



WEBHEADS
UNITED

MAKE YOUR WEBSITE WORK FOR YOU

LIVE INTERACTIVE WEBINAR

Get Relevant, Proven Advice and Insights
from Live Humans in Real Time



JNM

WEB CREATIONS

HOSTED VS SELF

HOSTED CMS?

Pros and Cons

WHAT DOES A WEBSITE CONSIST OF?

1. Domain

- Address of the Website

2. Hosting

- Storage for folders and files

3. Code and Files

- Php
- HTML
- CSS
- Javascript/jQuery

```
index.html
1 <!DOCTYPE html>
2 <html>
3
4   <head>
5     <title>My First Webpage</title>
6   </head>
7
8   <body>
9     <h1>My First Webpage</h1>
10    <p>This is a paragraph.</p>
11  </body>
12
13 </html>
```

```
.nav {
  background-color: #4F4D53;
  height: 48px;
  width: 100%
}

.logo {
  position: relative;
  left: 25%;
  padding-top: 10px
}
```

WHAT IS A CMS

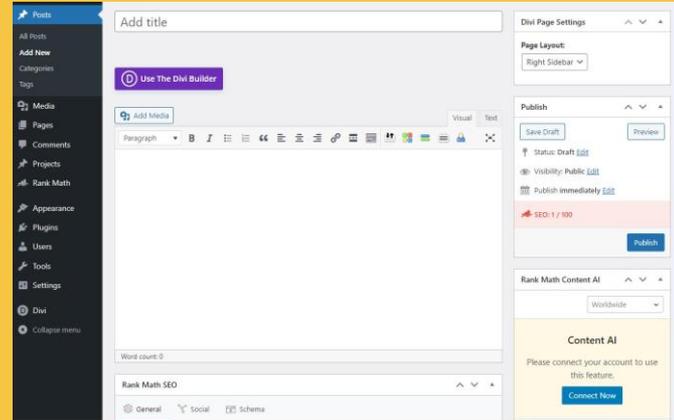
HAND CODED VS CMS

HOSTED

- Wix
- Weebly
- Squarespace
- Wordpress.com
- Shopify
- Webflow
- Big Commerce
- Duda

SELF HOSTED

- Wordpress.org / Woocommerce
- Joomla
- Drupal
- Magento



PROS OF EACH

HOSTED

- Easy to no setup to start building your site
- No tinkering with speed, security, updates and Maintenance
- Monthly Cheap prices to get started
- Great for those with limited technical skills

SELF HOSTED

- More control over speed of site.
- Usually more flexible.
- Normally open source so no cost for the software.
- More open with third party developers.
- You can move your site with a simple backup if the website is taken down by the host or the hosting is slow.

CONS OF EACH

HOSTED

- May not have as many ways to integrate certain features or third party integrations.
- Due to less third party apps there may be limited customization
- If you need a lot of customizations the add on fees can get very expensive
- No Control over speed and if site taken down you will have to build a new one on a different platform

SELF HOSTED

- Setup may be harder to get a site going even before building.
- Maintenance to update plugins, themes, etc.
- Third Party themes, and plugin conflicts
- More open with third party developers.
- Less support or need support from many different entities

WHY I CHOSE WORDPRESS?

- One of the easiest self hosted CMS's to use.
- 43.1% of all Websites use Wordpress.
- Extremely flexible with the amount of plugins, themes and drag and drop builders out there.
- I liked having control over the hosting and being able to change hosting if needed.
- Many people know wordpress so it has a huge community of professionals to find who can work within it.
- Can use a lot of code in it if I need or would like to.

THANKS!

JOSH COLLIER

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CONTENT THAT CONNECTS



Joshua Lamothe

Branding, Web Design & Hosting
for Small Businesses & Entrepreneurs

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YOUR WEBSITE MATTERS.

