



How to create a professional website for your business

Description

Here is how to create a good website for your business. To create a good website for your business, start by creating a business plan and writing down the most important elements for your customers. Next, generate content and select images that will engage your audience.

Then find a suitable hosting company, create a simple website or Facebook page, and choose a template for styling. Work with a website development agency if needed and set the website live. Connect your social media accounts and track your results and performance. Finally, continuously improve elements, update content, and add new valuable features to expand your website.

Steps to take to create a professional website for your business

1. Create your business plan. Have your business plan at the ready.
2. Check if how you can build your business model online.
3. Write down your usp's. Write down the most important elements for your customer. (proposition)
4. Make content. Create subjects on topics that the customer is interested in. Craft some texts.
5. Setup images. Find images that help propel the story forward.
6. Find a hosting company.
7. Work with a website development agency, if you want to delegate the work.
8. Create a simple website for your business. Or a Facebook page. Something that your customers will use as a digital interaction point.
9. Create a website. we think WordPress is very helpful.
10. Choose a template (styling). Create or delegate website creation.
11. Set it live.
12. Improve elements, update content
13. Connect the social media your customers use
14. Track results and performance
15. Add new stuff of value and expand

16. Build traffic with SEO (Yoast), optimize your content
17. Iterate on your business model (check earnings)

Do you want to know if a website is the only thing you need? You might want download the [online marketing template](#) to have a feel of all the moving parts of such a plan.

Facts about business websites

1. 75% of consumers judge a company's credibility based on its website design.

A professional and modern website builds trust and influences purchasing decisions.
Reference: Stanford University – Web Credibility Research
<https://credibility.stanford.edu>

2. 88% of online consumers are less likely to return after a bad website experience.

Poor usability, slow load times, or confusing navigation can drive visitors away permanently.
Reference: Sweor – Web Design Stats
<https://www.sweor.com/firstimpressions>

3. Over 50% of global web traffic comes from mobile devices.

A mobile-friendly (responsive) website is essential for reaching and retaining users.
Reference: Statista – Mobile Internet Usage Worldwide
<https://www.statista.com>

4. Businesses with blogs get 55% more website visitors.

Blogging increases visibility in search engines and gives users a reason to return.
Reference: HubSpot – Marketing Statistics
<https://www.hubspot.com/marketing-statistics>

5. 47% of users expect a website to load in 2 seconds or less.

Slow-loading sites can lead to higher bounce rates and lost revenue.
Reference: Google/SOASTA Research on Mobile Page Speed
<https://www.thinkwithgoogle.com>

FAQ

How much does it cost to create a website?

The cost varies widely based on features and design—ranging from free (using basic website builders) to several thousand euros for custom sites. Budget options work for personal use or small businesses, while custom builds suit larger or growing businesses.

Do I need to know how to code to build a website?

No, you can use website builders like Wix, Squarespace, or WordPress with drag-and-drop tools. However, basic coding knowledge helps if you want more control and customization.

What pages should my website have?

At minimum, include a homepage, about page, services or products page, and a contact page. Add blog, FAQ, or portfolio pages if they help communicate your value or improve customer experience.

Category

1. Business Idea
2. Freelancing
3. Marketing
4. Technology

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