

***MAKE YOUR WEBSITE
WORK FOR YOU***



WEB HEADS UNITED

Small Business Website Design Tips

Sue LaChapelle



**LACHAPELLE
DESIGN**

Influencing through design:
Branding and visual identity

Learn more: LaChapelle.com

How Do Users React to Bad Design?

33% do not return to website with too much content

80% leave websites with a poor display on their devices

Just about 50% measure a brand's credibility by its website design

2 out of 3 engage more with well designed content

94% judge a site based on its responsive design

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1

Design Your Business Website With The User In Mind

WIIIFM

What Is In It For Me



Supercharged for pros.

The most powerful MacBook Pro ever is here. With the blazing-fast M1 Pro or M1 Max chip — the first Apple silicon designed for pros — you get groundbreaking performance and amazing battery life. Add to that a stunning Liquid Retina XDR display, the best camera and audio ever in a Mac notebook, and all the ports you need. The first notebook of its kind, this MacBook Pro is a beast.

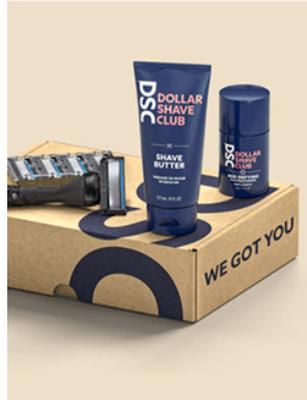
From \$1999

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WHY JOIN THE CLUB?

YOU GET TOP-SHELF PRODUCTS.

- Full product line only on DollarShaveClub.com
- Made with premium ingredients
- Mix and match to find your perfect routine



YOU'RE ALWAYS IN CONTROL.

- Flexible delivery dates
- No hidden fees
- 30-Day Money Back Guarantee
- Club Pros to answer your questions
- Cancel online anytime

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Use consistent branding



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3

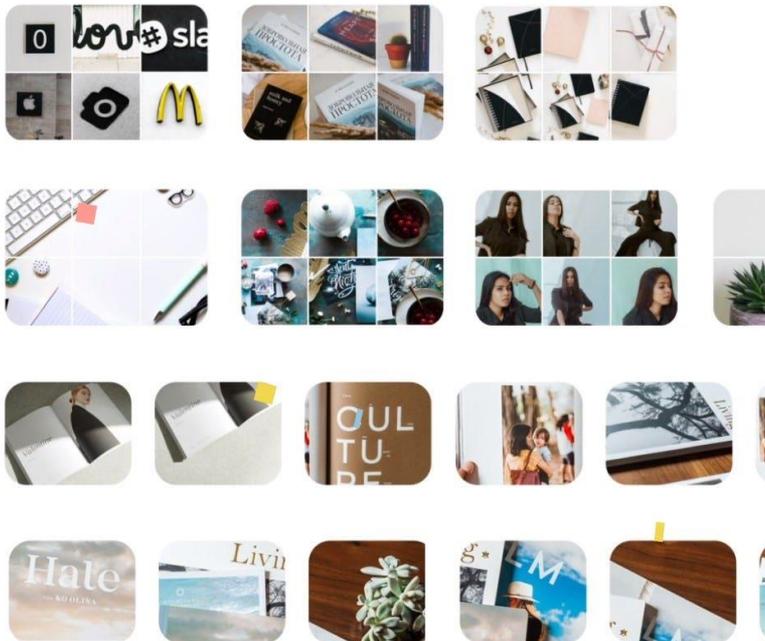
**Make Your Call to Action
Stand Out**

Make your files and folders beautiful.

Organize, share, and collaborate on creative files and projects with your team.

Create Playbook free

Artist or designer? Get qualified for 4TB





DoneDone

How it Works ▾

Teams ▾

Resources ▾

Pricing

Simple Issue Tracker. Easy Help Desk Software. Get Work Done.

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Harvard Health
Publishing
HARVARD MEDICAL SCHOOL



Thanks for visiting. Don't miss your FREE gift.

The Best Diets for Cognitive Fitness, is yours absolutely FREE when you sign up to receive Health Alerts from Harvard Medical School

Sign up to get tips for living a healthy lifestyle, with ways to **fight inflammation** and improve **cognitive health**, plus the latest advances in preventative medicine, **diet and exercise**, pain relief, **blood pressure** and **cholesterol** management, and more.

I want to get healthier

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04

**Include
Testimonials**

Looking to grow your business? Look to these Trailblazers.



“Salesforce has become the glue that holds us together. We’re just getting a taste of what it can deliver, and we’re eager to try more!”

