



Build a business website

Rachael Kay Albers



Hiring a fancy web designer for your first website is like...



A lightbox sign with three horizontal panels is placed on a wooden desk. The sign displays the text 'YOU GOT THIS' in bold, black, sans-serif capital letters. To the right of the sign, a laptop is open, its screen showing a dark background with white text. The background is slightly blurred, showing a window with greenery outside.

**YOU
GOT
THIS**

Anyone can
build their
own website

Imagine...



...being able to sit down and build your site in as little as 10 minutes.

Follow my formula and you will...



SAVE MONEY



SAVE TIME



FEEL CONFIDENT

What you'll learn today...



**The 3 elements you need
to be successful online**



**How to create your own style
guide and brand design**



**How to build a website in
just a few minutes**

The 3 elements of a successful online business:



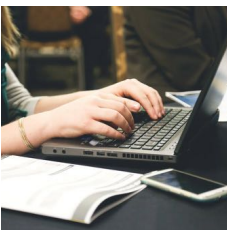
#1. BUSINESS PLAN

Higher traffic



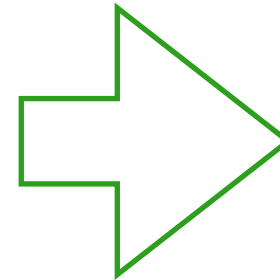
#2. MARKETING STRATEGY

Higher conversions



#3. COPY AND CONTENT

Higher sales



Guess what????



A fancy website
won't make you
successful online.

Three things to be successful online: 1) Business plan

A business plan doesn't have to be a complex, 30 page document.



Who do you help?

What is their biggest problem or aspiration?

What are all the ways you help them solve the problem?

Who else does this?

What's your proof?

How do you help them solve the problem?

Why would they choose you?

How much does it cost you?

What is your pricing?

Your one sentence statement:

Three things to be successful online:

2) Marketing and sales funnel



What is a sales funnel?!

A funnel is how you take someone from first hearing about you to being your biggest fan who buys everything you sell and refers all their friends to you.

If you build it...
...they won't come.



Marketing & Sales Funnel



Your website...

...is in the
MIDDLE of
the funnel!

