

How to BUILD A WEBSITE

A website is like a passport – it identifies who you are as a business and offers access to a world of opportunities.

Here are the key steps for building a website:



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SET GOALS

What do you want people to do when they visit your website? Setting goals for how you want users to interact with your website is a crucial first step as it will determine the type of site you need to build.

Which website is right for your business?

Do you want to sell products or services?

An **eCommerce website** allows users to purchase products and make a booking for a service – perfect for vets, dentists, hairdressers, restaurants, escape rooms, festivals, events etc.

Do you want to showcase services?

Portfolio websites aren't just for artists or writers, they are the ideal platform for showcasing craftsmanship, architecture, interiors, plus much more.

Do you want to provide information?

A **magazine or blog website** includes educational and informative articles, videos and features – ideal for positioning a business as an expert voice in their field.

Other website options include:

Social media websites, directory websites, campaign websites among many others.

MAP USER JOURNEYS

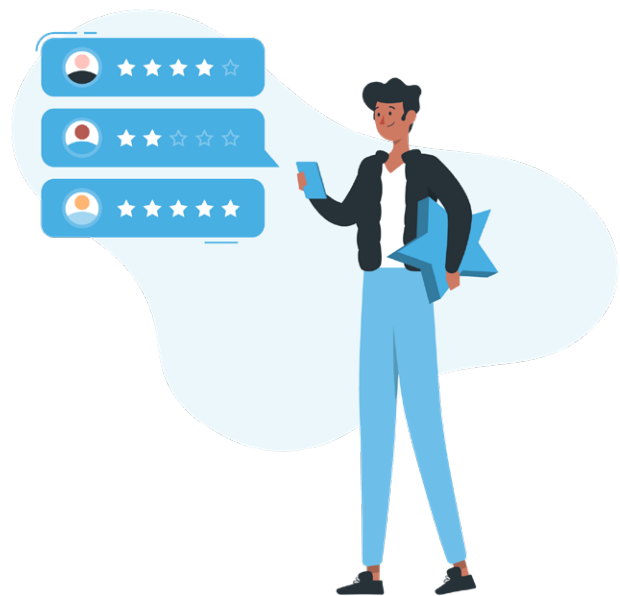
Once you have established what you hope to achieve through your website and you understand how you want users to interact with the site, you need to map your customers' journeys:

- ④ **Identify referral points** – how and where will users discover your website?
- ④ **Establish landing pages** – what are the entry points to your website? Remember, the home page isn't always the first point of entry.
- ④ **Map touch points** – from the landing pages, how easy is it for users to reach the end goal? What actions do they need to take to get there?
- ④ **Signpost to conversion** – where does the user journey end? What do you want the conversion to be? For example, for the user to join a mailing list, download a discount code, read an article, leave a testimonial, make an enquiry, make a booking, make a purchase.
- ④ **Don't forget about exit pages** – this is your opportunity to thank users for completing an action, ensuring their repeat visit or encouraging them to restart the user journey.

WEBSITE CONTENT & DESIGN

Now for the fun part! Your users' needs, the user journey and your website type will largely dictate the content and design of your website, but there are some key pointers to follow:

- ✔ **Write compelling content that converts** – avoid the hard sell and keep it human; communicating with a strong brand voice and in a way that engages the user is vital.
- ✔ **Be creative and command attention through design** – use eye-catching imagery, inspiring videos, educational infographics, interactive tools and live chat functions to enhance the user experience.
- ✔ **Showcase and encourage testimonials** – allow existing customers to convert others by proudly displaying testimonials. Provide a facility to leave a review on your website or link to Google or your social media channels.
- ✔ **Keep calls to action to a minimum and directed** – avoid bamboozling users with too many requests.
- ✔ **Make your website discoverable through SEO** – as well as site functionality, the content is the key to ensuring your website ranks on Google; this includes its quantity, its quality, its relevance and its shelf-life.
- ✔ **Develop a lasting relationship through data capture** – but be mindful of adhering to GDPR and secure data storage.
- ✔ **Review and improve using Google Analytics** – these valuable insights help you to review the user journey (how users have located your website and how they are navigating the site) and the user experience (what content engages the user and where are they losing interest), and then make improvements.



ARE YOU READY TO BUILD – OR REBUILD – YOUR WEBSITE?

MENTA's 1-2-1 support for new and established business owners gives you the space and the expertise to effectively plan and develop your website. Plus, we are able to put you in touch with talented content writers, website designers and SEO specialists to ensure your website achieves your business goals.

To find out more visit

www.menta.org.uk/business-coaching

