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# KC GAME PLAN

## Websites & the World Cup

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CREATING A WEBSITE FOR YOUR BUSINESS AND  
INTERNATIONAL VISITORS





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A hand is holding a black smartphone. Overlaid on the phone's screen is a white search bar with rounded corners. The search bar contains the text 'WWW' in a large, bold, black sans-serif font. To the right of the search bar is a grey button with a white magnifying glass icon. A red arrow points to the top-right corner of the magnifying glass icon. The background shows a wooden desk with a laptop keyboard and a green plant.

**WWW**



# Website 101

Your home base in the online world.

# The Plan

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## Website Understanding in 3 Layers

The Basics of Building a Website

How to do it Effectively

How People Use Your Site

## International Readiness in 3 Layers

Experience (Can they use your site easily?)

Clarity (Can they understand you?)

Transaction (Can they pay you?)



# Speaking Geek

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## Domain

- Your dot com
- Separate from hosting
- Stays with your company - you register it like a business name
- Renewed annually or biannually (sometimes longer)

## URL

- Your address on the web
- Starts with www (although modern browsers don't need this)
- Points to a page on your website.

## Hosting Company/Account

- The company who leases you a place on the web to house your data.
- May or may not be the same company that takes care of your domain registration.

# Website Software

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Wordpress

Wix

Weebly

SquareSpace

Godaddy Website Builder

GOOGLE MY BUSINESS

Shopify & Big Commerce

Kajabi & Teachable

Showit



# Elements of a good website ...

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Mobile responsive.

Educational and inspirational with a clear call to action.

Visually dynamic with rich content.

Easy to find contact information.

Fresh, relevant content added regularly.

Branded to match your marketing.



# Getting your website up and running.

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- ❖ Do it Yourself

  - Pro: Save \$\$

  - Con: Takes time and knowledge you may not have.

- ❖ Hire a Pro

  - Pro: Professional from the start

  - Con: Costs \$\$

- ❖ Co-creative - Hire a pro who will train you, too.

  - Pro: You have control.

  - Con: You still spend time away from your business.


# Working with a Professional

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- ❖ Interview
  - ❖ Make sure you like the designer's previous work.
  - ❖ Choose a designer who will LISTEN to you and your needs.
  - ❖ Choose a designer who is knowledgeable about your business if possible.
- ❖ Communicate clearly
  - ❖ Provide samples of marketing concepts you like (and some you don't like) with specifics. (ie, I like this BECAUSE \_\_\_\_\_)
  - ❖ Speak passionately, but make a point.
- ❖ Be clear about deadlines
- ❖ Follow up


# Resources to find designers...

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- ❖ Network - Chambers, SCORE, KCSourceLink, Events, Expos, etc.
  - ❖ Google
  - ❖ Attend workshops and classes
  - ❖ SBC, SBTDC
  - ❖ ASK your friends.
- 

# Who not to hire ...

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- ❖ Your kids
  - ❖ Your {insert relative or friend} who is good with computers
  - ❖ Your significant other who is NOT your business partner
  - ❖ A college student
  - ❖ People who are “thinking” of “starting” a web design business.
- 



# Creating Content For Your Website

Filling in the pages of your site with things that make your consumers and customers happy.

# Know WHY People come to your site:

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The Hunter



The Gatherer



# Know Your Customer's Why

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Pain Points



Pain Relievers

Gain Points



Gain Creators




# Know Your Consumer Awareness & Customer Journey

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## CONSUMER ASWARENESS STAGES

1. Unaware
2. Problem Aware
3. Solution Aware
4. YOUR Solution Aware
5. MOST Aware

## CUSTOMER JOURNEY STEPS

1. Connection
  2. Consideration
  3. Conversion
  4. Loyalty (Return, referral & review)
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# Know Your Brand

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## 1. Visual Brand


- Colors – Shapes – Logo – Look and Feel

## 2. Brand Words and Keywords

## 3. Competitive Advantage

# Know YOUR Why

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1. Brand Story
  2. YOUR Story
  3. Why you're in business (USE your small business advantage!)
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Secondary Menu

Navigation Menu

TRANSFORMING YOUR BUSINESS IS A

# *Creative Process*

If you are an entrepreneur who wishes you could get as excited about business and marketing development as you are about your mission, you're in the right place to:

