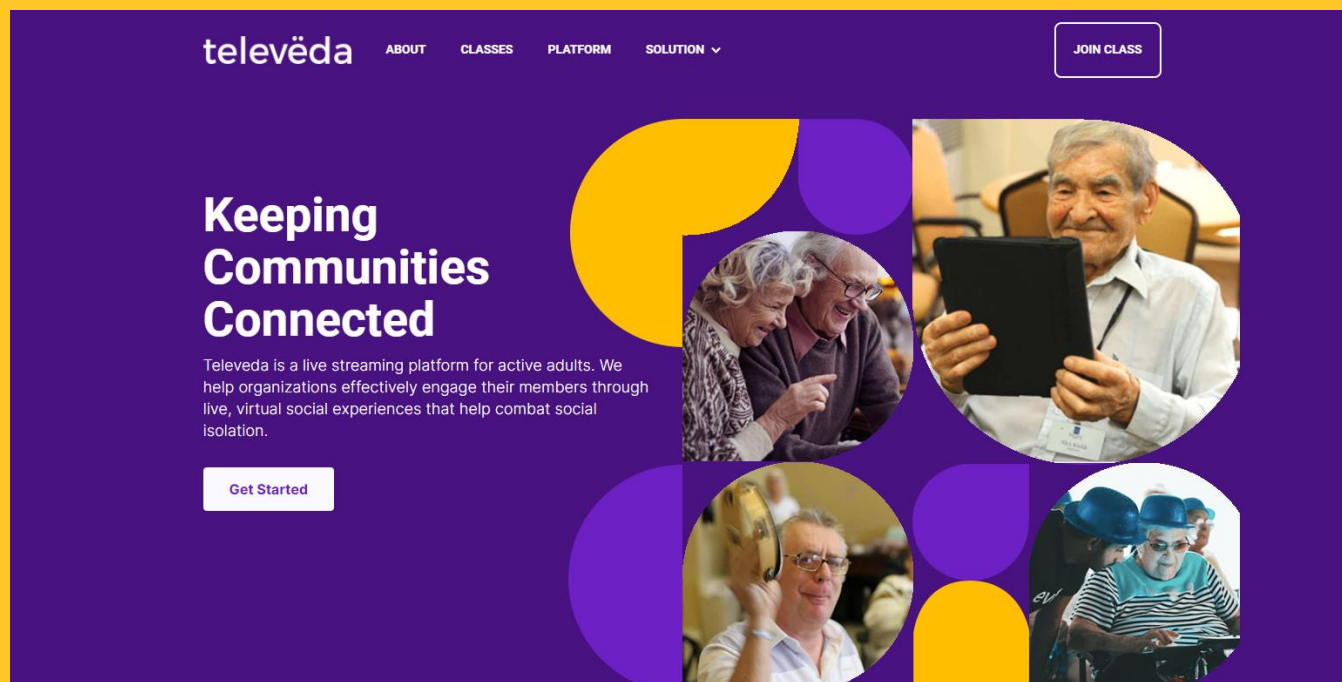


No-Code Website Worksheet

Surprisingly, a lot of small business websites are missing critical information like where a business is located or even what they *actually* sell. A basic small business website should always include: a powerful homepage, their core products or services, an About US page as well as their contact details. This worksheet walks through the reason why each component is so important as well as provides examples and helpful tips.

Powerful Homepage



[Televeda](#)

The homepage of a website is the first element that a potential customer sees so use it to build awareness about what your business does, who it serves, and why a customer should care. Carefully craft few succinct lines that capture all this and feature them prominently in the center of the homepage.

Finding the lines that perfectly encapsulate your business can be tricky. If you are stumped, start by thoroughly answering the questions of what your business does, who it serves and why a customer should care. Then, try condensing those answers as much as possible. Finally, polish up those condensed answers by trying out different descriptive language.

For more in-depth guidance on homepages, start with [this blog post](#) from Hubspot.

Try drafting powerful text for your own homepage here!

Core Products or Services

COOKIES AND PROTEIN BARS

The Amazingly Delicious and Healthy Hunger-Bomb Cookie!

Our delicious healthy cookies satisfy your hunger and your sweet tooth!
Made of healthy, all natural ingredients, the Hunger-Bomb Cookie comes in a wide variety of delicious flavors:

- ▶ Oatmeal Chocolate Chip with Walnuts
- ▶ Specialty Brownie
- ▶ Peanut Butter w/ Dark Chocolate Chip
- ▶ Triple Peanut Dark Chocolate Chip Protein Bars (non-gluten)
- ▶ Non-Gluten Vegan Loaded Oatmeal
- ▶ Grain-Free Muesli
- ▶ And Other Special Monthly Flavors!