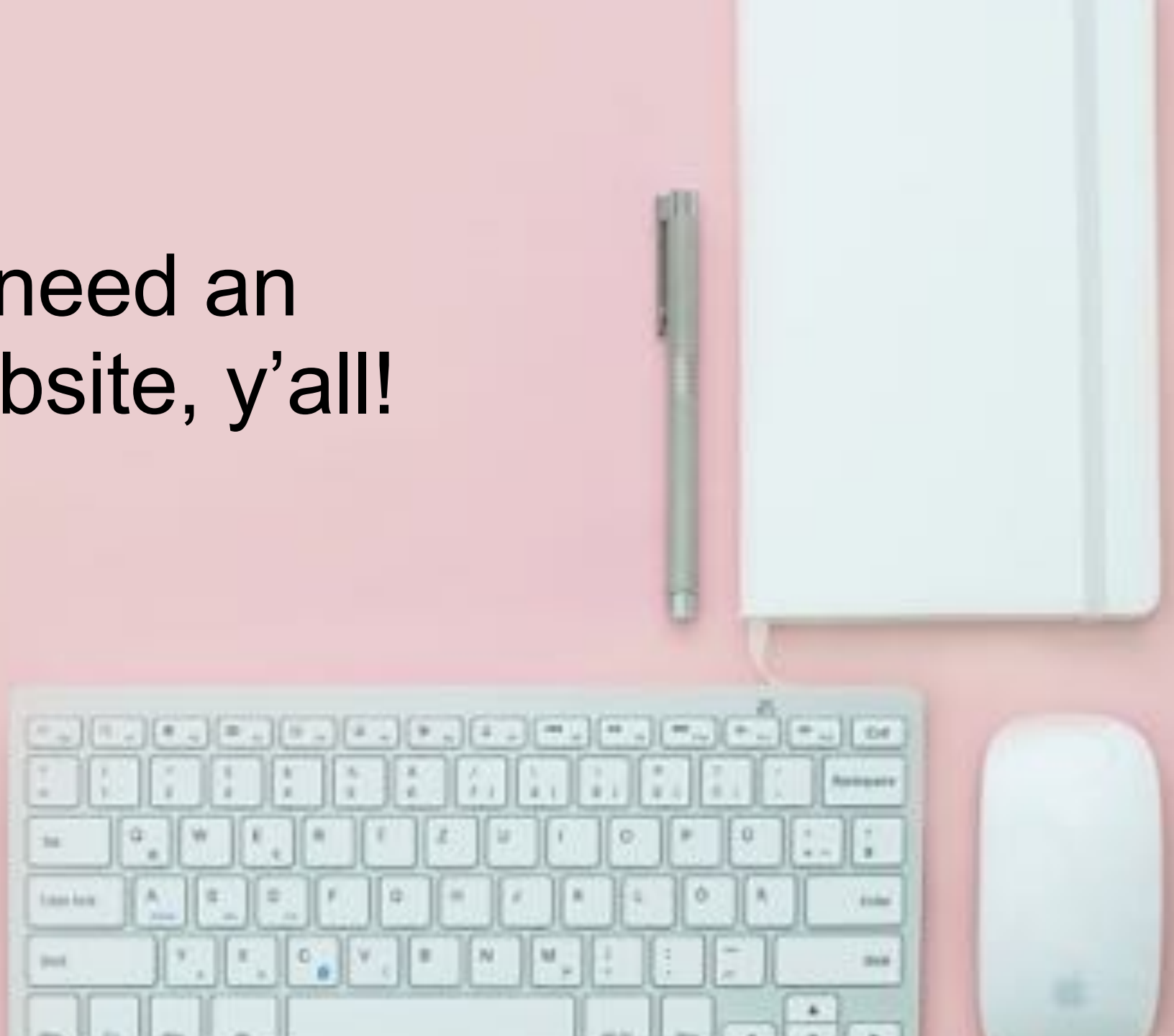


If you do steps one and two well...



...your website copy
will write itself!

You don't need an
elaborate website, y'all!



The five questions your website should answer:



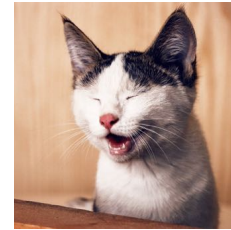
WHO



WHAT



WHY



WOW



HOW

WHO do you serve?



WHAT problem do you solve?



WHY are
you the best
person for
the job?



What is the
WOW result
you deliver?



HOW do I get started?



BONUS:

Authority
content gives
context to
your brand
promise.
Blogs, baby!



Now it's time to design...



When you're just getting started with a limited budget, the person to do your design and marketing is you!

First rule of
brand design:
it's not about
what you "like"





**DON'T BE A
SLOPPYCAT!**

The tools you need to design your brand...