**Learn, step-by-step, how to attract the right people at the right time with your mission and message.**

**Fulfill your business goals with joy, confidence & clarity.**

**Create Sustainable Entrepreneurship practices.**

UPCOMING EVENTS

EXPLORE OUR PROGRAMS

Hero Section





### What a Gray Colt Knows About Curiosity and Success

Lessons from the Ranch

[READ MORE](#)



### Understanding Unsubscribes

Mindful Marketing

[READ MORE](#)



### Are You Solving Problems You Don't Have?

Mindful Marketing

[READ MORE](#)

[EVENTS](#)

[WORK WITH KIM](#)

[ABOUT](#)

[BLOG](#)

[SPEAKING](#)

[TOOLS](#)

[THE RANCH](#)

[GET IN TOUCH](#)

Footer



#### Get Started

[SCHEDULE A CALL](#)

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## Parts of your website ...

A HOME page that offers all the information a prospective customer needs to make a purchase decision.

An ABOUT section that tells your compelling brand story.

A SERVICES or PRODUCT section that explains what you sell, the options, and the BENEFITS of your offering.

Multiple ways to contact and stay in touch including a response form, a sign up for your email database and links to your social media.

If you want to sell products or services online, you will need a store front as well.

# Why you may need a blog as well:

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- Adds fresh content to your site.
- Most unbranded Google search returns lead to an interior webpage like a blog post.
- Good serial content for your marketing plan.

# Visuals and Your Website

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- 70% of information is absorbed visually first — so your graphics are important.
- Size matters! Images should be optimized for website viewing and as lightweight as possible!
- Your graphics should be BRAND aligned!
- Use good design principles — High Contrast Text, Bolds and Italics to draw attention, readable font sizes, lazy loading animations to make download faster & draw attention.
- ALWAYS embed videos — host them on YouTube or Vimeo and then embed them on your site.

TOOLS you'll want: [Canva](#) | [Photoutils.com](#)



# Ecommerce Options

## **Simple:**

Checkout form using Stripe, Square, or Paypal

## **Next Level:**

Checkout through CRM or Landing Page  
Smackdab.ai, SamCart, ClickFunnels

## **Next Level:**

Shopping Cart Add-on or Plugin (Woocommerce)

Or

Dedicated Ecommerce Site

- Shopify
- Square Space
- Wix

## Accepting International Payments

Stripe is a payment processor set up for small businesses.

Paypal and Square are as well but not as widely accepted as Stripe right now.

There are also other merchant “gateways” for online commerce. Some of these are associated with your CRM, some are not.

IF you are a retail location already, check with your provider to see if they do Authorize.net

Most of these systems work off credit cards. Some allow for bank transfers, Zelle, Google Pay, Apple Pay, and more.

International payments via credit cards work consistently – most of the time.

## Things to keep in mind ...

Not everyone uses credit cards the same way

Some countries prefer:

- Digital wallets
- Bank transfers

These are harder for small businesses to access for international customers. Be clear on your website.

Key considerations:

- Mark the Currency USD
- Foreign transaction fees (customer side)
- Payment trust (Stripe/PayPal logos matter)

# Processing Fees

## Easy Processor Credit Card Fees

Stripe/Paypal/CRM processors all charge some version of: 2.9% + 30 cents per transaction (give or take).

## Processing/Hosting Fees

Some CRMs and other services will take a percentage of your sale as well. Usually 1% to 5%. You will likely be able to pay or “subscribe” to eliminate this fee.

## Merchant Gateways

Often have the best percentages and will depend on your credit rating, average sale price, vulnerability, etc. They can be as low as 1.2% and up to the fees above. These services will likely also charge a monthly or annual fee.

**WORK WITH YOUR BANK AND ACCOUNTANT!**

A person is shown from the side, sitting at a desk. They are using a laptop with their left hand and holding a smartphone with their right hand. The background is a bright, blurred office environment with a window. The overall tone is professional and modern.

# International Considerations

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PREPARING YOUR WEBSITE FOR INTERNATIONAL VISITORS

# Your Site From Their Perspective

## International visitors need clarity

They don't know:

- Your geography
- Your slang
- Your systems

They are asking:

- “Can I trust this?”
- “Can I understand this?”
- “Can I buy from this?”

# Language and Cultural Barriers

## The Reality

Most users will NOT use your language toggle  
→ They will use **browser translation (Google Chrome)**

### What breaks in translation:

Idioms (“hit the ground running” → nonsense)

Jokes

Overly branded language

Text inside images

### What works:

Simple sentences

Clear structure

Bullet points

# Trust Signals

## Do you clearly state:

Do you serve international customers?

