

The Karleen Leveille Entrepreneurship Center 3 Step Website

Every entrepreneur needs an online presence. The most common is a website, but many entrepreneurs find the building process ambiguous and daunting despite the many online tools available. Many of these tools do not offer much guidance on content, so to help reduce the stress around it, we devised a 3-step process to get your business online quickly with the right content. Use the below prompts and checklist to get started.

THE 3 STEP WEBSITE	
TIPS	CHECKLIST
STEP 1 - DRAFT AN "ABOUT US" PAGE	
<p>The "About Us" contains all the information about your business. It can include how it started, its purpose, and mission.</p> <p>Additional sections can contain a list of Team Members. If you are including a section featuring Team Members, limit the biographies to a paragraph.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Did you share how your business started? <input type="checkbox"/> Did you share your business' purpose/mission? <input type="checkbox"/> If you included a Team Members section, are biographies short? <input type="checkbox"/> Do you have photos to include of Team Members? <input type="checkbox"/> Did you include your company's logo?
STEP 2 – DRAFT A "SERVICES" OR "PRODUCT" PAGE	
<p>This page details information about your product or service. If it's a "Product" page, include how the product works, and its purpose. If you plan to see a variety of products, make sure to describe each's products features. If you are using an online market place, make sure to include the price.</p> <p>If it's a "Service" page, discuss what service(s) you provide and relevant information about how a customer can discern if the service is appropriate for them.</p> <p>For either a "Product" or "Service" page - an option section could be a "Frequently Asked Question" section to help potential customers understand your business offering.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Does your "Service" page describe the type of service(s) you offer? <input type="checkbox"/> Does the product describe the features of the product? <input type="checkbox"/> Does the "Product" page include how the product works? <input type="checkbox"/> For the "Frequently Asked Question" page – do the questions you asked provide detail explanation that is clear to understand? <input type="checkbox"/> Do you have photos of your products or pictures of you or your employees providing services to display on the website?
STEP 3 – CREATE A "CONTACT" PAGE	
<p>Your "Contact" page should be a place where anyone who wants to discuss your business can reach you. The page should contain one or all of the following: an email address, social media handles, or a contact submission form.</p> <p>Typically, if your business provides services, you may want to include hours of operations.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Did you include an email address? <input type="checkbox"/> Did you include your social media handles? <input type="checkbox"/> Did you include a contact submission form? <input type="checkbox"/> Did you include your hours of operation? <input type="checkbox"/> Did you include photos of your location or a logo?

Once you have answered all the questions, use that information to populate the content on your website. Keep in mind that as your business expands, your website's pages and content will grow to better service your customers.

To get more fun and useful resources; visit www.KarleenLeveille.com/EntrepreneurCenter