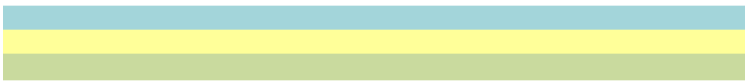
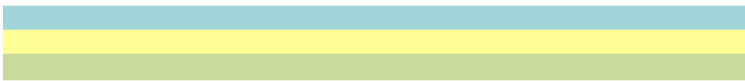
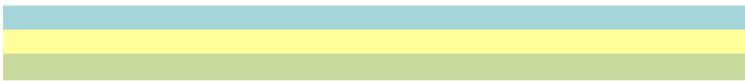
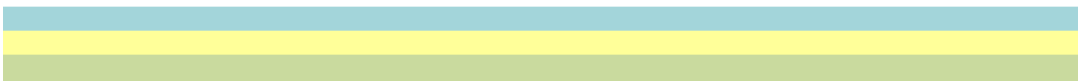
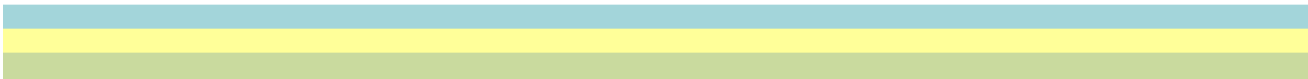
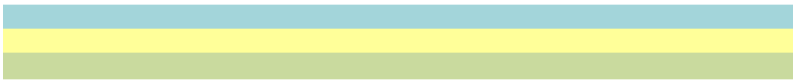
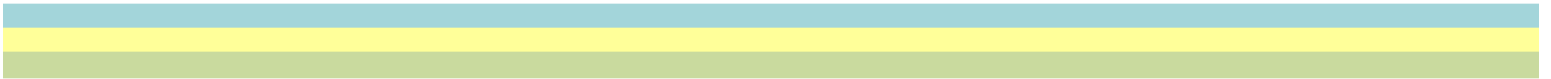
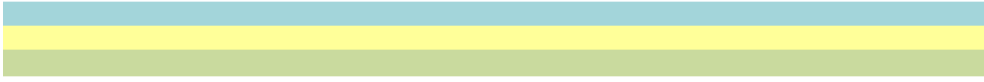


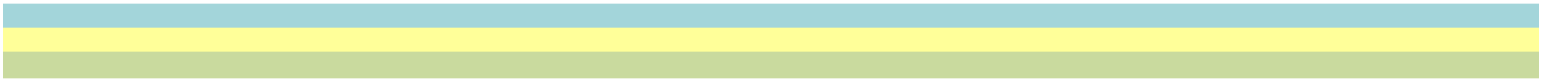
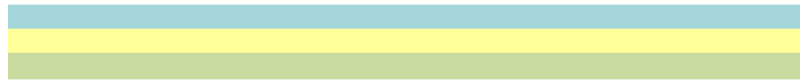
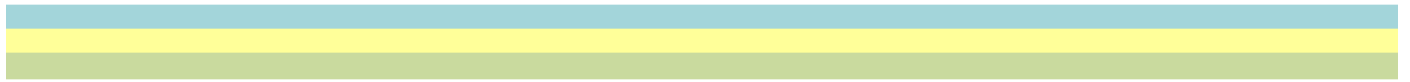
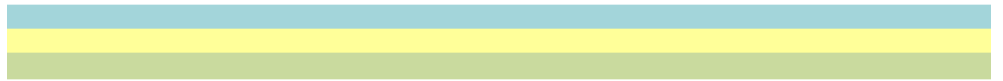


St Helens Economic Development Corporation

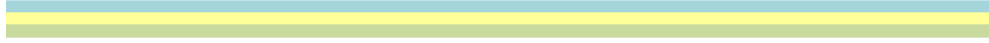
# SOCIAL MEDIA & WEBSITE CREATION BASICS FOR SMALL BUSINESSES



How to develop, maintain,  
and utilize the internet  
essentials to benefit your  
business



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# WHY SHOULD YOUR BUSINESS DEVELOP AN ACTIVE ONLINE PRESENCE?

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- 97% of consumers search for businesses online, and 80% of all searches are conducted with Google.\*
- More people search for businesses online than anywhere else.
- It's an easy way to reach potential customers outside of St. Helens. When deciding where to shop, customers will conduct their research online. If they can't find information on your business, they may not know your business exists.
- Easy to create a recognizable identity for your business (branding).
- Create "buzz."
- Manage online reputation.
- Establish yourself and your business as an expert.
- Strengthen word of mouth.
- Build relationships and create a more personal experience for your customers
- Accessibility: communicate directly with customers—and customers can feel better knowing you are listening.
- The more pages and accounts your business has, it's more likely your business will show up in search results.
- Free to use, unlike traditional advertising.
- Connect with many people at once.
- Connect with specific niche.
- Provides another venue for customers to find you.
- You can reply to negative comments.
- Show off your products and services.
- Find out exactly what your customers want—if you ask, they'll tell you! Customers feel more comfortable expressing their opinions online.
- Ask for suggestions and thoughts on your products and services.
- Your competition is already benefiting from an active online presence.

*\*Source: HubSpot Blog*

# Facebook

facebook

Email or Phone Password Log In

Keep me logged in Forgot your password?

Facebook helps you connect and share with the people in your life.

Sign Up

It's free and always will be.

First Name Last Name

Your Email

Re-enter Email

New Password

Birthday:

Month: Day: Year: Why do I need to provide my birthday?

Female  Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.

Sign Up

Create a Page for a celebrity, band or business.

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文(简体)

Facebook © 2012 · English (US) Mobile · Find Friends · Badges · People · Pages · Apps · Games · Music · About · Create an Ad · Create a Page · Developers · Careers · Privacy · Cookies · Terms

Go to [www.facebook.com](http://www.facebook.com). Click **Create a Page**.

facebook

Email or Phone Password Log In

Sign Up Connect and share with the people in your life.

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.

Local Business or Place

Sign your business on Facebook.

Choose a category

Business or Place Name

Street Address

City/State

Zip Code

Phone

I agree to Facebook Pages Terms

Get Started

Company, Organization or Institution

Brand or Product

Click **Local Business or Place**.

Enter in your business information. Select the box next to **I agree to Facebook Pages Terms**.

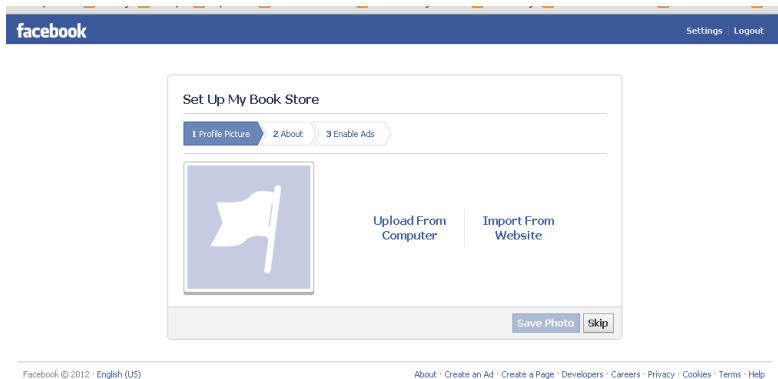
Click **Get Started**.

If you do not have a Facebook account yet, you will be directed to the account creation page. If you do, log in and continue to the next step.

Enter in your email and date of birth. Decide on a password and enter in that information. Select the box next to **I have read and agree to the Terms of Use and Privacy Policy**.

Facebook will then send you an email requesting you confirm your account. Click on the link provided in the email. Enter in the confirmation code provided in the email if the code is requested.

Next you will be asked to upload a profile picture for your business. Your profile picture will be displayed on your business' Facebook page. We suggest using a picture of the outside of your business, products you sell, or your logo. This photo will appear as your icon every time you comment, post, or appear in others' news feeds.