Do you ship internationally?

Do you offer services to visitors?

## Policies needed:

Shipping timelines

Returns/Refunds for Local and International

Contact Expectations/Forms

Hidden frictions

## Trust Signals

What builds trust globally:

- Clear contact info
- Real photos (not stock overload)
- Reviews/testimonials
- Secure checkout (https, logos)

What breaks trust:

- Confusing layout
- Missing info
- Outdated content

## Things You Should Know

International users may have:

- Slower internet
- Older devices

Heavy image load = lost customers

Avoid:

- Clever menu names
- Hidden pages

Use:

- “Shop”
- “Book”
- “Contact”

The background of the slide is a blurred photograph of a person's hands using a laptop and a smartphone. The person is sitting at a desk, and the laptop is open in front of them. The lighting is soft and warm, suggesting an indoor office or home environment. The text is overlaid on this background.

# Understanding SEO/AEO

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**BUILDING TRUST AND TRANSPARENCY THROUGH PROACTIVE  
SEARCH ENGINE & ANSWER ENGINE OPTIMIZATION  
IMPLEMENTATION & PRACTICE**

# What is SEO and why should you care?

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Search engines (Google) are the way users find you online.

SEO is a practice that makes it easier for the search engines (Google) to index your site and add it to the search results.

Your rank is how you are positioned in Google's index in context to the user's search.

**SEO helps Google route customers to your website.**

**SEO is also important to social media platforms and other search engines.**

**DISCLAIMER! | PROCLAMATION! | ASSERTION!**

For MOST small businesses, SEO is NOT as important as other good marketing practices.  
You can NOT rely on Google alone to bring customers to your website (or door).

SEO is an important component of a STRATEGIC MARKETING PLAN that includes many other marketing channels including networking, print, digital, social media and more.

# How important is Search for YOUR business?

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I am here!



I just need my business website to be found in a brand search.

My business success depends solely on search engines.

**Most businesses fall somewhere in the middle.**




# Four SEO Focus Points

There are four focus points when working on your SEO.



# Let's get really clear ...

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1. *Humans and ROBOTS* need to process the content on your website.
  2. The easier you make it for the robots to find and index your website ***for the keywords and phrases your human customers use***, the more likely your website will get returned in the relevant results.
  3. If your website maintains, regularly updates and shares content your customers are seeking, ***which means you are providing relevant and pertinent information to Google's customers***, the higher up in the results your website will be listed.
- 

# ONE MORE REALLY KEY POINT:

YOU are NOT GOOGLE's or AI's CUSTOMER\*

SEARCHERS are GOOGLE's Customers

USERS are AI's Customers

A search bar with the placeholder text "Search Google or type URL" and a small microphone icon on the right side.

\*even if you buy Google ads!



The BEST first step is to get  
your  
**GOOGLE MY BUSINESS**  
Listing up and running  
**NOW!**

[business.google.com](https://business.google.com)

## Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalise your profile with photos, offers, posts, and more.

Start now

# Writing for SEO

Good SEO writing should contain all the elements Google needs to index your page appropriately while not sacrificing readability for your website visitor. It should also inspire and motivate the visitor to move from prospect to customer.

That's a tall order for a bunch of words!

- ✓ Establish the WHY before you add a piece of content.
- ✓ Write short sentences in short paragraphs.
- ✓ Use bullets and headers to facilitate skimming.
- ✓ Write long form 500+ words.
- ✓ Use good writing skills: active voice and eliminate extra words such as adverbs and adjectives.
- ✓ Use links and properly cited resources.
- ✓ Incorporate your keywords, brand words, and synonyms.
- ✓ Include a Call to Action.

# More Content Considerations

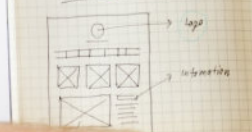
Your content is a dynamic resource for your customers, your business, and your SEO efforts.

- ✓ Answer questions.
- ✓ Mindfully consider your cornerstone content and share it.
- ✓ Link to other relevant information both on- and off-site.
- ✓ Publish fresh content every 7-10 days. (Blog)
- ✓ Transcribe video and audio content into the pages that feature them.
- ✓ Don't copy and paste to avoid duplicate content.
- ✓ Utilize your social media to broadcast your content.
- ✓ Keep your content under one domain if possible.

What's Next?



WEBSITE DEVELOPMENT



CONCEPT

