

# DID YOU KNOW...

***88% of consumers search for a product online before buying in store***

*A website helps you reach & engage your target customers online. Even if you have a brick & mortar business that serves mostly local customers, your business will still benefit from a website*

## **Your website:**

- is the backbone of your business
- is a place where your content lives & information is displayed
- plays a role in providing new & repeat customers
- provides 24/7 service & accessibility to your clients

**I'm Michelle, owner of Fabulous Business Solutions.**

**I have watched my businesses grow as a result of my online presence.**

**I am confident we can bring your brand to life & expose your business to a whole new audience.**

# ARE YOU READY TO GET YOUR WEBSITE BUILT?

**FABULOUS BUSINESS SOLUTIONS IS HERE TO HELP!**

**CHECK OUT OUR WEBSITE CHECKLIST TO HELP EASE THE PROCESS**

We are delighted to help you get your business online. We've helped numerous small businesses create an online presence that is as unique as they are.

*A website that is well-designed and easy for customers to use will help your business stand out.*

*Having relevant content and high-quality images will give you customers a clear understanding of your products and services making them feel comfortable buying from your business.*

## **SO, LET'S GET STARTED!**

**The first thing you want to do is organize your thoughts.**

Think about what you hope to achieve with your website. You should even research your competitors' websites. This can help you get a clear idea of what may work best for you as well as give you some ideas of what to do or not do.

**Secondly, think about what you want your customers to be able to do when they are on your website.**

This helps you work out what specific sections or pages you will want. Think about what information or transactions your customers will need and make sure the site is easy for them to find and do those things. You might also want to consider hiring a professional to write and structure your content. We can do that!

**Other useful tips for creating your website**

- Think about what your customers want to know, not just what you want to tell them.
- Use professionals like Fabulous Business Solutions to help you. An unprofessional website can potentially turn customers away.
- Update your website regularly, especially if you include information such as prices, coupons, special promotions, etc.
- Make sure your contact details are correct and easy for your customers to find.
- Promote your website in your marketing material and include it on your business cards.

# WEBSITE CREATION CHECK LIST



- Choose a domain name:** We recommend:
  - You stick with .com unless you are a nonprofit, etc.
  - Use keywords in your domain name
  - Keep the name short.
  - Make sure it is easy to pronounce and spell
  - Keep it unique and brandable.
  - Avoid a hyphen and double letters if possible
  - **MOST OF ALL:** Research the name and see if there are other companies with the same company name that may show a reputation you'd rather not be associated with even though your company is not affiliated.
  - Purchase quickly before someone else takes it

When you are ready to search a domain name's availability and purchase we suggest:

<https://fabulousbizsolutions.duoservers.com/>

- Sign up for hosting:** we suggest:  
<https://fabulousbizsolutions.com/website-domain-hosting-services/>
- Have an outline of pages:** such as about, shop, welcome, contact, blog & what information belongs on each page
- Choose your colors, fonts, etc.** Make sure to stay true to your brand identity
- Collect your photos and images.** Make sure to use high-quality images whenever possible.
- Decide which images to use at the top and bottom.** If you need images we have sites we can recommend for royalty-free images.

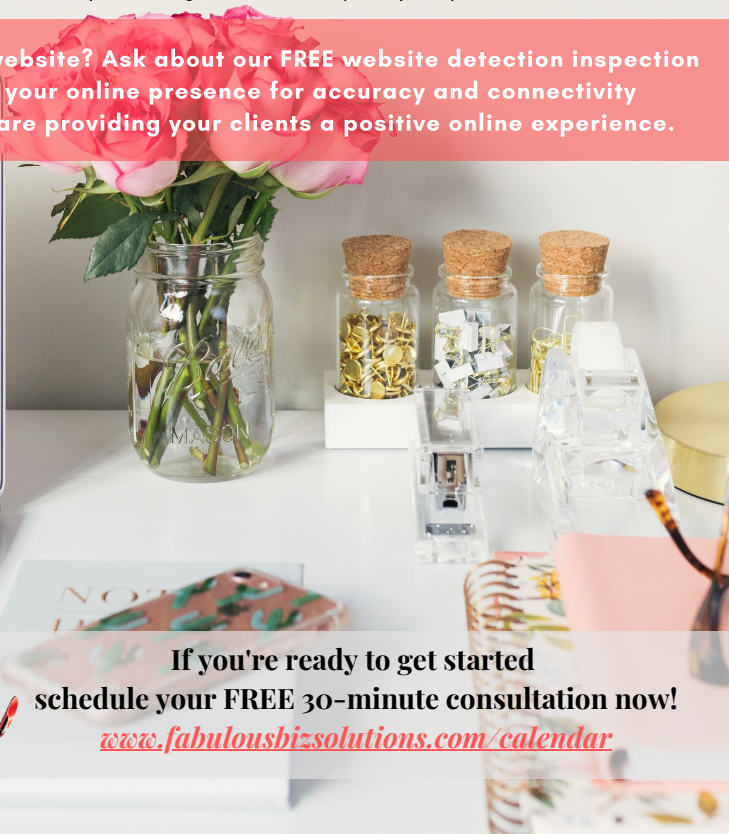
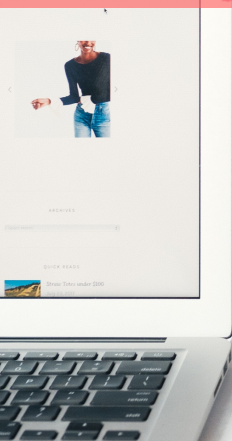


# NOW YOU HAVE EVERYTHING YOU NEED TO GET YOUR WEBSITE BUILT!

If you feel you can create your own website, we TOTALLY get it! However, creating a website is a lot more involved than many people think. The certifications, updates, elements, templates, and requirements are constantly changing so you may decide to get us to do it for you. That way you can focus on running your business.

At Fabulous Business Solutions, we offer creative, affordable website design with payment options if needed. You simply purchase your hosting and domain name, provide us the stuff on the checklist and our experienced team works to create an online presence uniquely designed for your business. We get the work done in a timely manner so you can get online as quickly as possible.

Already have a website? Ask about our FREE website detection inspection that checks your online presence for accuracy and connectivity to ensure you are providing your clients a positive online experience.



If you're ready to get started  
schedule your FREE 30-minute consultation now!

[www.fabulousbizsolutions.com/calendar](http://www.fabulousbizsolutions.com/calendar)