# The Small Business Website Checklist: A 51-Point Guide to Build Your Online Presence the Smart Way

*Nick Loper*

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Why Your Business Needs a Website If you're doing business today – online OR offline – you need a website. It's that simple. Every day, Google completes more than 5 billion searches. Think some of those people, even just a tiny fraction, might be searching for what you sell? If you don't have a website, how will they ever find you? This book is about setting up your web presence the right way, or optimizing your existing website to reach more visitors. Ultimately it's about generating more traffic, more leads, and more sales and profit for your small business. Who is This Book For? This book is for small business owners who: -Have a website, but feel like it's not delivering the results it could. -Need a website, but aren't sure where to start or who to trust for advice. -Are confused and intimidated when dealing with technical problems or contracting with programmers. Have you been overpromised or oversold by web developers in the past? You're not alone. In fact, it happened to me. It seems like there's an entire industry out there trying to milk small business owners out of their hard-earned cash. But you don't need to be another victim. Armed with this checklist, you'll have a working knowledge of all the important elements of a truly awesome website; one that presents your brand to the world and helps achieve your goals online. After all, isn't that what it's all about? Why This List? There is no shortage of resources when it comes to getting started online. Some of these are genuinely helpful, and many of those will be mentioned in the pages ahead. But others just want to sell you some service you don't really need, or get you to sign up for a hosting package through their affiliate link so they can earn a commission. Do they really have your best interest in mind? Many only give you part of the story, or leave you with more questions than answers. What's missing is a comprehensive checklist for small businesses to use when evaluating their current website or when planning out their new site. That's where this book comes in. I'm a small business owner myself, and have been working online for nearly 10 years. In that time, I've come across too many amazing businesses with amazingly bad websites. Or worse, local businesses I wanted to find information on and patronize but that had no website at all. This checklist is my effort to help give small business owners the information they need to succeed online. From one entrepreneur to another, let's get started! What are you waiting for? Hit the Buy Now button and get started today.

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