

Website



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In this lesson, we will learn...

*what a good website means
and how to create one.*



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Once the topic is
completed and approved,
learners will be able to...

**recognize a good website when they see
one.**



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Benefits of owning a website

Represents your business

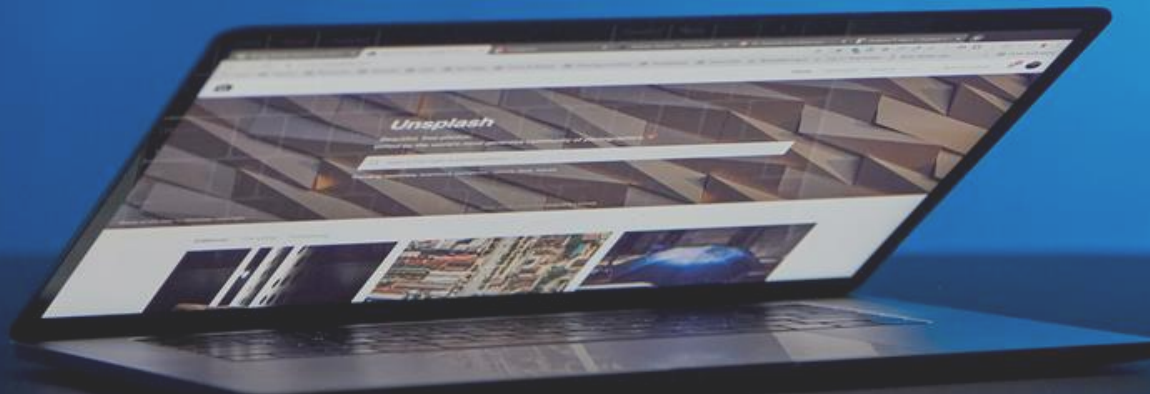
Visible to the search engines

It sells you products and services

Connects your business with others

You can share your content

Place for your blog



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How to create a good website?

1

Align your business goals with what customers want.



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How to create a good website?

1

Align your business goals with what customers want.

2

Make important information visible and accessible at all times.



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How to create a good website?

1

Align your business goals with what customers want.

2

Make important information visible and accessible at all times.

3

Establish a conversion on the site.



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Establish a conversion on the site.

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Connect with site users by telling a story.



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Connect with site users by telling a story.

5

Establish clear, compelling, and enticing calls to action.



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What are the most common website mistakes?

1. Your offline brand image is not associated with the online brand image
2. Not optimized for mobile phone and tablet users
3. Not updated with new content and software 'patches'
4. It is not focused on the target audience
5. The call to action is not clear
6. Not connected to social networks



Conclusions

“Your website is the center of your digital ecosystem, like a brick and mortar location, the experience matters once a customer enters, just as much as the perception, they have of you before they walk through the door.”

- Leland Dieno



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CREDITS

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