

# BUILDING AN EFFECTIVE SMALL BUSINESS WEBSITE

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**Title / Description****Building an Effective Small Business Website**

What separates a truly effective website from one that is just “good enough”? We’ll learn how to set up an affordable and professional website for your small business. And more importantly, how to use your website as a tool to find and target your ideal customers to truly make your website effective.

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**Stage of Business****Startup/Early Stage, Growth**

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**Speaker**

Vince Salvino  
Web Developer  
Code Red

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**3-5 Specific Deliverables**

1. platforms/tools to building their own website
  2. how to plan content for their website to resonate with target customers
  3. a plan for regularly keeping the website updated and active.
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