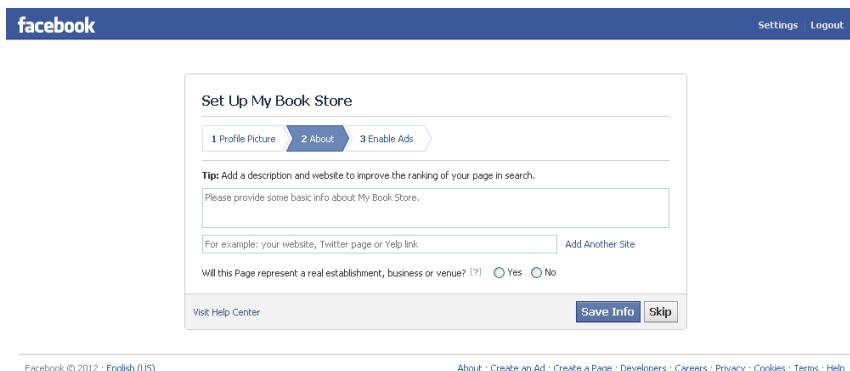


If the picture you want to use is on your computer, click **Upload From Computer**. Locate the file and click **Okay**. If the picture you want to use is on another website, click **Import From Website**. Copy the URL into the box and select **Import**.

WAIT until your picture appears in the light blue box to the left, where the flag was.

Click **Next**.

About section: Enter in information about your business, such as the services you offer, products you sell, the business' history, your mission. This is the first description of your business a visitor will see, so make it descriptive but succinct.



Copy URLs of any other sites related to your business in the second box, such as your business' website, Yelp page, Google Maps page, Twitter, etc.

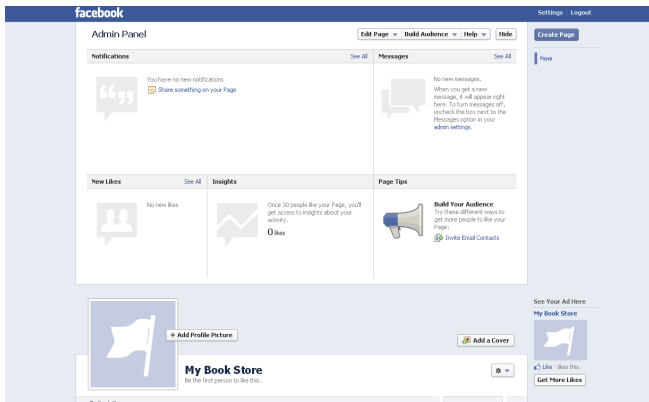
Select **Yes** next to **Will this Page represent a real establishment, business, or venue?**

Click **Save Info**.

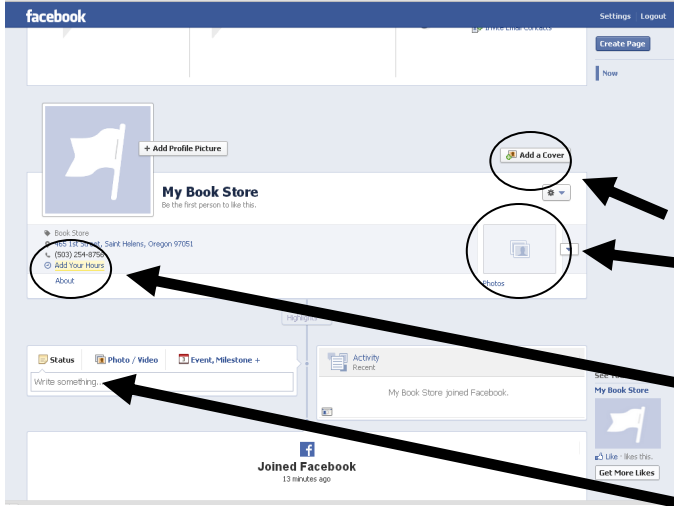
The next page will ask if you would like to enable ads. We recommend waiting at least six months before deciding to advertise your business on Facebook. By then, the site will have tracked enough information and statistics about the visitors to your page to determine whether paying for internet ads would benefit your business. Customers may also feel as though they are being "sold to" which is sending the wrong message.

If you are interested in enabling ads and need assistance, contact SHEDCO.

Click **Skip**.



If you reach this page (labeled the Admin Panel, explained below), you have successfully set up a basic Facebook page for your business!



But the work isn't over. For your page to be successful, you will need to update business information as it changes, include contact information, and consistently post updates, events, photos, video, or other content to attract visitors and Likes.

To add photos, click on the **Photos** box on the right. You can also add a cover photo, which is a larger, rectangle photo that serves as a background to your page.

You should include your business' hours. Scroll down and click on the highlighted yellow under the profile picture.

To post new information to your page for your fans to see, click **Write something** and start typing.

## THE ADMIN PANEL

This is the control center for managing your business page. Here you can change the features and options to optimize your page.

The **Edit Page** option in the upper right provides various options:

**Update Info** allows you to update the basic information you provided earlier in the tutorial. Here you can enter in a description of your business, which should be more detailed than the About information.

**Page Administrators:** Here you can invite employees to be administrators of your business' Facebook page. As an administrator, employees can post, share, respond to comments and messages, and upload photos and videos, depending on the powers you allot each administrator.

**Notifications:** Here you can change what type of information will show up as a notification.

This is also where your **Page Insights** will be located. This will give you information about your fans and visitors to your page.

Fill your page with content before inviting users to visit. Invite your most vocal and loyal customers first to interact with the content. Once there is visible "buzz" on your page, invite more contacts to join.

For tips on how to get the most out of your business' Facebook page, turn to page 25.

# Google Places

Internet users commonly use Google Maps to get directions and find businesses, stores, and restaurants. These users won't even know your business exists if it's not listed. Create a page on Google Places to make sure your business can be easily found.

See reviews from people you know

Choose the right places with Google+ and Zagat  
Reviews from people you know and scores and summaries from Zagat.

Explore Google+ Local

Get your business found on Google

Claim your business listing on Google - for free  
Google Places for Business lets you respond to reviews, learn insights and more.

Get started now

Go to [www.places.google.com](http://www.places.google.com).  
Click **Get started now**.

If you already have a Google Account, sign in with your email and password. You can also use an AdWords login address and password, if you have one. If you don't have a Google Account, click **Sign up for an account now**, or go straight to the sign-up page. Google Places accounts are not transferable, so if you are planning to share this account with other users, create a Google account that you would not mind sharing with others.

On Google Places homepage, click **Add new business**.

On the "Find your business" tab, search for your business by phone number to see if Google already has information about your business.

- Select the country of your business location from the drop-down.
- Enter the phone number of your business listing.
- Click **Find business information**.

Review the search results, if any, to see if one of them describes your business.

- If none of the results are related to your business, you will be prompted to add business information on the Edit Details page.
- If none of the results is your business, click **Add a new listing**. You'll be prompted to add more information on the next page.

Fill out the basic information about your business. This includes:

- **Company/Organization:** This is the official/registered name of your business. Some businesses may be located within a mall or a container store, which is a store that contains another business. If your business is within a container store or mall, and you'd like to include this information in your listing, specify the container store in parentheses in the business name field. For example, Starbucks (inside Safeway).

- **Address (required):** The address should look exactly the way you'd write it on a standard mailing envelope. If you are a service-area business, you'll be able to hide your address in a few steps. Google recommends listing suite numbers in Address Line 2.
- **Phone Number (required):** Be sure to include the area code with your phone number.
- **Website:** Your website URL can be a maximum of 255 characters.

Click **Next**. You'll now have the opportunity to provide the following information about your business:

- **Categories:** Enter several categories to describe your business, to make it easier for others to find when they search Google. Google will automatically suggest categories as you type. Make sure you choose one Google-suggested category before adding customizable categories. You can enter up to 5 categories for your business.
- **Hours of operation:** Select your hours of operation using the dropdown menus.
- **Payment options:** Select the checkboxes next to the payment methods that your business accepts.
- **Photos:** Use the photo uploader to add a photo from your computer, or specify a URL to add a photo from the web. You can add up to 10 photos to your listing. Photos will appear in order of greatest size and quality. To learn more about adding photos, check out the [User Guide](#).
- **Video:** To add a video, upload it to YouTube and copy and paste the URL to your Places listing. You can add up to 5 videos to your listing. For help with uploading your video to YouTube, read the article on [how to upload a video in the YouTube Help Center](#).
- **Additional details:** Use this section to add custom information fields to your listing. For example, parking availability, or whether your business allows pets.