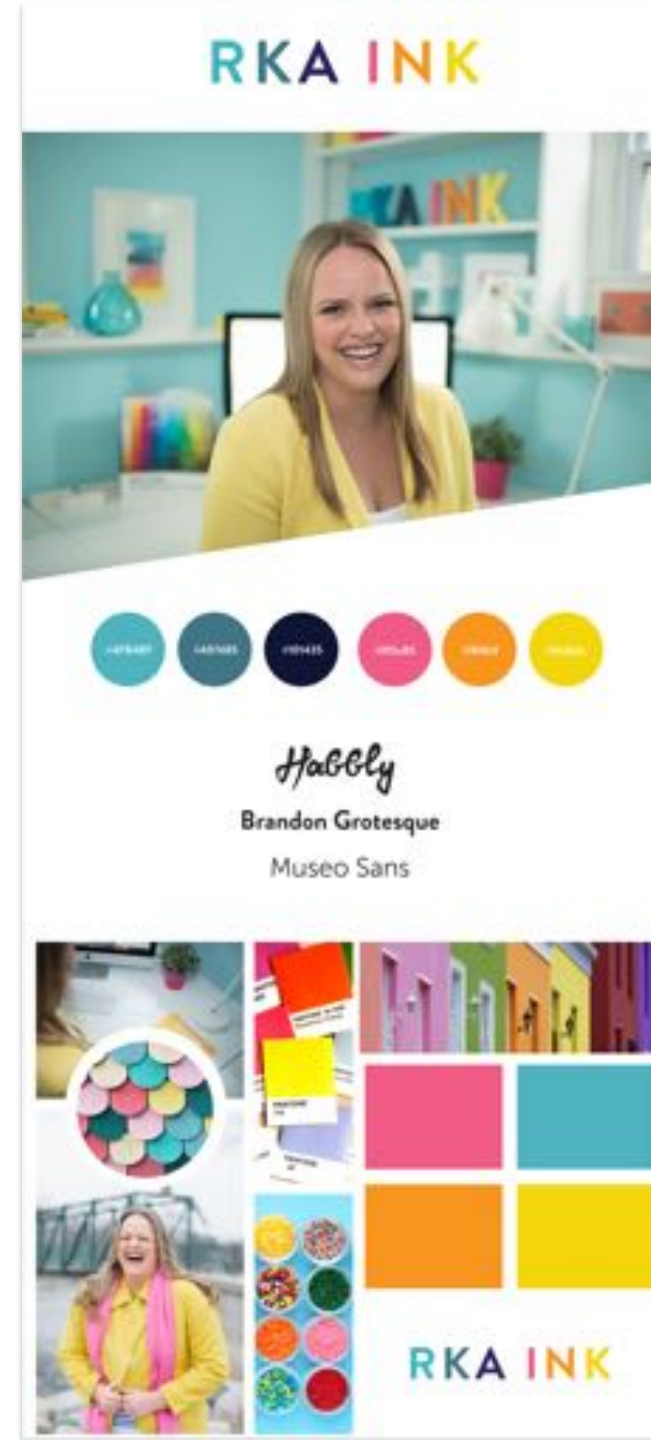
PINTEREST



CANVA

Elements of a style guide


1. Logo
2. Colors
3. Fonts
4. Photos, textures, icons



Start with one color...



...and build
your color
palette from
there!

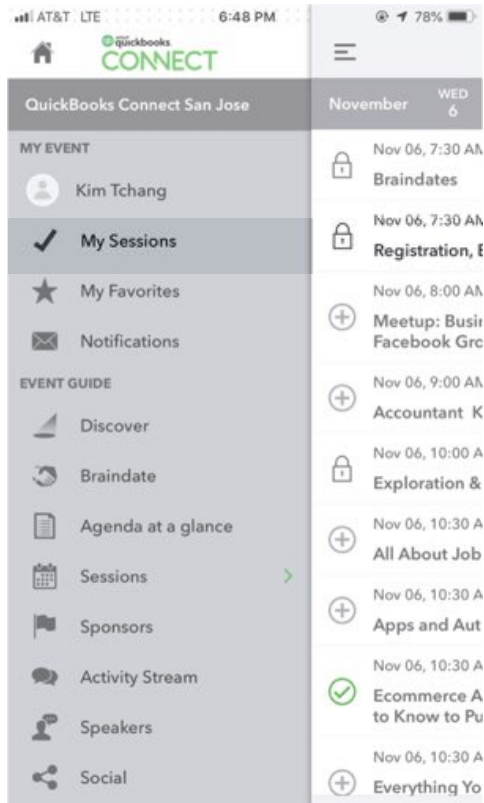


My favorite web design tools:
RKAink.com/QB

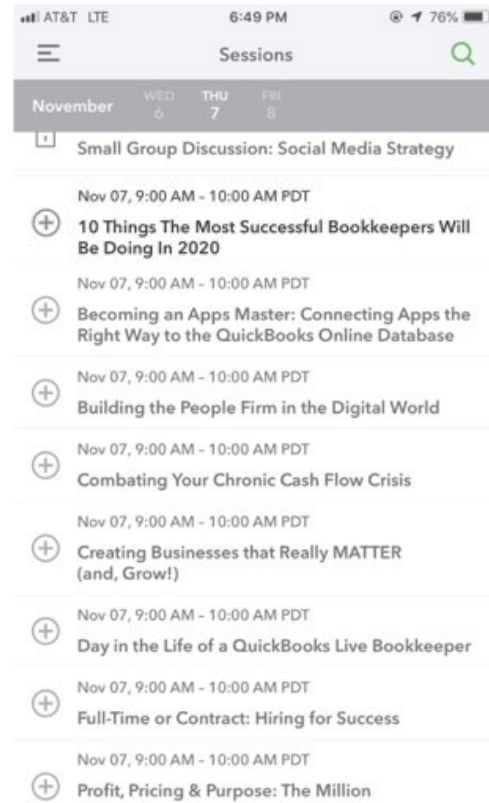
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