DAVID POSTILL, SENIOR VICE PRESIDENT
MARKETING & CUSTOMER EXPERIENCE, AGI

[SEE THE STORY >](#)



“Salesforce has been key to achieving our goal of providing the best possible experience for restaurants so they can succeed and grow on our platform.”

STEVE PUCHALA, SENIOR VICE PRESIDENT OF
GROWTH & RESTAURANT SUCCESS, SKIPTHEDISHES

[SEE THE STORY >](#)



“We can easily access the data we need to make smart decisions, action them quickly, and grow the business in the right direction.”

CAILIN RADCLIFFE, SENIOR DIRECTOR, REVENUE
OPERATIONS, LOOPIO

[SEE THE STORY >](#)

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Testimonials



Roberti Iniguez, California

Hi Dave,

You adjusted my suspension at [SoSo Cycles](#) about a week ago on my V2 and I couldn't be happier.

The bike by comparison is so much smoother and definitely raised my confidence leaning it over. It's amazing and completely changed the bike for me.

I know I've said this a few times now when you adjusted it but I have to say it again, thank you so much!

Jordan Sinclair, Canada (Remote Tune)

Hello friend

Put a quarter turn of preload into the shock spring, used the lower numbers (instead of high) to increase the damping and found 8 more Km/h exit speed through my very favorite right

Facebook Reviews



Mary-Lou Capill

4 days ago

approachable, easy to talk too and extremely knowledgeable

[View all reviews](#)



Stephen James

5 days ago



Learner stories

Lessons from a Chef turned Deputy CTO

Manuel S., Deputy CTO @ PaxFamília, Brussels, Belgium



Manuel's learning journey: [Learn Ruby](#), [Learn HTML](#), [Learn Git & GitHub](#), and [Build a Website with HTML, CSS, and Github Pages](#).

What inspired you to learn to code?

I studied economics at my university, but it was a thing my parents recommended. I really hated it, so I dropped out. Eventually, I went into cooking and was a professional chef for 3-4 years.

My brother is a tour guide, and a tourist did bootcamps. He mentioned this, and it inspired me. That's when I got the money together to do one. I started Codecademy to prepare for it.

Because I was so new to coding, and because the bootcamp was going to speed through front-end topics like CSS and HTML, I used Codecademy for that.



Design With Accessibility in Mind

According to the Harvard Business Review 81% of customers attempt to solve issues with a product before reaching out to a live representative. 91% of people also said that they would use a knowledge base if it can satisfy their needs.