You can preview your listing as it will appear in Maps on the right side of your screen. New information will appear in the preview as you enter it. When you're satisfied with your listing, click **Submit** at the bottom of the page.

Choose how you would like to verify your listing and click **Finish**.

Once you've submitted your business information, you'll be asked to verify it before it goes live.

You can see your local business listing live on Google by signing into your Google Places account and clicking **See your listing on Google**. This link will take you to your actual Place Page, as seen by users. Sometimes when you verify a listing, it is possible that Google will show data from another user who has also verified the listing. If the information in your listing is wrong even after you have verified the listing, you can send a report through the [Report a problem](#) link.

## VERIFICATION

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PIN Verification is required to confirm that the person claiming and verifying the listing through Google Places is actually the business owner or an authorized representative of the business.

A PIN, also known as a verification code, is sent to either the business address or the business phone. The business owner then enters the PIN into the Google Places account. Once the listing has been verified, the listing will appear on Google.



If your listing is already has a 'verified by the business owner' stamp on its Place Page, you can still claim it again. Even after you verify, information you don't provide may appear on your business' Place Page. Remember, you don't have control over all information on your business' Place Page. Learn more about every section of a Place Page by taking this interactive tour. If your business' Place Page contains wrong or outdated information, you can report these issues by using the Report a Problem link.

In some cases, an authorized Google representative may call or email you to verify the information in your business listing. Only official representatives of Google will be able to send you an email from a google.com address. A Google representative will never ask you for your account password, but may ask you for the email address you use to sign in to your account to confirm that you are the actual account owner. If you receive a postcard or a phone call that you did **not** request, it's possible that somebody is fraudulently trying to take over your business listing through a different Google Places account. Don't worry - unless you shared a PIN from Google with someone who fraudulently requested it, nobody can fraudulently claim your business.

Google Places offers three ways for you to verify a new business listing, or to verify phone number or address changes in an existing listing: by phone, by text message, or by postcard.

Not all verification options may be available due to several reasons:

- The mailing address or the phone number do not match the listing, meaning our records indicate different information than what you are providing
- Too many businesses have been verified with the same phone number or the same address

Note that if you edit your business name, address, or phone number, you'll need to verify again before these changes can go live.

## EXISTING GOOGLE LISTINGS

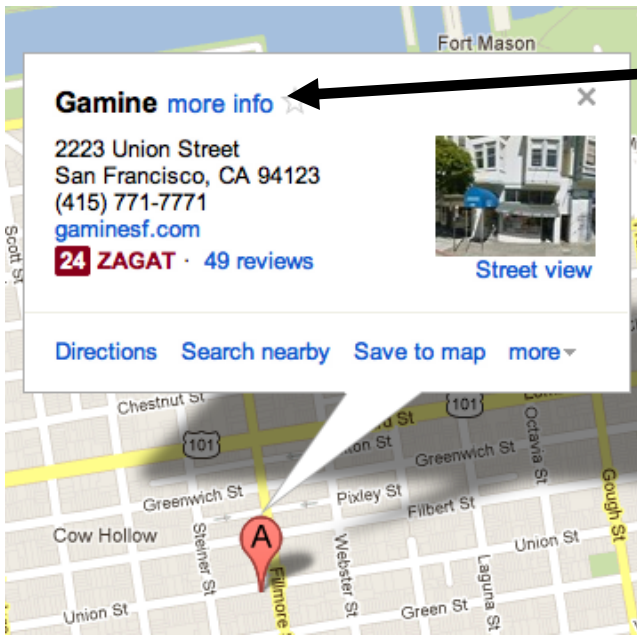
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If your listing is already on Google, you may still want to verify it in order to personalize the listing with photos, videos and more. Verified listings also appear to users with the phrase "Verified by Business Owner."

To verify your listing, search for it on Google maps. When you've found it:

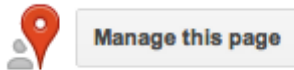
Click on the **name of your business** in the search results in the left-hand panel of Google Maps.





In the information box that appears, click **more info** next to your business's name.

IS THIS YOUR BUSINESS?



In the right hand menu, scroll down to **Is this your business?** and click **Manage this page**.

Three options appear. You can:

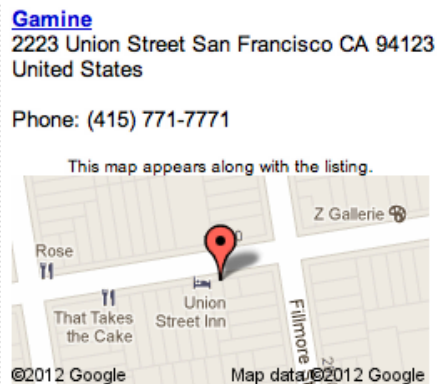
- Edit the information in the listing.
- Suspend it to stop it from appearing on Google.
- Add your business as a new listing, if you realize that the business you're trying to verify isn't yours.

**Add, Edit, or Suspend Listing**

To proceed, please choose an option below. (Each option will require validation.\*)

Choose one.

- Edit my business information.**  
You may update your business name, contact information, payment types, hours and categories.
- Suspend this listing.**  
You may return to Google Places and re-activate your listing at any time.
- This isn't my listing.**  
If the information to the right isn't yours, you may add your business as a new listing now.



**\*Validating your listing**

We'll send a letter containing a PIN and activation instructions to the business address associated with your listing. After you validate your listing, you may edit your Google Maps listing at any time.



For each of these options, Google will ask you to verify that you are the business owner.

Even if you don't search for your business first, you can use the **Put your listing in Maps** link and then click **Add another business** in your Google Places account. When you submit basic information about your listing to Google Places, they will let you know if there's already a listing with the information you submitted. You'll then have two options:

- You can claim that listing by clicking **Edit**, and edit the information about your business that appears on Google. It prevents you from creating a duplicate listing, which might confuse others trying to find information about your business.
- Add your business as a new listing by clicking **Add a new listing** if the other listing Google shows isn't the one you were trying to add. You can verify that listing and edit the information about your business that appears on Google. It prevents you from creating a duplicate listing, which might confuse others trying to find information about your business.

In both cases, you'll need to verify your listing before it will appear on Google.

It may take up to one week after verification for your new business listing to appear on Google. Updates to existing listings, including the removal of photos or entire listings can also take about one week. Google can't manually accelerate this process.

## DASHBOARD

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The dashboard provides you with information on how Google users are interacting with your listing on Google and Google Search. To view it, click **View report** underneath the Statistics column on your Google Places homepage. If you initially see **There is no data for your request**, please check back in a week or two as there aren't enough impression data to provide a report yet.

The first thing you see is a graph showing your listing's activity. You'll see two lines, one for each of the following:

**Impressions:** The number of times the business listing appeared as a result on a Google.com search or Google Maps search in a given period.

**Actions:** The number of times people interacted with the listing; for example, the number of times they clicked through to the business' website or requested driving directions to the business.

You'll also be able to see exact statistics for these below the graph. To change the range of dates for which this information is shown, adjust the dates in the top right corner of the dashboard, above the graph. Clicking **last 7 days** or **last 30 days** will input those dates automatically.

Your dashboard also shows the following information:

**Top search queries:** What customers were searching for when they found your business listing.

**Zip codes where driving directions come from:** Which zip codes customers are coming from when they request directions to your location.

Use the information on the right side of your dashboard to edit and add to your business listing, see tips on how to improve your listing, and upload another listing if you have one.

## PHOTOS

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You can upload photos quickly and easily when you add or edit an individual listing. To add photos to listings in a bulk upload, first upload your file, select the locations you want to update, and then input the URL for your picture in the **Images** field. Individual photos can be upload through your Places dashboard, and you can use either a local image or provide an image URL.

