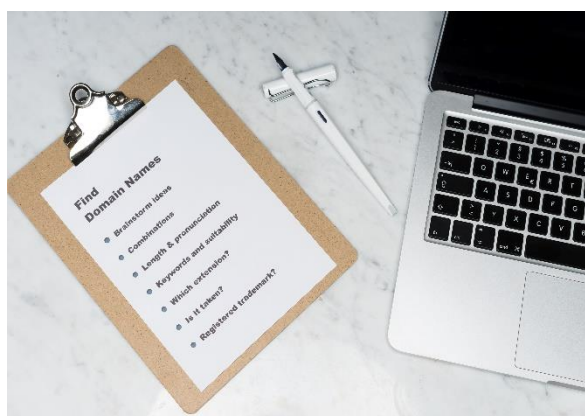
STEP 2

Domain Names

Pick a domain name that accurately describes your business.

After choosing a website design, spend some time thinking about your personal domain name.

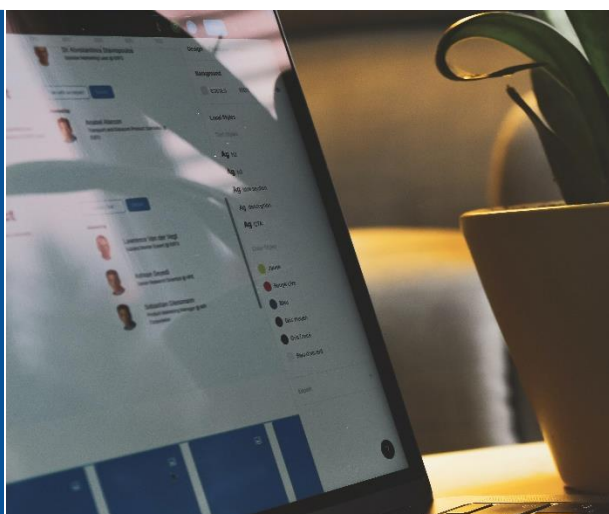
With your custom domain name, you ought to ideally utilize the name of your business or brand. By doing this, your website will be simpler to recall, and you will appear more professional right away.



Once you've made a list of prospective names, use our domain name generator to see whether any of them are already taken.

Here's a tip!

If your ideal domain name becomes available, **take action right away**. Someone else might take it!



HOME

Create your
primary
homepage.

03

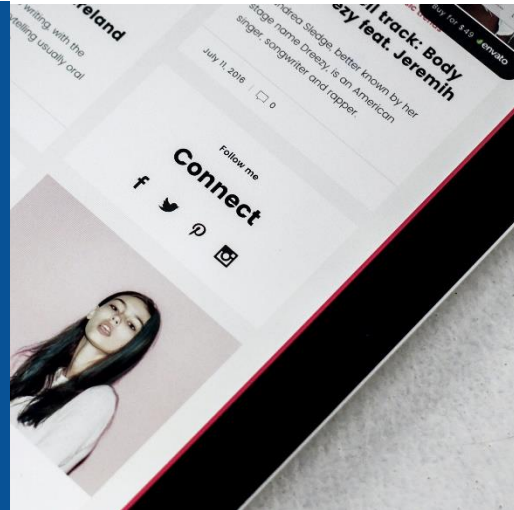
STEP 3

Create your homepage

There are a few things you should know about homepages if you're building your first website.

Here's a tip!

An effective homepage should give visitors an overview of your company or brand and encourage them to **stay and complete a necessary activity**.



You want to leave a great first impression because this is the first introduction about you and your services.

For instance, the intended action might be going to your online store, scheduling a meeting with your staff, making a purchase, or subscribing to your newsletter.

You need to consider your landing page's design and strategically include

different calls to action to compel users to take all of these actions. That might entail placing buttons encouraging customers to buy something and limited-time offers at the top of your page.

Many landing pages feature a hero section at the top of the page that includes an image, a title, some body copy, and a call-to-action button.

PAGES

Improve your website by adding new pages and sections.

04

STEP 4

Pages and Sections

Once you're happy with your main page, consider the other pages your website needs to include.

Most websites, especially those of small businesses, contain at least a contact page and a page listing the services and goods they offer. If you want to start writing right away, you might also establish a blog area on your website.

If you're unsure of what pages your website should contain, start by browsing websites that you enjoy in general as well as those of your competitors.

Take note of these elements:

- What pages are most frequently visited?
- Do the pages follow a logical order?
- Do the websites you visit most frequently exhibit any common trends?



SEARCH

Optimize your
website for
search engines

SEO

STEP 5

Utilizing Search Engines

Once your pages are created, it's time to review your website's meta titles and page descriptions. It's likely that you want people to be able to find your website on Google and other search engines.

The URL, meta title, and meta description of each page should be optimized using the SEO tools that are accessible. This will improve the appearance of each page in Google's search results and increase the likelihood that your website will receive natural, practically free traffic.

URLs & meta titles

Our Website Builder tool helps you make sure the metadata accurately reflects the contents of your web page including giving it a title that is displayed on the page itself.

Your meta title should contain the keywords that best describe the objective of your webpage and be no more than 50



characters. Please note that search results will truncate excessively long titles.

