

BCE

Websites: Where do I begin?

With Dave Treat

What do I need to bring to a website designer?

- A short, clear description of what your business does.
- Social proof that you can help the customer (testimonials).
- Photos/video of your product or service.
- Best quality logo, other branding elements.

What can a website do better than social media?

- Facebook is enhanced word of mouth. A website helps convince the viewer about your product or services and provides more detailed information.

My neighbor's kid builds websites. Should I hire them?

- Make sure you have design, hosting, and followup support for the lifetime of the site.
- An experienced web designer will tell the story of your business and have a proven strategy.

I want to be on page 1 of search results. How hard is that?

- If you serve a local audience, emphasize location.
- Website content, freshness, and mobile optimization determine search results.

Have more questions? Contact the BCE for further information.

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View the discussion on our [Youtube](#) channel

Online Presentation
October 15, 2020

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