If you upload an individual listing, the photos that you choose to add will be clearly marked as "Provided by the business owner." For bulk listings, just as with all unverified listings, other photos may appear from various sources (you can click on the photo thumbnail to view its original location).

When adding a photo to your listing, keep in mind the following guidelines:

- Photos must be in one of these formats: JPG, GIF, PNG, TIFF, BMP.
- Each photo must be smaller than 1MB.
- Each photo must be bigger than 256 x 256 pixels, but under 1024 x 1024 pixels.

If your images don't fit these sizes, Google may not be able to display them. On your business's Place Page, you may see photos from other sources as well, including pictures from the web and from Google users. Google uses several different signals to rank these photos, including size, quality, and content of the photo (for example, if they are real-world images instead of logos), to show users the most helpful pictures of the business.

To remove a photo from your listing, simply sign in to Google Places and click **Edit**. If you would like to remove a photo from a bulk listing, and you didn't add that photo yourself, you'll need to report it through the **Report inappropriate photo** link from the 'Photos' tab of the listing on Google. Make sure you add a note saying that you are the business owner, and give the reason that the photo should come down. Otherwise, Google won't be able to remove the photo for legal reasons. To learn more, see [Google Maps Photos and Videos Policy](#).

## INDOOR BUSINESS PHOTOS

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If you're interested in having high-quality, panoramic photos of your business's interior featured on your Place Page, check out our [Business Photos website](#).

## REVIEWS

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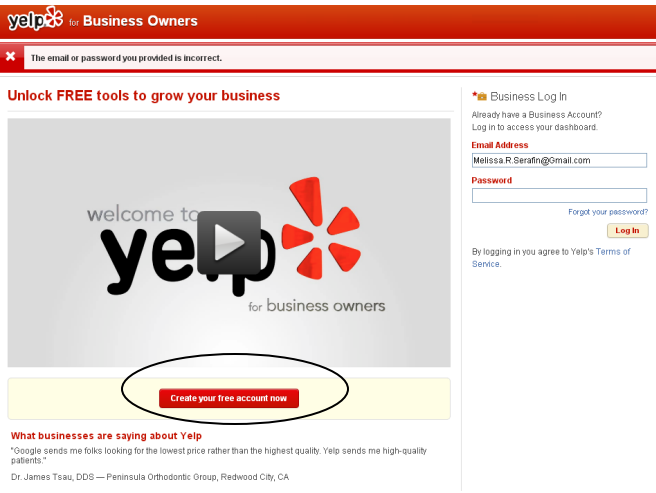
Google accepts reviews from users directly on the Google Maps interface. Users have to sign in first before they can submit a business review. Ranking of reviews on Google is completely automated; Google can't manually change the order of individual reviews, even if you request it.

If you're concerned about a review, click the Flag as inappropriate link found under the review, and submit a report. If the review is in violation of our Google Maps policies, Google will remove it.

Source: Google Places Help

# Yelp

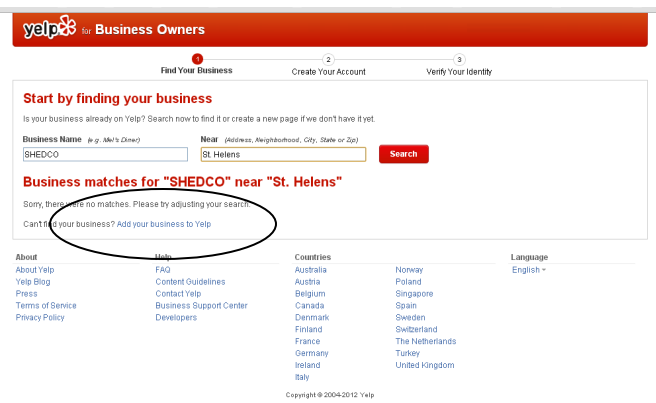
Yelp is a review and social media site. Users have individual profiles that they use to rate businesses on a one to five star scale. They can also leave comments and upload photos of the business. Businesses, particularly restaurants, depend on high ratings to draw customers.



To create a page on Yelp, you will need to create a Yelp account.

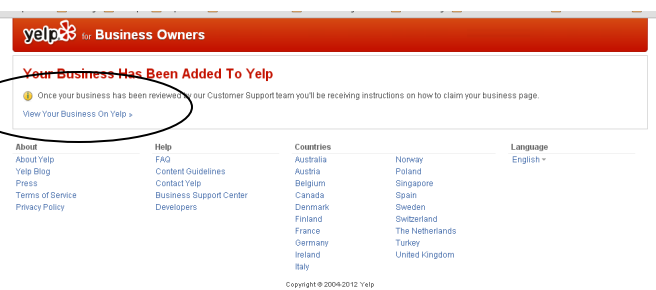
Go to [www.biz.yelp.com](http://www.biz.yelp.com) and click **Create your free account**.

To determine whether your business is already listed on Yelp, search your business' name by city and state.



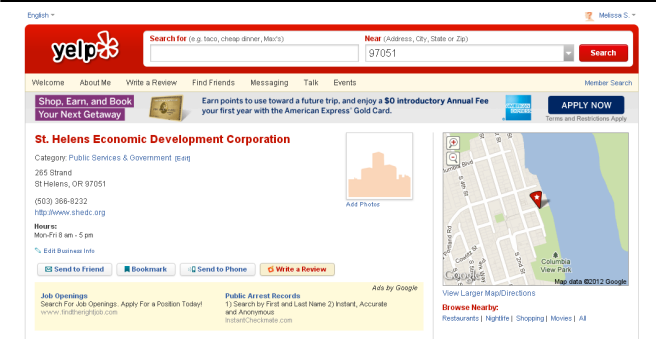
If there is no match for your business, click **Add your business to Yelp**.

Enter in your business' information and click **Submit**. Yelp will send you an email to verify your account. Open the email and click the link.



Congratulations! Your business has been added to Yelp. Yelp's customer service will review your listing before it is published, and you may receive a call or email asking you to confirm the listing.

Click **View your listing on Yelp**.



Here you can edit your business' information and add photos.

Invite friends and customers to review your business—the more positive reviews you have, the more likely a new customer will stop at your business!

# Website Creation

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Assemble all of the elements needed to build your website:

- Your company logo
  - Custom images or headers
  - Branding messages or value proposition
  - Description of the company ("About Us")
  - Page content: text, images, videos, other multimedia
  - Product or service descriptions (if you want to sell products online)
  - Contact information: email address, mailing address, phone number, fax number
- 

To build a website, there are two options:

1. Pay a web designer or external website to design your site.
2. Use a free or inexpensive website builder to design your site.

There is a plethora of website builders that are easy to use and affordable. Most will allow you to design your site for free, and even publish your site for free. The default domain is usually free, which will follow the following format:

`www.[website builder name].[your site name].com`

Most come with hosting packages, so you won't need to look for a host. If you want a domain without the website builder name, you will need to upgrade to a paid account. These are often inexpensive, about \$5-10 for a basic account. Here are a few options:

Weebly.com

Wix.com

Wordpress.com

Intuit.com/free-website-builder

Hostgator.com

Squarespace.com

Webhostinghub.com

We recommend creating profiles with several sites and exploring each one. Then decide which one will fit your needs the best.

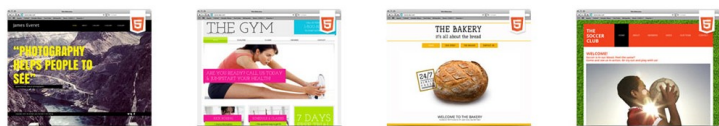
The following pages walk you through designing and publishing a site on the Wix website builder.



# CREATE YOUR FREE STUNNING WEBSITE

26,756,521 sites created. Make yours!  
Easy to customize. No coding. Google friendly.

START NOW



We found Wix to be one of the best.

Go to wix.com.

Click **Start Now**.



WIX [CREATE NEW ACCOUNT](#)

**LOGIN**

Email:  
(e.g. email@gmail.com)

Password:

[Forgot password](#)

Remember me **GO**



Click **Create new account**.