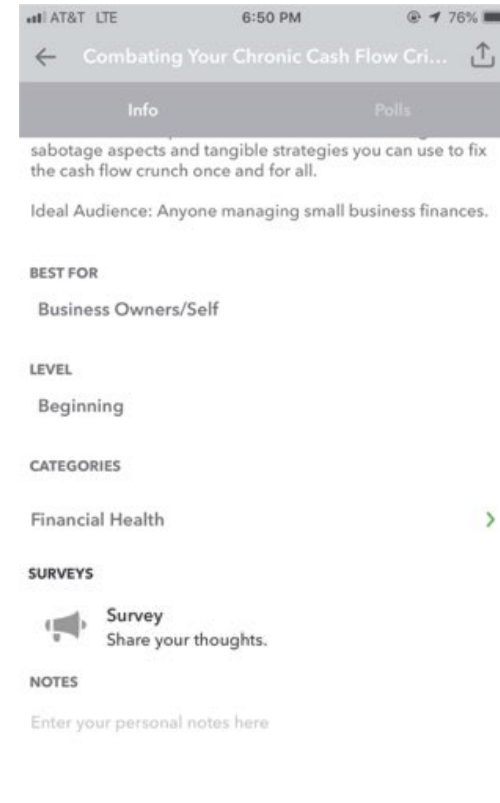
1. Select Sessions



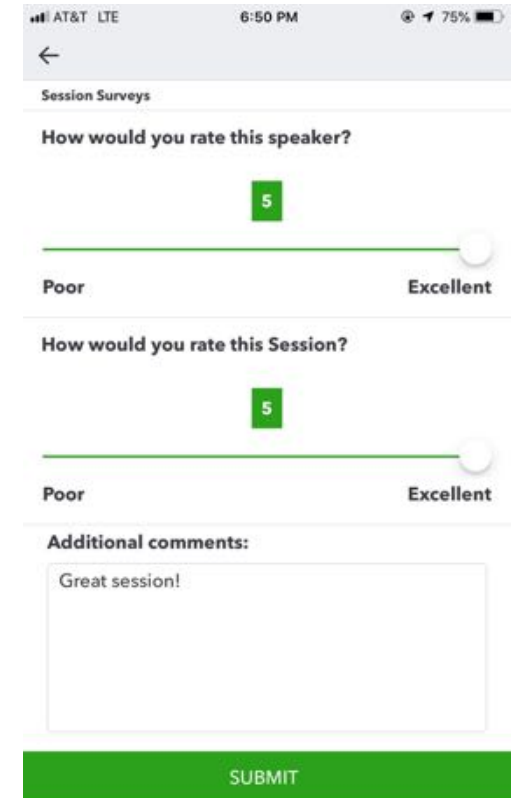
2. Select Session Title



3. Select Survey



4. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect agenda page for November 7. The header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a 'Register now' button. The date 'November 7' is highlighted. Below the header, there is a search bar and filter buttons for various topics: Business Growth, Life & Business Skills, Organizational Culture, Technology Training, Advisory, and Financial Health. The agenda list shows sessions for November 7, starting with 'Registration, Breakfast & Exploration' and 'Braindates'. The 'Braindates' session is expanded, showing details about booking time with attendees and consultants. Below this, the 'Breakout Sessions' section lists several small group discussions, each with a '+' icon to expand details.

7:30-7:00 am Registration, Breakfast & Exploration

7:30-10:30 am Braindates
New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. [Learn more](#)
Best for: All Audiences
CPE Hours: not eligible

8:00-8:30 am Yoga

8:00-8:45 am Breakout Sessions

Small Business Meetup: Relationship Marketing and the Power of Human Connection

Small Group Discussion: Social Media Strategy

Small Group Discussion: Showing up - Why What You Wear Matters

Small Group Discussion: Build Your Dream Bookkeeping firm



OWN
THE
FUTURE