Prices starting at \$10.00 a bag plus shipping



Hunger-Bomb Cookies

Once the potential customer is aware of your value proposition, feed their interest with easy access to more information on your core products or services. This can be done even without e-commerce capabilities by first showcasing of your best-selling work directly on the homepage with an image and brief description of each then supported by a tab or link to additional products, services and information.

A great product or service description should be focused on appealing to the ideal customer. Clearly address their needs, use language appropriate for them and address them directly. Entice customers with an alluring headline and highlight the benefits of the product or service in the description. If you use superlatives, make sure you justify them with specific proof why this is the case. And, a great picture always helps!

For more in-depth guidance on writing effective descriptions, start with [this blog post](#) from Shopify.

Try drafting descriptions of your core products or services here!

About Us

Customize a coffee gift for the coffee lover in your life.

CAFE EMPOROS

[Shop](#) [Subscriptions](#) [About us](#) [Contact Us](#)

About Us

My Coffee Journey – The Road to Cafe Emporos

Shortly after I moved to South Korea in order to teach English, it seemed as if the stars had aligned for me. The coffee industry was booming, and because I had always harbored an interest in coffee, I knew that I had to follow up on it and learn more.

In total, I stayed in South Korea for five years, and during my time there, I spent fifteen weeks earning my Barista Certification. Yes, fifteen weeks! That may seem like a lot, but there was plenty that I had to learn. Studying for three hours each day, I picked up a wealth of knowledge regarding coffee and the coffee industry. From roasting to pulling espresso shots to hand-drip coffee, I was acquiring the information and

Cafe Emporos

Telling a story about your business and journey establishes a connection between your brand and a potential customer. This connection can encourage a customer to buy, remain loyal and promote your business to others. Ensure that a link or tab for a page with this story is easily accessible from the homepage.

Before writing your story, determine what you want the customer to know about your brand and then identify about what journey illustrates this main point. You can tell your story as a traditional narrative, through anecdotes and even with videos, photos or other media. Make sure you are sparking emotion and relating to your audience.

For more in-depth guidance on telling your story, start with [this article](#) from Forbes.

Try drafting powerful text for your own homepage here!

Contact Details

BOUNDLESS media

Services About Work Contact Team Blog Log In

Email:*

Please provide your email address

Primary reason for contacting us: *

Select

How can we help you? *

How did you hear about us? *

Select

Hey there!

Thanks for getting in touch with Boundless Media. We'll get back to you ASAP, but in the meantime feel free to peruse our site!

Talk to you soon!

- The Boundless Team ♥

Here we go! 🚀

BOUNDLESS

Based in Sunny Phoenix, AZ

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[Boundless Media](#)

Clearly displaying your business address and contact information not only makes it easier for customers to reach out but can also reassure them that the business is legitimate. Basic contact information can be displayed at the bottom of the homepage with additional details accessible from a link or tab on the homepage.

You can tailor your contact information based on your industry and customer communication preferences. A restaurant or theater would obviously need to list an exact address (perhaps with directions) while a digital service company may only wish to list their city and state. Balance customer communication preferences with what is most efficient for your business. Instead of posting an email address, for example, opt for a contact form which greatly reduces spam messages.

For more in-depth guidance on elements of a contact page, start with [this article](#) from Thomas.

Try drafting contact details for your own homepage here!

Additional Tips

Call to action!

Each section and page of your website should have a corresponding “call to action” that prompts a potential customer to take perform an action that moves them further down the “sales funnel” towards a purchase. Carefully plan out how potential customers will interact with each part of your website to maximize the effectiveness of these prompts. Some common call to action prompts include:

- Learn More
- Get Started
- Download Now
- Contact Us
- Request A Quote
- Shop Now
- Order Now
- Buy Now

For more in-depth guidance on the sales funnel, start with [this article](#) from Entrepreneur.

Pictures

Images can be a powerful tool that captures a potential customer’s attention, builds a connection and helps them retain information about your business. Before launching your website, collect/create a large number of the highest quality images possible of your business. These authentic pictures are much more effective than stock images and can include pictures of yourself, your products/services, your physical location (if you have one) and even your customers using your products/services. Graphics and stock images can be helpful as supplemental design elements for your website.

For more in-depth guidance how to easily take photos of your business with your cell phone, start with [this article](#) from Maria Peagler Digital.

For more in-depth guidance on what makes a high quality website image, start with [this blog post](#) from Jimdo.

Have questions? Want to connect with other entrepreneurs on a similar journey? The Peoria Forward program is here to help! Reach out to us at Peoria.Forward@ASU.edu or visit our website at Entrepreneurship.ASU.edu/Peoria-Forward