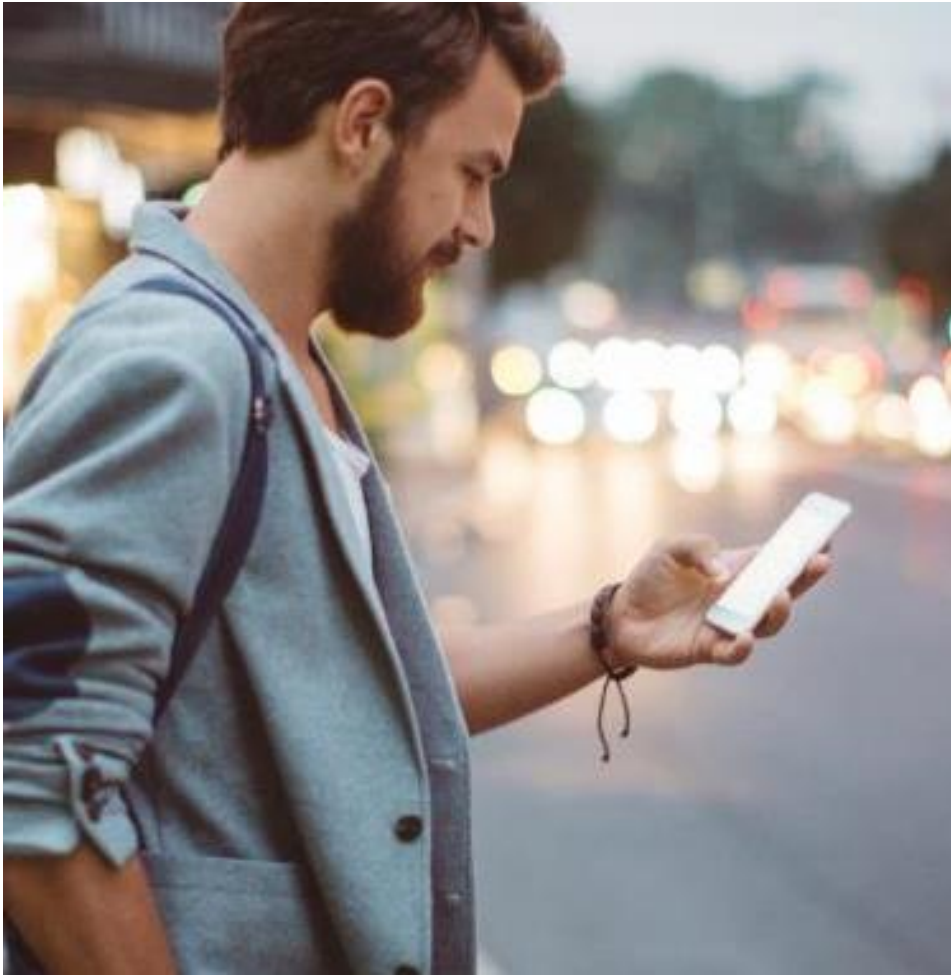




WEBSITE DESIGN

Choosing the Right Platform for Your Business

Agenda



What is web design and what are some key considerations in choosing a platform

DIY website builders such as WIX – a basic walkthrough for setting up a site

SEO and analytics and how to use them to improve your reach

Sites designed for e-commerce such as Shopify – what makes them stand apart from other platforms

Choosing the right platform for your business

What is Website Design?

Quite simply, website design is the process of planning, creating, and arranging content on a website.

It involves both the visual aspects such as colors, fonts and images, and the functional aspects which include navigation and user experience.

The key elements include the following:



Layout: how information is structured and presented on the site.



Content: media which may include videos, images, and text providing information for users of the site.



Navigation and user experience: ensuring users are able to move around the site easily to find relevant information.



Responsive Design: making sure that the site works just as well on smartphones as on a laptop.

Why Is Website Design Important for Business Owners

First Impressions: A well-designed site can create an incredible first impression on visitors.

Brand Identity: Your website will help to solidify who your company is and what you stand for.

User Engagement: A well-designed site will encourage visitors to explore more and learn about your product or service.

Conversion Rates: A site that is easy to navigate helps to turn visitors into customers.

Competitive Advantage: Your website can help to set you apart from your competitors.