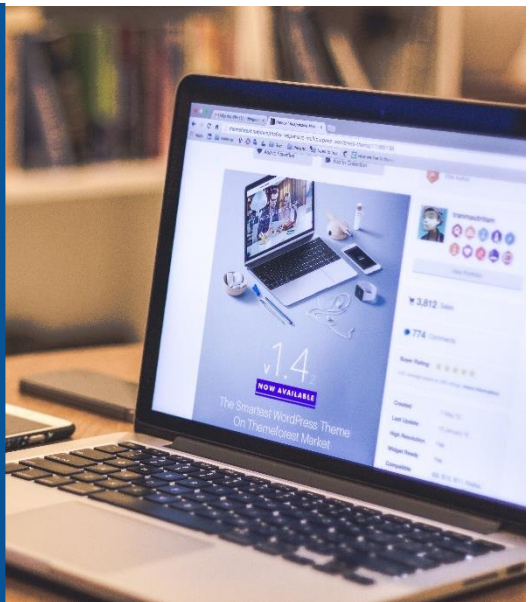
All page URLs should be optimized such that they accurately represent the page's meta title to enhance user experience on your website.

By doing this, you'll make it simpler to navigate your website and recall page addresses.

There are a few guidelines you should always follow when writing meta descriptions for your web pages.

Page Descriptions

The description should be between 120 and 150 words long - longer than that runs the risk that search engines are not showing it correctly.



Your meta description must correspond to the meta title and contain the right keywords in the page's meta title and content.

Meta descriptions advocate in favor of your pages and website overall. Therefore, be sure to provide them with relevant keywords to like to read more.

MEDIA

**Add text,
pictures, and
videos.**

06

STEP 6

Adding Media



Website Builder

The drag-and-drop editor in Website Builder makes it simple to add text components and different types of multimedia to your pages.

Drag the element you wish to include on your website to the place on the page, and you're finished. Once an element is on the page, clicking it enables you to alter settings.

Standard web pages typically include photos, videos, and text elements that are placed in strategic locations.

Venice Web Design provides AI-powered tools to assist in producing content for your website, editing photos, and much more, so don't worry if writing or Photoshop are not your strong suits.

EXTRA

Add some
extras to liven
things up.

07

STEP 7

Adding Extras

Different website components give your website more depth and style.

Website Builder

Along with standard components like image and text blocks, Venice Web Design's Website Builder also offers some entertaining extras like contact forms, social media icons, maps, galleries, slide shows, and an integrated Instagram feed.

Contact forms can help you gather reviews, make reservations, or expand your email list.

On the other hand, adding a map feature to your "about us" page will immediately help potential customers understand where you

are in relation to other places.

And the best thing is that we constantly add new functions and page elements in response to user demand. Have an idea? Share it with the team instead of keeping it to yourself.

ONLINE

Put your
website online.

08

STEP 8

Time to Launch!

Your domain name must be linked to your brand-new website for it to be published.

If you already own a domain name, all you need to do is enter it when prompted, and your website will be online immediately. However, if you haven't yet invested in a domain, now is the time to start looking.



Venice Web Design customers

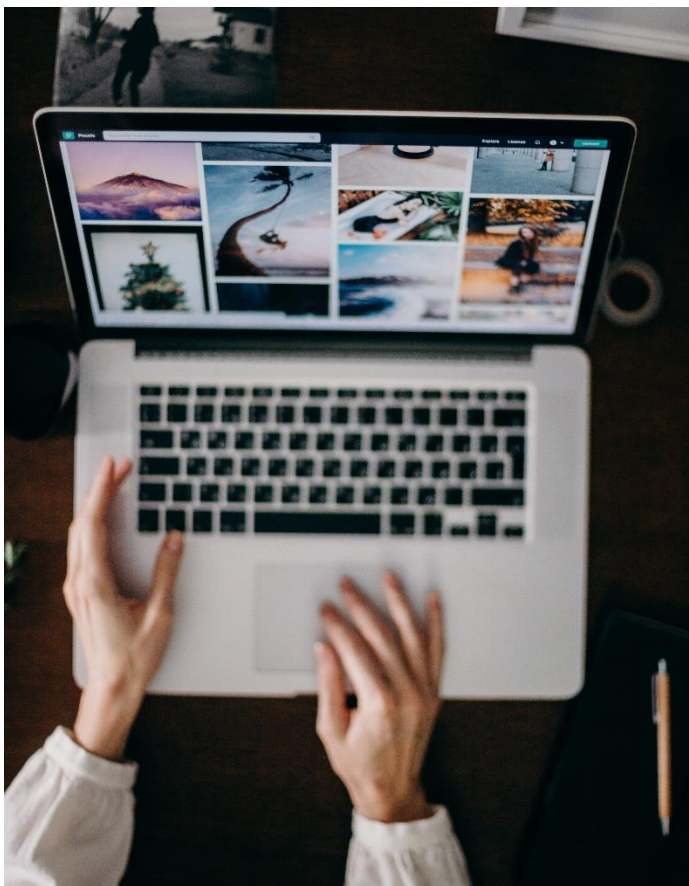
can purchase and register domains right from their dashboards. You'll save time and money doing it this way ...

Have a website and establish your online presence as you see fit.

Congratulations! Your website has been created and made public for everyone to see.

Now that you are up and running, making modifications and updates is simple. You only need to enter the website editor, make your changes, then click the Update website button.

START NOW



Create it Yourself with our Website Builder!

Build an amazing website in just under an hour with Website Builder. Take advantage of designs created just for your industry and then customize them to reflect your one-of-a-kind idea.

Website Builder Personal

\$5.99 per month
Share your passion online.



Website Builder Business

\$9.99 per month
Create an online presence for your business.

Website Builder Business Plus

\$14.99 per month
Attract more customers.



Website Builder Online Store

\$26.99 per month
Sell products and services.

START NOW 

Let's Get To It!

Now that you have a new business, it's time to start making your presence known.

Building a website can be intimidating, but don't worry—Venice Web Design is here to help!

START NOW



We will ensure that your website reflects your brand and the vision you desire for your business.

CONTACT US

You got this!

We are cheering for your success!

www.venicewebdesign.com

