Maximize the Power of Your Website

Learn how to utilize tools that can help you increase your website's reach and your revenue.

BLISSCREATIVESTUDIO.COM

Your website can be your most powerful business asset

✓ Your website ensures your business is accessible 24/7, expanding your reach and customer base.

✓ Your website helps to legitimize your business, enhancing your credibility which builds public trust.

✓ Your website provides potential clients & customers with your products and services at their fingertips.

✓ Your website can provide data collection and analysis to inform and improve your marketing strategies.

In this guide you'll learn

1 ⟶ **2** ⟶ **3**

HOW TO INTEGRATE TOOLS YOU MAY ALREADY USE TO SAVE YOUR VALUABLE TIME.

HOW TO INCREASE YOUR REACH TO YOUR TARGET DEMOGRAPHIC.

HOW TO STREAMLINE AND ORGANIZE YOUR PAGES FOR EASE OF USER NAVIGATION.

1 Maximizing your tools and time

Time-saving Tools

✓ **<u>Styled Stock Society</u>** offers a huge collection of high-quality, stylish and easy-to-download images. You'll save time and energy with these great assets right at your fingertips.

✓ **<u>Calendly</u>** makes scheduling easy by letting clients book appointments on your website. No more back-and-forth emails with this tool's streamlined calendaring platform.

✓ **<u>ClickUp</u>** helps you keep track of all your tasks and projects in one place. It's like an organized to-do list that gently nudges you with what needs to be done.

✓ **<u>Canva</u>** is a great design tool for creating professional-looking graphics quickly. You don't need to be a design expert, and it saves you time on things like social media posts and decks.

See the next page for tips ⟶

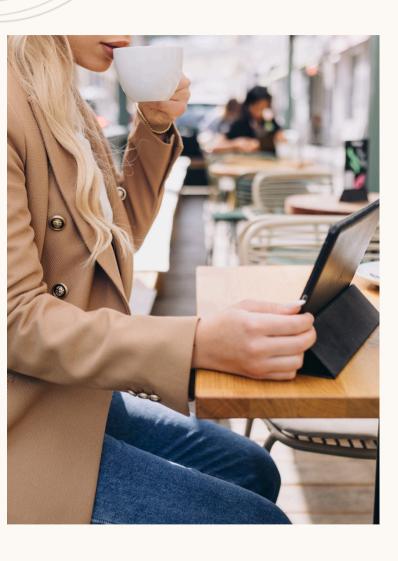# Using the Tools on Your Website

- ✓ Use Styled Stock Society's images to make your website pages and blog posts visually stunning and on-brand.

- ✓ Add Calendly to your contact page so clients can easily schedule appointments with you, making the booking process seamless and efficient.

- ✓ Use ClickUp to organize your website tasks, like updates and content creation, ensuring everything gets done on time and nothing is forgotten.

- ✓ Create graphics for your website with Canva, such as headers, banners, and even your logo, to give your site a professional and cohesive aesthetic.

2 Getting found on Google

Why You Need a Google Business Profile

✓ Your business will show up in local searches, so clients & customers can easily find you when they search for products or services like yours.

✓ It allows customers and clients to leave reviews and ask questions, which helps build trust and attracts more traffic to your business.

✓ Your business will appear on Google Maps, providing directions and making it easier for people to visit your physical location.

✓ Your profile will give you valuable insights and analytics about customer behavior, helping you refine your marketing strategies and reach more people.

See the next page for tips ⟶

How to Set-up a Google Business Profile

✓ Sign in to Google: Use your Google account to sign in at business.google.com.

✓ Enter Business Details: Fill in your business name, address, and category.

✓ Verify Your Business: Follow the steps to verify your business, usually via mail, phone, or email.

✓ Complete Your Profile: Once verified, add photos, hours, and other details to complete your profile and attract clients and customers.
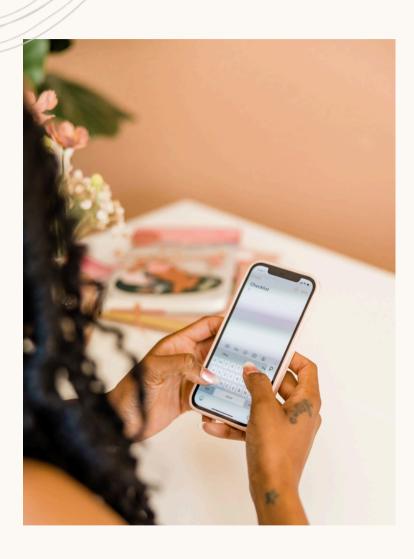
Note: if you don't have a physical location, it can be a bit challenging to set up a profile. Feel free to reach out to me for more info.

3 Making your website user-friendly

Why Page Structure & Navigation Matters

✓ A clear and simple layout helps visitors find what they're looking for quickly, making their visit enjoyable and hassle-free.

✓ Organizing your pages well helps search engines like Google understand your site better, making it more likely to appear in search results.

✓ Easy navigation and a simple menu encourages visitors to explore more of your site, which can lead to more interest and purchases.

✓ A streamlined and easy to navigate site prevents visitors from getting frustrated and leaving your site too soon, ensuring more time for booking and purchases.
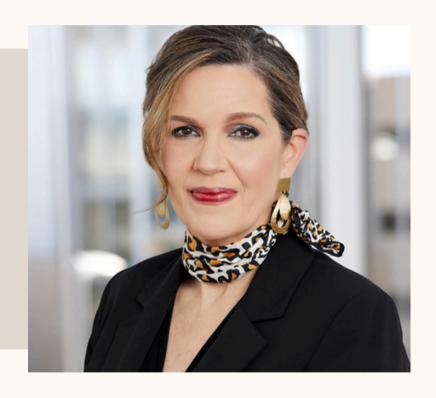
Tips for Creating a Streamlined Experience

✓ Organize your content with clear headings and subheadings to guide visitors through your pages and help them find information quickly.

✓ Design a straightforward navigation menu that includes all the key sections of your site, making it easy for users to access important pages

✓ Use internal links to connect related pages, encouraging visitors to explore more of your site and find relevant content easily.

✓ Make sure your site is mobile-friendly, with an easy-to-tap menu, so visitors can navigate your site smoothly on any device.

About Jamie

Jamie Richards, is the Owner and Lead Designer of Bliss Creative Studio, whose mission is to empower female entrepreneurs with stunning websites designed for success.

She specializes in creating elevated websites that go beyond aesthetics to provide the tools needed to help women of all industries and backgrounds start, launch and grow a successful business.

Have Questions?

Need clarification, or want to chat about how you can apply these tips? Please feel free to schedule a 15-minute chat via the button below or <u>email me</u> any questions you may have and we can get right into it.

Or, maybe you need a new website or a website makeover, want some behind the scenes updates, or help setting up your Google Business Profile. Please fill out our project via the link below. I look forward to connecting with you!

SCHEDULE A CALL   FILL OUT THE PROJECT FORM