Key Considerations Before Designing Your Website

1

Business Goals: Clearly define your website's purpose. Is it for selling products, building brand awareness, or sharing information?

2

Target Audience: Know who your customers are and how your website will meet their needs.

3

Budget & Time Constraints: Consider the costs associated with design, maintenance, and potential scaling of the website.



DIY Website Builders

DIY website builders are online tools that allow individuals to create and customize their own websites without needing any coding or design skills.

The main pros with these platforms is that they are easy to use, very cost-effective, and you don't need to be a coder. SEO is usually built in.

The main con can be limited customization compared to custom-built websites.



WIX: An Example of a Popular Choice for DIY Sites

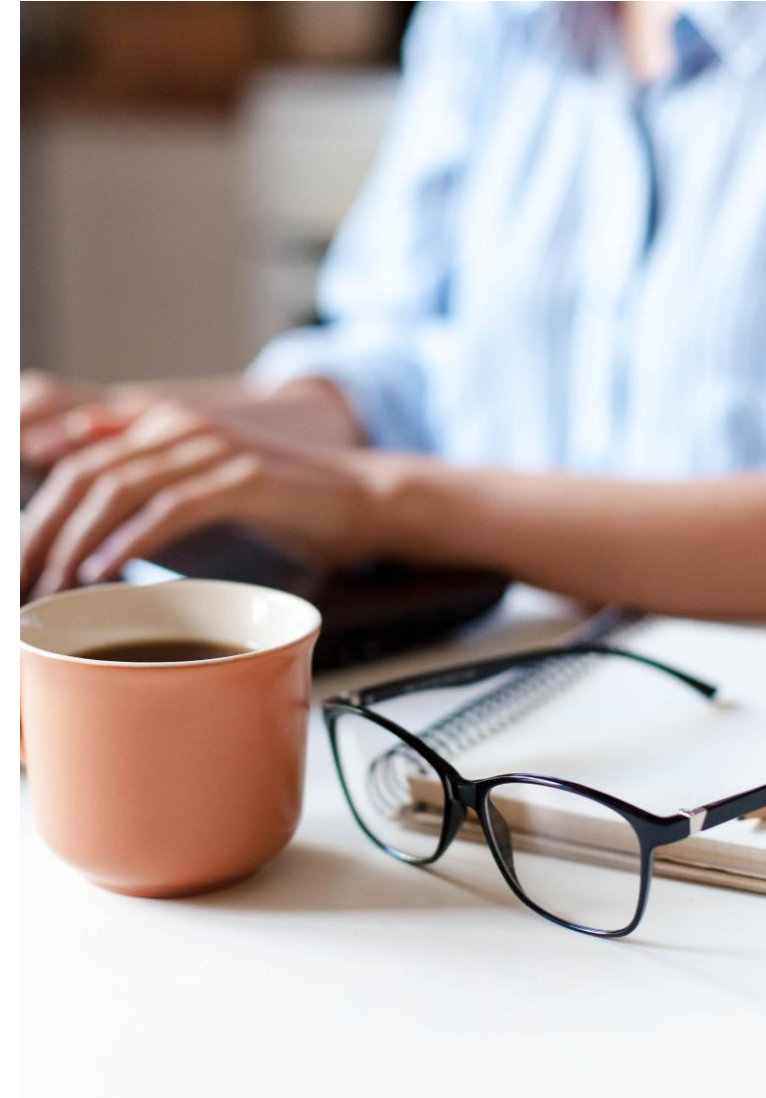
Easy to use drag and drop interface with hundreds of templates to choose from

Built in SEO tools to help with your site's ranking – you don't need to know any coding

Ability to make your site into an online store with payments, shipping, invoicing and customized reports

Pricing is very competitive - \$15/mth to \$149/mth with an elite level as well

Ability to link 100's of apps, use email marketing, and also integrates the mobile site



WIX

Retro Duds ▾

Explore ▾

Hire a Professional

Help ▾

Upgrade

Search for tools, apps, help & more...



+ Quick Add

Let's set up

1/8 complete

Setup

Home

Getting started

Sales

Catalog

Portfolio

Apps

Site & SEO

Inbox

Custom

Market

Analytics

WIX

← Back

How would you like to design your website?



Generate a Design with AI

Get a personalized site design in seconds.

Generate a Design



Customize a Template

Browse thousands of designs, then pick one to customize.