Enter in your email address and a password.



Welcome to Wix!  
Let's [Start](#) creating your website:

Start & GO

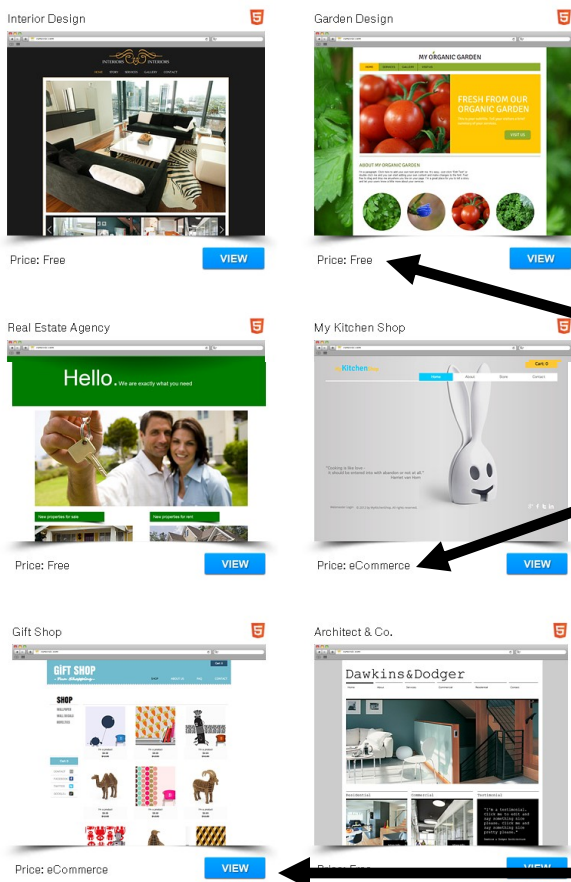
- Business & Services
- Music & Entertainment
- Online Shop
- Restaurant & Hospitality
- Photography
- Creative Arts
- Design
- Retail & Fashion
- Personal

[Not listed? Don't worry](#)

Select the category that best matches your business.

Edit a template and create your stunning site now

- NEW
- Most Popular
- Blank Templates
- Categories
  - All
  - Business & Services
    - Advertising & Marketing
    - Cars & Transportation
    - Community & Education
    - Computing & Apps
    - Consulting & Coaching
    - Finance & Law
    - Health & Beauty
    - Home & Garden
    - Maintenance Services
    - Real Estate & Property
    - Religion & Non Profit
    - Sports & Games
    - Vet & Pets
    - Weddings & Events
  - Music & Entertainment
  - Online Shop
  - Restaurant & Hospitality
  - Photography
  - Creative Arts
  - Design
  - Retail & Fashion
  - Personal
  - Facebook



Explore website templates and select one you like. The colors, fonts, and layout can be changed later; the template will serve as a starting point.

Look for the templates that are free, unless you wish to sell products online (this will require an additional fee). This requires an "eCommerce" site.

Once you have chosen a template, click **View**.

Explore the site to ensure this is the template you want to use.



Click **Edit this site** to start customizing!

While in edit mode, your site will NOT function like a normal website. You will not be able to navigate from page to page, and the links will not work.

Clicking on most text will allow you to edit it.

A menu of options will appear if you click on an image; here you can change the settings, style (such as a border), add a hyperlink, change the image, or delete the image. A similar menu will appear upon clicking a button, text box, or other shape.



- Pages →
- Design →
- Add →
- Settings →
- App Market →



**Pages:** Here is where you can navigate through the different pages on your site, create a new page, or delete a page. This is also where search engine optimization can be modified, discussed on p. 18.

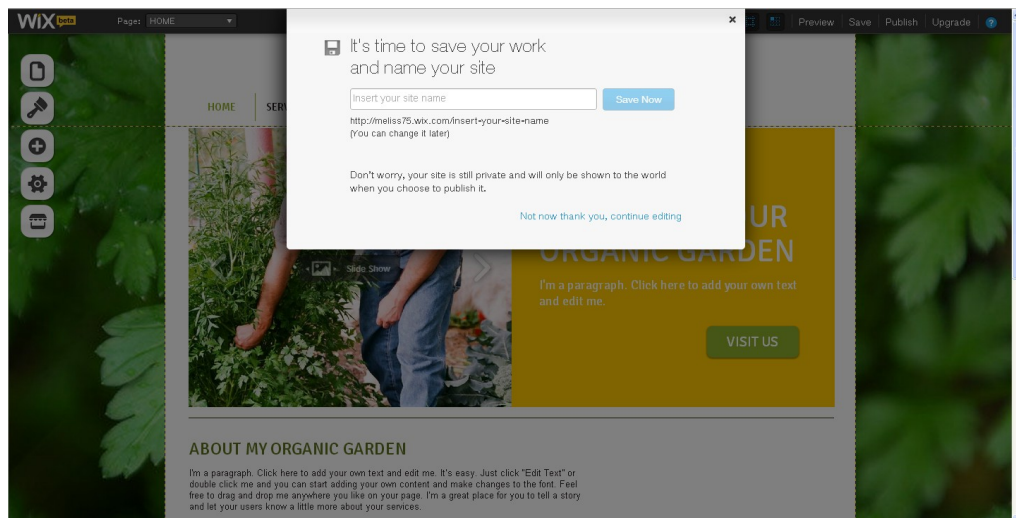
**Design:** Change background, colors, and fonts.

**Add:** Add text, image, gallery, audio file, shapes/lines, buttons, social media buttons.

**Settings:** Edit your site's address, change the icon image that appears in the browser, change statistics and tracking settings, connect your site to Facebook, and change the image that appears when your site is mentioned on Facebook.

**App Market:** Extra functions available for purchase, including contact forms, online stores, rating widget, comparison tables, and coupons.

Eventually this screen will appear asking you to save your progress. Enter in the tentative title of your site; you can always change it later.



You can test out your site by clicking **Preview** in the top right corner. You can also **Save** your progress.

If your site is ready to launch, click **Publish**. You can always make changes later.

You may decide to upgrade from a free account to a pay account. There are many benefits to upgrading, including your own domain name (i.e. a site without “wix” in the name). Clicking **Upgrade** will display the account types, costs, and benefits.



# Search Engine Optimization

## WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)?

The process of improving the visibility of your website in search results. In other words, SEO is the technique of making the content of your website more legible and attractive to search engines, so they can find and rank your site higher than others in response to a search query.

## HOW DO I IMPROVE MY BUSINESS' SEO?

To immediately improve your SEO, connect your domain name to your Wix site. This requires an upgrade from the free version. Choose and own the right domain name:

- Avoid acronyms
- Include entire business name, if it's not too long
- Avoid hyphens
- Consider adding keywords if your company name is slightly abstract

Use keywords strategically: Make a list of keywords to focus on before adding content to your website. Think about what words a customer might use to search Google or another search engine to find your product, service, or business. Keywords are 1-4 words long

Add a site title and description: These will improve your site's SEO as well as provide pertinent information to users searching for your site.

The title will display when sharing your site via Facebook and other sites.

Include your business' service area, such as St. Helens or Columbia County.

Consider incorporating the most relevant search phrase in your site title.

Use the pipe sign (|) to distinguish different parts of your title.

