**Social Media/Website Creation Project**

Grade will be given on the Business Plan Project Rubric

**Creating a Website:**

A website is a necessity for entrepreneurs. Enabling potential customers to either find you through a Google search is key to creating and developing new customers.

If you’re selling online services or products, having a website is obvious. But even if you don’t sell anything directly online, the website can serve as an extension of your business card, with information about you, your business, and services offered. Most important, your website should detail your background, experience, and other credentials to give you credibility and give potential customers more confidence when deciding whether or not to deal with you.

Creating a website for your small business can be easier than you think.

**Follow these steps to create your Small Business’s website:**

1. Decide the Purpose of your Website
   * To provide potential customers information?
     + Pricing, Items for sale, Services you offer, etc.?
   * Is it to blog about your newest information to your clients and potential customers?
   * To directly sell products and services online?
2. Choose your which website builder you will use
   * [www.weebly.com](http://www.weebly.com) \*Ms. Legault recommends Weebly.
   * [www.wix.com](http://www.wix.com)
   * [www.webs.com](http://www.webs.com)
3. Choose a Template and Plugins for Your website
   * Note you can go back and change it in the future
4. Organize and Outline your website
   * You need to decide what your website will look like and how it will be used.
     + Pages to think about adding: “Homepage”, “About Us”, “Contact Us”, “Products & Services”, etc.
   * Look at competitors websites to get ideas
5. Include your logo, slogan, and other visuals on your website!
   * People like pictures!
6. Develop your website content
   * It needs to be compelling to visitors and convey the right kind of information at the right level so visitors actually read it instead of moving on to the next website
7. Publish your website when you are completely done and ready for the world to see it!
8. Maintain your website!

**When you are finished:**

Create a new Word document that had a link to your website in it. Include pictures of your. Also make sure to put the links in your business plan, on your business cards, etc. 🡪Then save this document in you “My Business Plan” Folder.