Pick a Template

[Continue with Setup for Now →](#)

WIX

WIX

WIX

WIX

★ Your site's ready for you!
To adjust the content and design, click on what you want to change in the brief.

SITE BRIEF

Based on your [site profile](#), Retro Duds, your Vintage Clothing Store site has a [site structure](#) which includes 1 page. Its content is generated based on your [site description](#).

Your site [theme](#) features modern fonts and a vivid, contemporary design in eggshell white and bright blue. Its [layout](#) includes one big title and overlapping elements in a complex, advanced design.

🔄 Regenerate site

🛠️ Make it a little different

Continue with this Design >



Follow Us



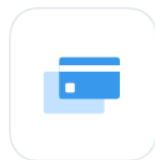
- + Quick Add
- Let's set up your store >
- 2/8 completed
- (\$ Sales >
- Catalog >
- Portfolio >
- Apps >
- Site & Mobile App >
- Inbox
- Customers & Leads >
- Marketing >
- Analytics >
- Automations
- Settings
- Design Site

Accept Payments

Your business location: Germany




Connect Wix Payments or other third-party providers so your customers can pay.

Not Connected ⓘ




Accept Credit/Debit Cards with Wix Recommended

Allows you to accept credit or debit cards, Online Bank Transfer, Apple Pay, Google Pay and others.

VISA    Klarna. Apple Pay Google Pay


[Connect](#)



PayPal

Allows you to accept PayPal, Venmo and Pay Later payments.

[Connect](#)



Manual Payments

[Connect](#)

+ Quick Add

Let's set up your store

2/8 completed

Setup

Home

Getting Paid

Sales

Catalog

Store Products

Products

Inventory

Categories

Back in Stock Requests

Find Products to Sell

Gift Cards

Sales Channels

Design Site

Inventory 9

[View Detailed Report](#)

Filter by: All

Filter

Search...

<input type="checkbox"/>	Name	SKU	Inventory	
<input type="checkbox"/>	 Faded Oversized Jacket		In stock	...
<input type="checkbox"/>	 Vintage Denim Jacket		In stock	...
<input type="checkbox"/>	 Retro Patched Jacket		In stock	...
<input type="checkbox"/>	 High Top Retro Sneakers		In stock	...
<input type="checkbox"/>	 Striped Retro Tee		In stock	...

Sales Overview

Last 30 days (Nov 8 - Today) compared to previous period (Oct 9 - Nov 7, 2021)

Total Sales
\$108.9K ↑ 15%

Avg. Order Value
\$109.64 ↓ 9%

Total Orders
993 ↑ 27%

Sales Forecast Beta

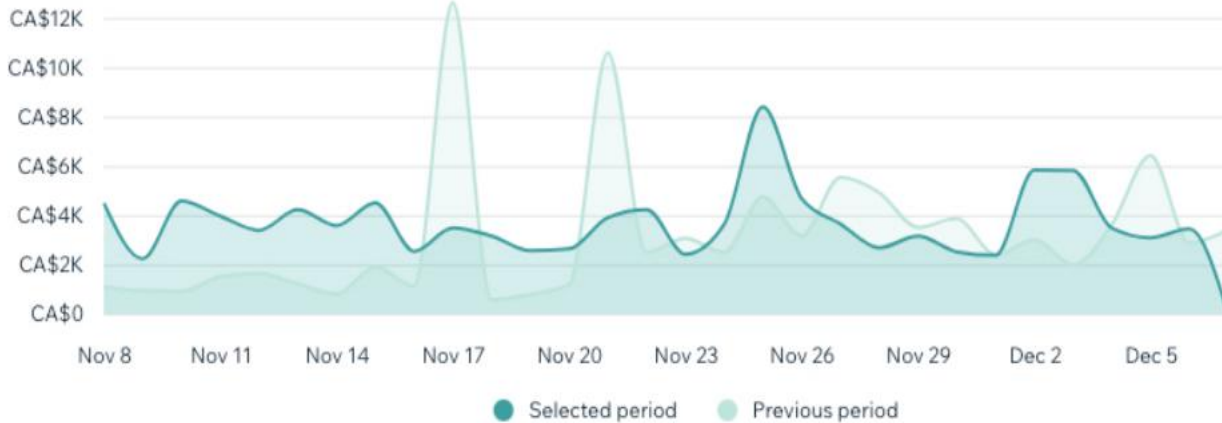
Get an estimate of your future sales and learn how to grow them further.