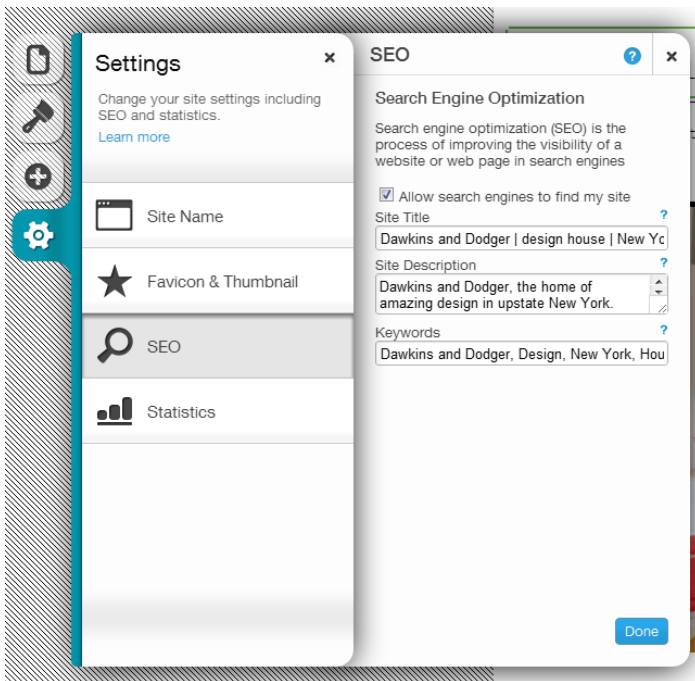
The image shows a Google search for "wix" with approximately 48,900,000 results. The top result is for "Wix Official Site @ - Best Flash Website Builder Online". A red box labeled "Site Title" points to the title "Website Builder | Create a Free Website with Wix.com". Another red box labeled "Site Description" points to the text "Create a free website. Customize with drag drop - No coding skills needed. Publish in 1-click and put a professional website online today." Below the main result are several other search results, including "Create your website", "Wix - Log In to Edit and...", "Make a Free Website", "Free Flash Websites", "ISRAEL LTD - Wix", and "About Wix.com".

Adopted from Wix.com

## Description:

Between 50-160 characters, including spaces. This is an opportunity to advertise your website and to connect the content of your site to the phrase the user is searching for.

Incorporate relevant search phrases

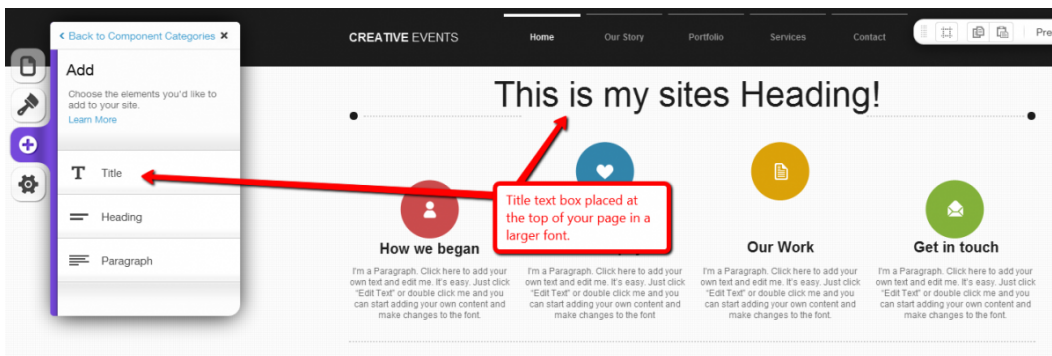


In the Wix website editor, click the Settings icon

Click **SEO**.

Check the box next to **Allow search engines to find my website**.

Enter in the site title, site description, and keywords.



Be aware that it can take anywhere from 1 to 3 months for Google to update its database and for your new website to be indexed. Finding your site using your relevant keywords may take even more time. Therefore it's a good idea to plan and organize your website's content with SEO in mind ahead of aesthetics.

**Local optimization**

Mention the geographic area where you provide your services and products.

**Create listings on other websites and directories**

Including Facebook, Google Places, Yelp

**Quality over Quantity**

The minimum recommended number of words on your homepage is approximately 400. The content needs to be of quality, informative and useful to visitors. Consider your keyword density; the percentage of times a keyword appears on a web page compared to the total number of words on the page. It is recommended that your keywords density be roughly 3%. If it's higher, search engines may mark your site as spam and block your page as a result. Use the Wix SEO Monitoring Tool for help (see below).

# Google Analytics

Google Analytics is a powerful tool that can be used to analyze the traffic that comes to your website. Google Analytics provides you with the ability to track:

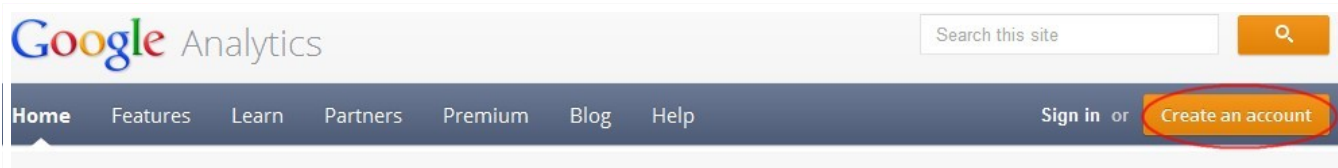
- the number of people that have visited your site
- the number of people that have viewed each page of your site
- the geographical location of your visitors
- the length of time that your visitors stay on each page
- the keywords that are used to find your site

To use Google Analytics, you will need to own a domain (like [www.mydomain.com](http://www.mydomain.com)). Accordingly, Google Analytics is only available to users who have upgraded their Wix site to a package that includes using your own domain.

If you don't already have a Google Analytics account, you can easily create one for free on the Google Analytics website! Follow the steps below to sign up for a Google Analytics account.

To create a Google Analytics account:

From the Google Analytics page, click **Create an account**.



If you are not already signed into Google, sign into your Google account. If you don't already have a Google account, you will have to create one by clicking **Sign up for a new Google Account** from the top right corner. From the Google Analytics page, click **Sign Up**.

A screenshot of the Google Analytics 'Start analyzing your site's traffic in 3 steps' section. The header reads 'Start analyzing your site's traffic in 3 steps'. The three steps are: 1. Sign up for Google Analytics (illustrated with a pencil and notepad), 2. Add tracking code (illustrated with a wrench and screwdriver), and 3. Learn about your audience (illustrated with a calculator and a bar chart). To the right of these steps is a box titled 'Start using Google Analytics' containing a large 'Sign up' button, the text 'Sign up now, it's easy and free!', a link to the 'Help Center', and a note about a 5 million pageview cap per month for non-AdWords advertisers.

Under **Create New Account**, under **General Information**, fill in your account name and domain. When typing your domain, make sure to include the **www**.



The screenshot shows the 'Create New Account' form in Google Analytics. The 'General Information' section is highlighted with a red oval. It contains the following fields:

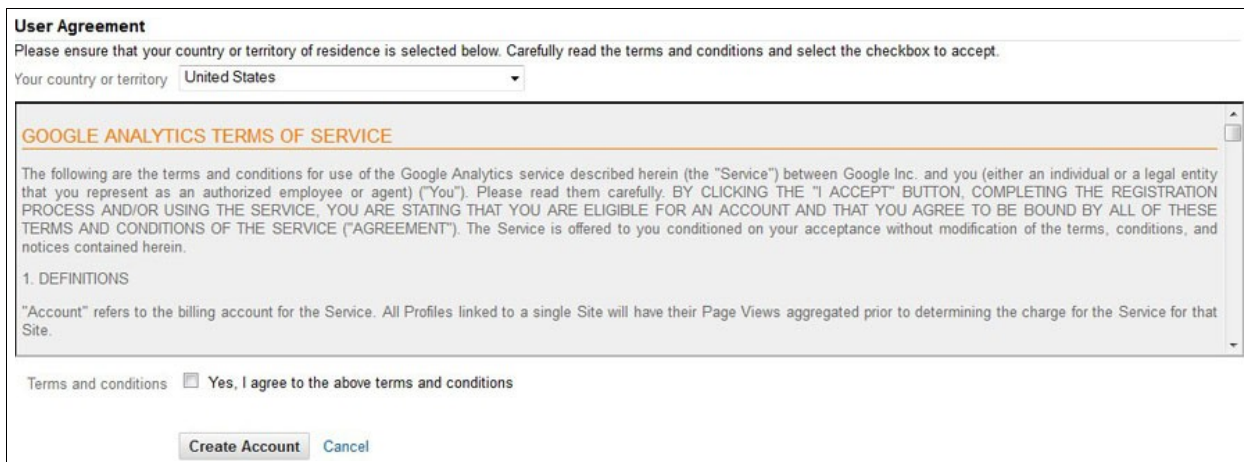
- Account Name:** Wix Domain
- Website's URL:** http:// www.myWixdomain.com (with a dropdown for 'http://')  
Example: http://www.mywebsite.com
- Time zone:** United States (with a dropdown for '(GMT-08:00) Pacific Time')

Under **Data Sharing Settings**, choose the option you prefer.

