BUILDING A **SMALL** BUSINESS

ESSENTIAL TIPS

GETTING STARTED

A website is the most important business tool for SMEs looking to explore the new avenues of growth. It makes the first impression of your brand and attracts more customers towards it.

5 CREATE CONTEXTUAL CONTENT

💬 Content is the language of your website

IT MUST...

1. Be lucid and engaging
2. Speak the same language (remain consistent)
3. Be informative, unique, and new
4. Provide the information that users seek from your website

GET YOUR BUSINESS
Photographed by an expert 📷

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DID YOU KNOW?

As a small business owner, it becomes easier to get your establishment photographed affordably.

If you run an e-commerce website, it is recommended by the experts to get multiple photos of a product clicked from different angles.

3 FOCUS ON THE
🔑 Key points

AND KEEP IT SIMPLE

The design and content of the website should emphasize on the key offerings of your business.

They must shift the attention of users towards the points that require special mention.

This helps in earning the confidence of buyers and establishes your business as a reliable entity.

SELECT THE
Website's platform 🔒

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Platform 1

Platform 2

RESEARCH THE POSSIBLE PLATFORMS!

It is an essential consideration for designing a fully-functional website. The platform and hosting have a huge impact on the performance of a site.

1 PREDEFINE THE PURPOSE
🖊 Of your website

WHAT YOU NEED TO KNOW

Even before you start working on your website, it is essential for you to understand the purpose of building it.

This process should ideally start with a thorough knowledge of your business, its history, and industry in which it exists.

If you have an already established brand with its logo and color theme, prefer maintaining this consistency across the web design.