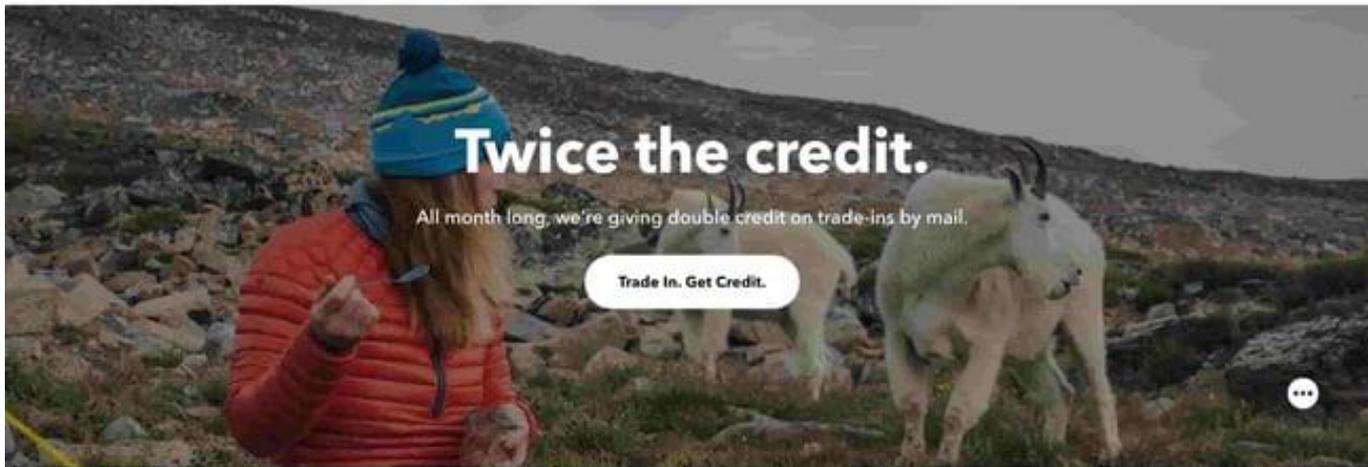


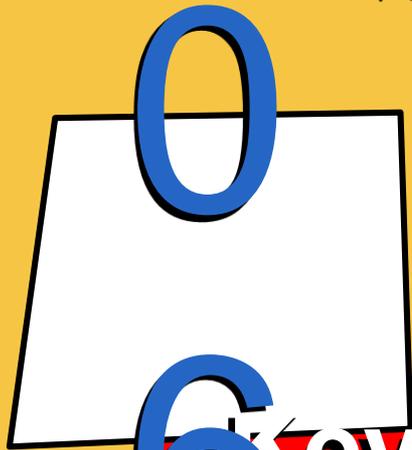
Popular in ▼ **New York City**

- All
- For you New
- Online
- Today
- This weekend
- Free
- Music
- Food & Drink
- Charity & Causes

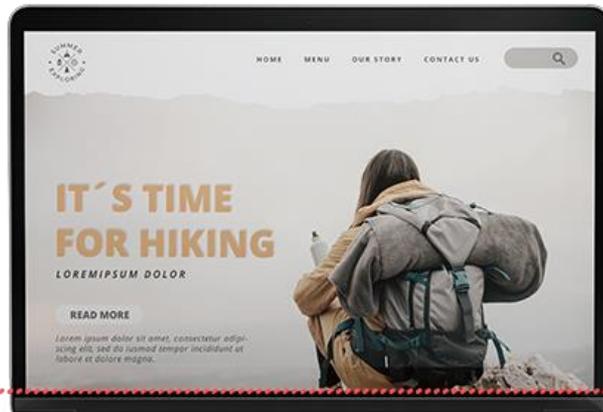
Check out trending categories

 Music	 Performing & Visual Arts	 Holiday	 Health
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6 Key information above the
fold



Above the Fold

LET'S GO

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Vivamus lacinia odio vitae vestibulum vestibulum.





Become a ProBlogger

Since 2004, ProBlogger has been the home for bloggers wanting to create and grow their blogs, and then go professional to make money blogging. We've got close to 8,000 posts with blogging advice, tips, and in-depth tutorials alongside the latest blogging trends.

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Create Landing Pages

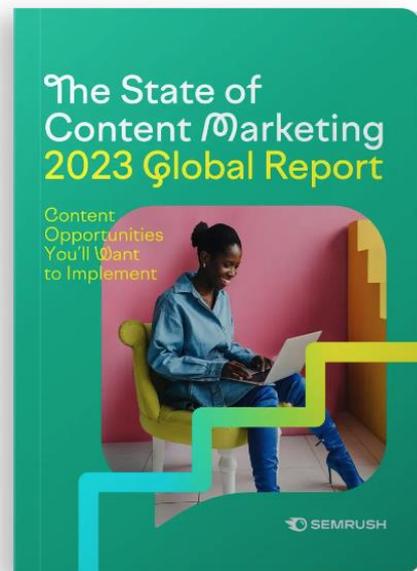
Grow Your Business with Content Marketing in 2023

Get a 360-degree view of where the content marketing industry has been, what you can expect now, and where it's headed in the next year.



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Coach Certification Training Academy
Published by Sam LaChapelle · 5d · 🌐

Do you love helping others and walking them through steps to achieve a particular goal? Maybe it's something you do with friends or family - they come to you with questions. You're wondering how you can start a coaching business on part-time hours. Maybe it's because you love your day job — or maybe it's because you aren't ready to quit your day job yet.

Download our guide on how to start part-time!



COACHCERTIFICATIONTRAININGACADEMY.COM

Starting your coaching business as an ICF certified coach is now easier than ever!

👍 Like 💬 Comment ➦ Share



Offering an online learning experience designed to give you the ICF coaching education you need to coach with confidence.



Start Your Coaching Business on Part-Time Hours

By starting with a part-time ICF credentialed coaching business you have the flexibility to create your own work hours. You can offer coaching sessions at times that are most convenient for you and work at your own pace.

When you're ready to start teaching others and impacting the world let Coach Certification Training Academy help you get your ICF coaching certification training. **Read more how to get your coaching business started:**

[DOWNLOAD NOW](#)

Why Coach Certification Training Academy?

When you choose CCTA's online, virtual classes, you will not only learn the skills that are recognized as foundational to successful coaching - you will complete all your education

Do you love helping others achieve a particular goal?

Consider starting coaching part-time!



Start Your ICF Credentialed Coaching Business with Part-Time Hours

Starting a coaching business even on part-time hours, can be a way to bring in additional income and help others. With that extra money, you can save more for retirement, invest in your hobby, or get a start on a full-time coaching career.