### Data Sharing Settings ?

- Sharing Settings  Do not share my Google Analytics data
- Share my Google Analytics data...
- With other Google products only *optional*  
Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your services. Only Google services (no third parties) will be able to access your data. [Show example](#)
  - Anonymously with Google and others *optional*  
Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your anonymous sites in comparable industries and report aggregate trends in the benchmarking service. [Show example](#)

Under **User Agreement** checkmark the box next to **Yes, I agree to the above terms and conditions**.



The screenshot shows the 'User Agreement' section of the Google Analytics form. It includes a dropdown for 'Your country or territory' set to 'United States'. Below this is a scrollable area containing the 'GOOGLE ANALYTICS TERMS OF SERVICE'. At the bottom, there is a checkbox for 'Terms and conditions' which is checked, and two buttons: 'Create Account' and 'Cancel'.

Click **Create Account**.

On the page that opens, under **What are you tracking?** make sure that the radio dial next to **A single domain** is marked. If it is not, mark it and be sure to click **Save** from the bottom of the page.

Standard   **Advanced**   Custom

### 1. What are you tracking?

A single domain

Example: www.mywixdomain.com

One domain with multiple subdomains

Examples: www.mywixdomain.com  
apps.mywixdomain.com  
store.mywixdomain.com

Multiple top-level domains

Examples: www.mywixdomain.uk  
www.mywixdomain.ca


## ADDING GOOGLE ANALYTICS TO YOUR WIX SITE

Click on your domain to access the information.

Google Analytics

### Account Home

Show Visits

- ☆  Wix Domain
- ☆  UA-27156651-1 http://www.mywixdomain.com
- ☆  **Wix Domain**

. From the main page, from the upper-right corner, click **Admin**.

Google Analytics

Settings   My Account   Sign out

Wix Domain - http://www.mywixdom...  
Wix Domain [DEFAULT]   Home   Standard Reporting   Custom Reporting   **Admin**   Help

Visitors Overview   May 10, 2012 - Jun 9, 2012

Advanced Segments   Email **BETA**   Export   Add to Dashboard

Audience   % of visits : 0.00%

Under your domain, next to **Property ID**, highlight and copy the code.

Home

Standard Reporting

Custom Reporting

All Accounts > Wix Domain >

## Wix Domain

Property ID: **UA-27156651-1**

Default URL: http://www.mywixdomain.com



Sign into Wix.com and click **My Account**.

From **My Account**, click **Manage Premium** and then click on the **Domains** tab.8. Next to your domain, click **Manage**.9. Under **Domain Summary**, next to the **Google Analytics** field, click **Change**.10. In the **Google Analytics ID** field, paste the code that your copied.

A screenshot of a web form titled "Google Analytics" with a close button (x) in the top right corner. Below the title is the subtitle "Analyze your site's statistics and traffic". The form contains a label "Google Analytics ID :" followed by a text input field containing the value "UA-123456-12". Below the input field is a hint text: "Paste your Google Analytics ID. e.g. UA-123456-12". At the bottom of the form are two buttons: "Save" and "Cancel". The input field and its value are circled in red.

Click **Save**. Your Wix site is set up for Google Analytics.

**It may take up to 72 hours before you start to see statistics on your Google Analytics account.**

## GOOGLE ANALYTICS FAQ

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### Can I use Google Analytics if I use the free Wix version?

To use Google Analytics, you must own a domain (example: www.mydomain.com). Accordingly, Google Analytics is only available to users who have upgraded their Wix site to a package that includes using your own domain.

### Can I receive statistics for all my pages?

Regardless of whether your website is composed of a single Master Page containing a Page Group or several Master Pages, all content within your website is crawled by Google.

The only difference, in relation to how Google views these Pages and Master Pages, is that sites are made up of a single Master Page with all the site content housed on a Page Group is seen by Google as one page. Google does not recognize Pages within a Group as individual Pages whereas Master Pages are recognized as individual pages by Google.

If your intention is to optimize each page on your site individually, then it is better that you create a site that is comprised of Master Pages rather than a Page Group. However, having a site made of a single Master Page is not an SEO disadvantage.

Under your Google Analytics account you should be able to see the statistics of all of your Master Pages and Pages.

# UTILIZING SOCIAL MEDIA

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## GENERAL

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- Provide quality customer service both on and offline. Word of mouth is one of the most powerful influences on customers, and it's easier than ever to find negatives reviews online.
- Take the time to respond to reviews and comments about customers' experience with your business. This is particularly true with negative reviews; apologize for the inconvenience and correct the problem. Offer money back or a discount on their next purchase.
- Monitor your reputation online. Search your business name regularly to see what people are saying about your business.
- Be real. Customers don't want to feel as though they are being "sold to." You're there to help the community, and you should communicate that fact.
- Emotion is often more effective than reason.
- Use consistent formats, design, logos, and fonts.
- Cross-promote your business with another business
- Treat customers like community. In a small town, relationships can make or break your business.
- Be proud of being small. Encourage others to shop local and recommend other small businesses to your customers.
- Hold events at your store periodically, such as a holiday-themed open house. Advertise on Facebook and your website, and include a giveaway.
- Follow up on big purchases.
- Track progress.
- Be patient! Internet marketing takes time to build.

## FACEBOOK

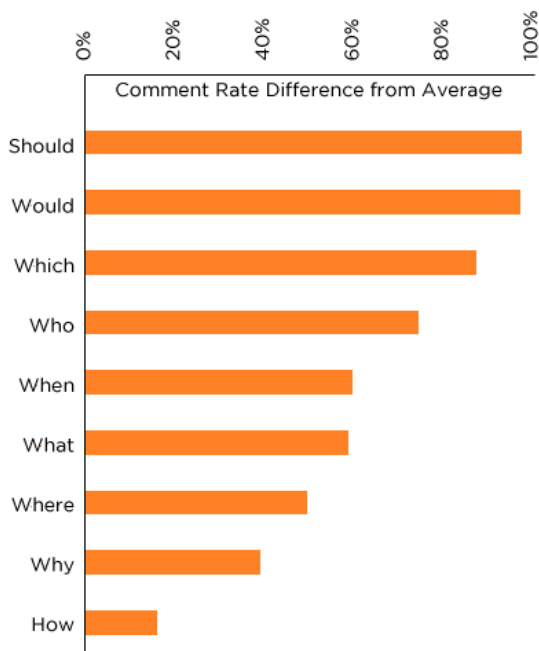
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- Facebook is used to connect with others and participate in their community. As a business, you can capitalize on this by engaging customers and offering a meaningful authentic online experience. Again, customers do not want to feel as though they are being "sold to." Reply to posts on your wall, positive or negative.
- Mix it up! Post a variety of videos, photos, and tags. Think about what kind of content your fans and customers would want you to share—funny pictures? Informative articles? Make sure most posts relate to your business.
- Post photos of not just your products, but employees, services, and your business "in action."
- Track your online advertising using Facebook analytics. Note what posts/content generate visits. Contact SHEDCO for information on utilizing Facebook analytics.
- Locally target your marketing. Post about community events and events other businesses are holding.

- Utilize interactive content, such as a survey or review system.
- Invite users to share personal stories related to your business.
- Update your Facebook page regularly. Customers won't stick around a Facebook page with outdated information.
- Offer a special deal to those who "Like" your business on Facebook.
- Quality is more important than quantity. It's better to have a few loyal friends (who are more likely to continually shop at your business as well as spread the word about your business) than dozens of one-time customers.
- Encourage your employees to post updates throughout the day.

## Certain Types of Questions Get More Comments

Posts that include "should," "would," and "who" questions get more comments than those that include "why and "how" questions.

