

Worksheet: Why your business needs a website

Recent research shows that nearly all online consumers — 97% — use online media when researching products and services, even if the purchase is made offline.

1) If you have a website

Take a fresh look. Imagine you are a potential customer visiting the site for the first time. Can you do all the following, easily?

- Find your store location
- Find hours of operation
- Find the telephone number
- Find an email address
- Learn about products and services
- Find special offers and promotions

Is there any other information that you want to share on your site?

2) If you need a website

You want a website that you're proud of and excited to share with customers.

Google, in partnership with Intuit, is offering free websites to small businesses through the Get Your Business Online program. The offer includes a free domain name and web hosting for one year.

- Visit: www.americagetonline.com
- Select your state to get started. You can create and publish a site in about an hour.

3) Promote your site

List three offline ways you can help people find you online:

- Option 1: _____
- Option 2: _____
- Option 3: _____

4) Explore Google's products for businesses

- Google AdWords: www.google.com/adwords
- AdWords Express: www.google.com/awexpress
- Google+ for Business: www.google.com/+business

