ADDITIONAL RESOURCES

GOOGLE MY BUSINESS

A TOOL THAT ASSISTS
BUSINESSES AND ORGANIZATIONS
IN MANAGING THEIR
ONLINE PRESENCE

WITH GOOGLE MY BUSINESS, YOU CAN..
EDIT AND UPDATE YOUR LOCAL LISTING,
MAKE RESERVATIONS WITH GOOGLE,
BUILD A FREE WEBSITE &
REVIEW CUSTOMER ACTIVITY

QUESTIONS? GIVE EBC A CALL OR LEAVE US A MESSAGE AT

PHONE: +1 (206) 623-0994
INFO@ETHNICBUSINESSCOALITION.ORG

Ethnic Business COALITION

Seattle Office of Economic Development

ENHANCING YOUR DIGITAL PRESENCE

WEBSITE EDITION

PRESENTED BY:
ETHNIC BUSINESS COALITION

ETHNICBUSINESSCOALITION.ORG

WHY DOES MY BUSINESS NEED A WEBSITE?

A WEBSITE...

IS A NORM
71% OF SMALL BUSINESSES IN THE U.S. HAVE A WEBSITE

GIVES YOUR BUSINESS CREDIBILITY
81% OF CUSTOMERS RESEARCH ONLINE BEFORE BUYING

BUILDS YOUR ONLINE PRESENCE
91% OF CUSTOMERS VISITED A STORE BECAUSE OF A POSITIVE ONLINE EXPERIENCE

IS YOUR 24/7 STOREFRONT
70-80% OF PEOPLE RESEARCH ONLINE BEFORE VISITING A BUSINESS OR MAKING A PURCHASE

IS CUSTOMIZABLE
UPDATE BUSINESS INFORMATION AND SELL YOUR PRODUCTS OR SERVICES ONLINE

IS OWNED BY YOU
SOCIAL MEDIA ACCOUNTS LIMIT THE SCOPE OF BRAND CONTROL; WEBSITES ARE COMPLETELY MANAGED BY YOU

WHAT SHOULD MY BUSINESS WEBSITE INCLUDE?

WHO, WHAT & WHERE
A CLEAR DESCRIPTION OF YOUR BUSINESS, CONTACT INFORMATION & BUSINESS ADDRESS

LINKS
TO YOUR SOCIAL MEDIA ACCOUNTS

OTHER TRAITS INCLUDE...
EASY & SIMPLE NAVIGATION
MOBILE LAYOUT OPTIMIZTION
CUSTOMER TESTIMONIALS
DELIVERY/SHIPPING OPTIONS (IF AVAILABLE)

SITE BUILDERS

WIX
IDEAL FOR A VARIETY OF SMALL BUSINESSES. OFFERS AN ARRAY OF TEMPLATES AND OPTIONS

SQUARESPACE
VISUAL & DESIGN-ORIENTED; BETTER SUITED FOR BLOGGING OR PHOTO GALLERIES

WEEBLY
OFFERS BASIC WEBSITE ASSEMBLY WITH DRAG-AND-DROP FEATURES