Learn more about how you can get started!

[Download Now](#)

Why Choose CCTA to get your ICF credentials

The instructors at the Coach Certification Training Academy, have taught in-person classroom training and created a virtual classroom environment. We have designed this virtual classroom to provide the same group synergies and natural growth to occur as an in-person class.

Becoming a Certified Professional Coach means you're an invaluable partner for a business, individual, or team as you support and guide them through their challenges using proven and specific techniques that you learn through the Coach Certification Training Academy training process.

**GAIN
CONFIDENCE**

**ONLINE
CLASSES**

**LEARN FROM THE
PROFESSIONALS**

Chat with us 🗨️

**LACHAPPELLE
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08

Use Video To highlight

☰ Menu

Watches

World of Rolex

Store Locator



🔍 Search

♡ Your selection

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ROLEX WATCHES

MADE WITH CIFOR

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Tickets & Passes

Short Breaks

Explore

Plan Your Visit

Book now

Thorpe Park Resort

The UK's Most Thrilling Theme Park

Book Now

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09

Optimize for search engines

SEO Checklist

1. Google Search Console and Google Analytics set up and access
2. Install and Configure an SEO Plugin if you are using Wordpress
3. Create and Submit a Sitemap
4. Create a Robots.txt File
5. Make Sure Google Can Index Your Website
6. Identify competitor keywords
7. What Are Your Main 'Money' Keywords

10

Keep mobile users in mind





Sue LaChapelle



**LACHAPELLE
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Influencing through design:
Branding and visual identity

Book a 30 minute consultation

<https://calendly.com/suelachapelle/30-minute-consultation>

HELLO!

TOM BARTHOLOMEW



Website Design - SEO - PPC
For Local Service Companies



SCAN ME





SEARCH ENGINE OPTIMIZATION

Dictionary Definition:

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

ON PAGE SEO

On-page optimization or things you can do with your website to rank higher in search results.

- URL - domainname.com/detroit-roofing
- Metadata - Titles and Descriptions
- Schema markup, also known as structured data, is **the language of search engines, using a unique semantic vocabulary**
- Heading Tags (H-tags)
- Alternative Text also called Alt Tags

KNOW YOUR CUSTOMER

When optimizing and writing content for your website you need to understand who you are writing copy for.

- Have a Buyers Persona or multiple
- Solve their (the buyer) problems
- WIIFM Radio

KNOW YOUR COMPETITOR

Competitor Research

To really rank higher in search results you have to know what your competition is doing, and you have to do it better.

Use tools to find what your competitors keywords are, and how they are using those keywords.

- Semrush
- Woorank
- SpyFu

GOOGLE E-E-A-T UPDATE

E-A-T gets an extra E for Experience

- **Experience:** First-hand knowledge or use
- **Expertise:** In-depth subject proficiency
- **Authoritativeness:** Credibility and recognition
- **Trustworthiness:** Accuracy and reliability

UPDATED GUIDELINES:

- **Original, helpful content:** Encourage unique, informative, and user-focused material
- **Diverse formats and sources:** Acknowledge value in different content types and various expert perspectives
- **People-first content:** Prioritize user needs, accessibility, and understandability in content creation

THANK YOU!

TOM BARTHOLOMEW



Learn more: ALLBMG.com
Or scan the code with your camera



SCAN ME



WELCOME!

JEFF SEVERSON

J.T.S. Design, Inc.

Custom Web Development, WordPress
Development, Responsive Web Design,
eCommerce

Learn more: JTSDesign.com



CYBERSECURITY STATS

- Estimated 30,000 websites hacked daily
- 43% target small businesses
- Cyberattacks happen once every 39 seconds
- Average cost of a digital data breach in the U.S. is \$200k

WHY WEBSITE SECURITY IS IMPORTANT

- It can affect your brand and reputation
- It can affect your SEO
- It can affect your ability to accept credit cards
- It can affect your bottom line

WHAT CAN YOU DO?

Enforce Strong Password Policies

- Unique passwords
- 14 characters minimum
- Include letters and numbers
- Upper and lowercase characters
- Include symbols

WHAT CAN YOU DO?

Out-of-date Software

- One of the most common attack vectors
- Core software
- Plugins and add-ons
- Server software

WHAT CAN YOU DO?

2 Factor Authentication

- By email
- By text message
- By authenticator app

WHAT CAN YOU DO?

Other Considerations

- Firewall
- CAPTCHAs
- Backup

THANKS!

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DESIGN, INC.