[Check It Out](#)



Revenue over Time



[See full report](#)

Sales by Traffic Source

Google	↑ 54%	\$48,235
Direct	↑ 47%	\$14,385
Wix Email Marketing	↓ 37%	\$6,580
Facebook	↓ 24%	\$4,101
Unknown	↑ 177%	\$3,728

Shopify: An Example of a Site Designed for E-commerce

Dedicated to e-commerce with an easy-to-use interface, scalability, and strong support for payment gateways.

Shopify is built for business owners, not developers, so you can manage your store without a steep learning curve.

Security Features include SSL certification, PCI compliance, and fraud detection tools.

Pricing ***** Basic, Standard, and Advanced plans; transaction fees apply depending on the plan.

Ability to link 100's of apps, use email marketing, and also integrates the mobile site



Wix vs Shopify: Which is the Best For Your Business?

WIX

- More affordable – has a free level – next plan up is around \$17/mth and up to \$159
- Websites are more customizable and offer more functionality
- Best for small businesses with a range of offerings
- No transaction fees
- Over 800 free templates
- Better overall for small business
- Choose Wix if you prefer budget friendly platform that allows for creativity and include features such as email marketing

Shopify

- Easier to use – best for new users wanting to get started ASAP
- More sales and e-commerce features
- Better for businesses with more online sales and larger inventories
- Charges between 2.4 and 2.9% on all transactions
- Pricing begins at \$29/mth and can go as high as \$2300
- Better for stores with POS purchases
- Choose Shopify if you are a large or growing store requiring shipping, and are looking for bulk imports and invoice generating

- Home
- Orders
- Products**
 - Collections
 - Inventory
 - Orders
 - Goods receipts
 - Gift
- Customers
- Content
- Finances
- Statistics
- Marketing
- Border
- Distribution channels
 - Online shop
 - Point of Sale
 - Shop
- Apps
 - Add apps
- Settings

← Add product

Title

Description
 Paragraph | **B** | *I* | U | A | ☰ | ... | </>

Generate Product Description ⓘ

Features and keywords

Sound: Expert ▾ 👍 👎 🔗

Our certified organic cotton t-shirt offers a loose fit and is available in a variety of colors. Made from 100% organic cotton for an eco-conscious and comfortable feel. Get your individual, natural t-shirt now!

Regenerate **Keep**

Category

Determines tax rates and adds meta fields to improve search, filters, and cross-channel

Status

Publication

Distribution channels

- Online shop
- Shop
- Point of Sale
 Point of Sale has not been set up. Finish the remaining steps to start selling in person. [Learn more](#)

Markets

- Germany, European Union and International

Product Organization ⓘ

Product

Provider

Setup Guide

0 of 13 completed

Sell online

Add first product
 To get started, add the following product details:

- a unique title and detailed description
- Multiple high-quality photos or videos
- a competitive price

→ Add a sample product

Present your offer in the best light +

Categorize products +

Determine sales prices for your products +

Use variants for merchandising +

Customize your online store

Add a custom domain



1/5

hot sale Men's Casual Crew Neck T-shirt For Spring And Summer

(1,7K+ sold), by Interesting design (100K+ sold) >

7,10€ RRP 8,79€ -19%

Great t-shirt! Looks good, is very well made and even af

Add to Cart

All details >

Frequently bought together



Men's Casual Short Sleeve...

3,79€ 10,49€



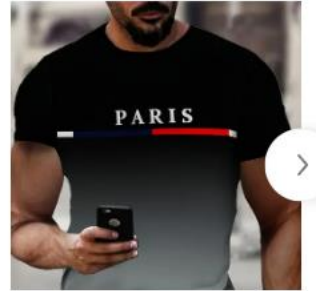
Casual And Chic Men's Sol...

2,59€ 4,48€



Casual Waffle Men's Color...

4,89€ 7,17€



Men's Gradient Color PARI...

4,19€ 6,89€



Sign in to Temu with Google

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SOCIAL MEDIA

- CHECK LIST:
- chat
 - share



SEO: The Basics



w
- Com
- Int

Fundamentals of SEO

Where to begin?

1. Begin with keyword research

Choosing the Right Platform