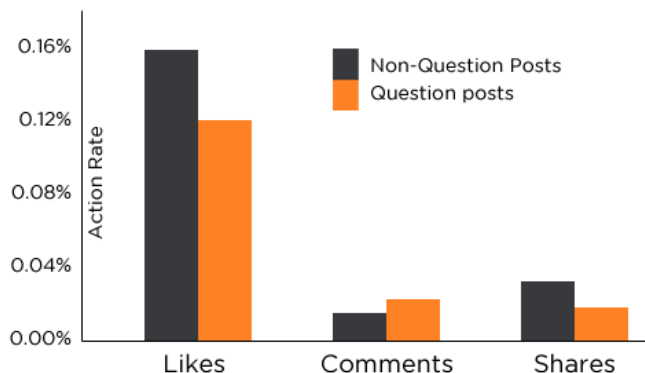


These graphs depict the findings of a recent study conducted by HubSpot, an internet marketing firm.

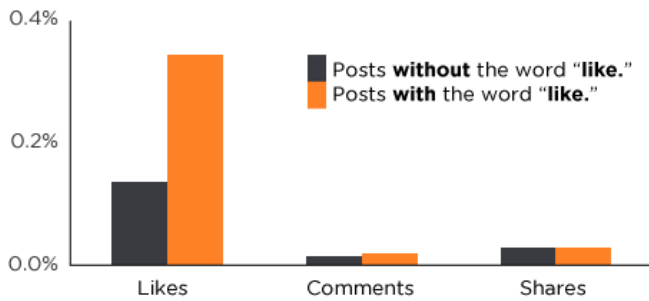
- When deciding what to post to your fans on Facebook, consider this: Facebook's EdgeRank algorithm rewards "engagement" on your Facebook posts. In other words, posts that attract a lot of engagement in terms of actions such as likes, shares, and comments will be rewarded with greater visibility in users' News Feeds.
- Posting questions to your Facebook fans can generate likes and shares, but it depends on the type of question. Post questions that are quick and easy to answer.

## Question Posts Get More Comments, Fewer Likes & Shares

Posts that include questions tend to get more response in the form of comments, but fewer shares and likes.



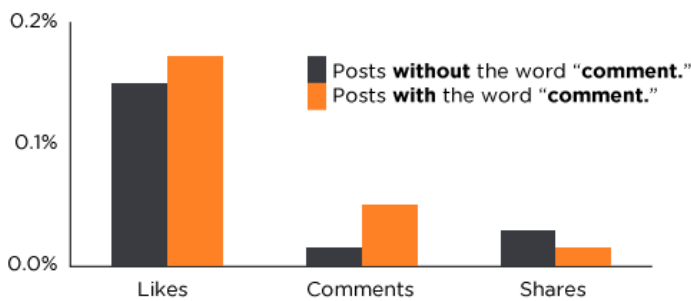
## Posts Including “Like” Get More Likes and Comments



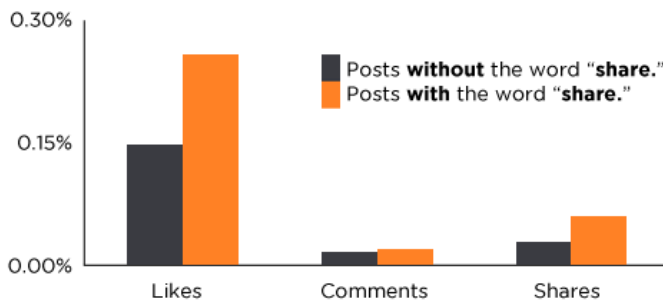
These graphs indicate the relative number of likes, comments, and shares depending on the action word used in the post.

It's almost always better to use one of these words, as you're calling the customer to action. When you post, add something like, "Like if you agree!" or "Comment with your thoughts."

## Posts Including “Comment” Get More Comments and Likes



## Posts Including “Share” Get More Shares, Comments, and Likes



Source: Hubspot Blog

## BUSINESS WEBSITE

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- Consider setting up an online store on your website, where customers can purchase services and products through your website. Ask customers whether they would purchase items online. This feature will be an additional cost, so make sure this will benefit your business.
- Display your contact information prominently at the top of your page. Make a clear call to action directing visitors to perform a specific action, such as “visit us today” or “call us now.” Post your phone number and address clearly at the top of the page.
- Fonts should be easily readable.
- Aim for at least 250 words of text per page. Use bolding, bullet points, and numbering to break up the text.
- Think about what questions you would ask if you were a customer and answer them on your website.
- Use a standard website format. Unusual formats may confuse customers.
- Create helpful content; your business should attract customers looking for answers. At least some of this information should be free. Customers visit websites for information; make sure you include more information than what one could find on Google Maps. Include contact information but also prices of common services and specific products you sell. Consider developing a guide or informational packet that may help your customers.
- Start a blog, an easy way to activate your website and keep it updated.
- Create an email list and include a tool to sign up for the list on your business website.
- Encourage customers to sign up after making a purchase. Include a sign-up sheet near the register.
- Emphasize how your business is different and unique from competitors.
- Include pictures and videos.
- Essentials for an effective business website:
  - Clean, simple, and professional look; stick to 3-5 colors and a basic font
  - Easy navigation
  - Clearly label your contact page
  - Working links: double check that all of the links on your site direct the user to the correct destination. Your site should be just as professional as your competition, including big box stores.

# Social Media/Website Creation Resources

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This booklet is merely an introduction to social media and website creation. There is a wide variety of tools, programs, and other resources meant to help small businesses.

**Wix Support** ([wix.com/support](http://wix.com/support)) offers SEO and website design advice.

**Wix SEO Wizard and Monitoring Tool** ([promote.wix.com/seo](http://promote.wix.com/seo)) will guide you through developing a strong SEO and will help track your site's traffic.

**HubSpot** ([blog.hubspot.com](http://blog.hubspot.com)) is an internet marketing firm, and their blog is full of helpful information for small businesses. They offer free ebooks on a variety of social media and marketing topics. If you are interested in these ebooks, they are available for free download from their website. SHEDCO can print a hard copy for your business as well. HubSpot offers a free tool that calculates the value of your business' social media followers.

**Mashable** ([mashable.com](http://mashable.com)) covers a wide variety of topics, including small business and social media.

**Social Media Today** ([socialmediatoday.com](http://socialmediatoday.com)) offers free articles, tips, and webinars aimed at small businesses and social media.

**U.S. Small Business Administration** ([sba.gov](http://sba.gov)) offers articles, blogs, forums, and other resources related to social media.

**SHEDCO** provides local small businesses with a variety of resources, ideas, and guides to utilizing social media. Contact us for assistance.

**Google's Keyword Tool** ([adwords.google.com/keywordtool](http://adwords.google.com/keywordtool)) This tool can help you find keyword and ad group ideas that you may not think of while creating your page. It considers the popularity and competition of keywords, so you're not wasting time and effort competing for a keyword that is so popular you simply will not rank the highest for.

**SEO Browser** ([seo-browser.com](http://seo-browser.com)) displays your site as how a search engine "sees" your site.

# CONTACT US

*If you need assistance developing or maintaining your business' website, Facebook page, Yelp page, or Google Maps page, contact us! SHEDCO provides free social media and website assistance to local small businesses.*

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*If you are thinking about starting or relocating a business to St. Helens, let us help! Contact us with your questions, and we will provide clear, helpful, and comprehensive answers.*

*The St. Helens Economic Development Corporation (SHEDCO) aims to provide the leadership and coordination necessary to enhance the economic viability of St. Helens. We provide small business support and resources, organize community and business events, promote St. Helens and our small businesses, and implement beautification and streetscape projects.*

*We are always looking for new members to join our effort in revitalizing our local economy and improving our community. Contact us if you are interested in joining our team!*



**St Helens Economic Development Corporation**

**Contact** Melissa Serafin, Main Street Program Coordinator  
Melissas@ci.st-helens.or.us, (503) 366-8232

**Visit us** at [shedc.org](http://shedc.org)