- Central Hub for all Marketing Efforts
 - Organic Search, Paid Ads, Referral/WOM, Networking
- First Impression
- Establishes Reputation, Trust and Credibility
- Guides People to take Specific Actions
- Informs and Educates
- Attracts New Customers
- Serves Current Customers



BE SEEN AND KNOWN

- Experts in Your Fields
- Service Providers Serving Businesses, Individuals & Families
- Unique/Alternative
 - Approach, Solutions, Process, Programs, Tools, Systems, Resources
- Timely & Relevant Information and Education = Critical
- Known and Memorable = Viable Option

MOST PEOPLE WILL LEAVE

- **Less than 15 seconds.**
That's how long you have to capture someone's attention on your website.
- 55% will leave within 15 seconds.
- 40% will wait **no more than 3 seconds** for a web page to load before abandoning the site completely (X)
- The average time that a site visitor spends on a webpage is **less than 1 minute** across all industries.



CONTENT THAT CONNECTS

- Instantly Draw People In
- Emotional Connection
- Positive Reaction
- “You’ve come to the Right Place”
- Holistic Brand Elements
 - Logo
 - Colors
 - Fonts
 - Imagery
 - Video
 - Messaging
 - Calls to Action



A WEBSITE THAT RESONATES

VS

A WEBSITE THAT REPELS

- Emotional Connection – Good Feeling
- Clear and Easy to Understand
- Simple to Navigate
- Speaks Directly to Your Best Clients
- Guides visitors to ACT

- Cluttered
- Disorganized
- Confusing
- Outdated
- Broken / Security Warnings
- Not Mobile Responsive

CUSTOMER-CENTRIC MESSAGING

- About Them, Not You
- Know your Customer Intimately
 - Difficult / Confusing Time
 - Looking for Genuine Support
 - Concerns, Fears, Frustrations
 - Values, Ideals, Hopes, Desires
- Show Empathy / Understanding
- Establish Yourself as a Guide
- Show the Plan / Solution
- Transformation



GUIDE YOUR VISITORS TO ACT

- System = Purpose & Intention
- What do you NEED People to do?
- What is the best first step for them?
 - Read More
 - Sign Up / Register
 - Download
 - Call Now
 - Schedule a 1-1
- Highly Visible
 - Buttons
 - Bold Text
 - Images





EXAMPLES

THANK YOU!!



Joshua Lamothe

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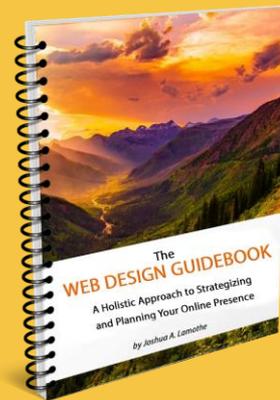
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WELCOME!

JEFF SEVERSON

J.T.S. Design, Inc.

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WHAT IS ECOMMERCE

- eCommerce isn't just online stores
- Online donation forms
- Event registration
- Customer payment forms

ECOMMERCE STATS

- 22.3% of all retail purchases expected to be online in 2024
- 16.6% of sales in US expected to be online
- Online sales expected to grow 9.4% in 2024
- US eCommerce market to total close to \$1.3 trillion
- Online giving made up 8.7% of overall fundraising in 2022
- 9% growth in online giving YOY; 42% 3-year increase (2021)

CHOOSING YOUR PLATFORM

Many platforms to choose from. Consider features including:

- Usability for both the user and you
- Software costs
- Web hosting
- Customer support
- Scalability

CHOOSING HOW TO GET PAID

Things to consider when choosing a payment gateway:

- What options will your customers have to make payments
- Many payment gateway to choose from
- Will the payment gateway work with your eCommerce platform?
- Compare fees. Percentage plus cost per transaction
- Review options for ACH, Pay Later, Venmo, and other features

SHIPPING METHODS?

Factors to consider if you plan on shipping products

- How are you going to ship?
- Real time rates from shipping vendors?
- Does shipping vendor integrate with your eCommerce platform?
- Custom shipping rates such as weight based?
- Drop shipping?
- Free shipping?

INVENTORY

What to consider when managing inventory

- Inhouse inventory management or 3rd party?
- Will your website be your hub for maintaining inventory?
- External inventory management system?
- Does your eCommerce platform support such integrations?

OTHER CONSIDERATIONS

Other things to consider for eCommerce

- **SSL Certificate**
- **Secure web hosting**
- **Website security**
- **Payment Card Industry (PCI) compliance**

THANKS!

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