# How to Build a Website for Your Business

How to Build a Website for Your Business

It's no secret that your website serves an incredibly important purpose for your business. It's where potential clients find out who you are, what you do, and what you're about. It's also where new and returning clients can find and book classes or appointments.

A well-designed and optimized website:

- Allows prospective clients to discover and learn about your business
- Makes it easy for existing clients to book classes or appointments
- Takes the pressure off your front desk by providing key information and streamlining the communication process
- Gives 24/7 access to your business
- Demonstrates your approach, helping visitors feel confident they're in the right place so they choose your business over your competitors
- Puts your business in the search results of potential clients nearby

When you have a professional website that effectively represents your brand, it does much of the heavy lifting for you. It can improve customer service, increase sales, and allow you more time to focus on your core business, marketing, and exploring new growth opportunities. In short, your website is an invaluable asset.

Getting started

So, where do you start when it comes to launching a new website? Typically, two main steps involved in getting a website live: design and development.

Step one: Design

The design phase involves determining what the site is going to look like. What pages will you include? How will content be laid out, and how will the navigation work? What's your brand's identity?

Your website is an opportunity to showcase your **brand's unique identity and personality**, so it should be cohesive and recognizable. Brand identity encompasses everything from your logo and color palette to typography and photography.

As you design your website, determine what visuals and messaging best represent your brand's values and help build trust and recognition with your audience.

Step two: Development

Once designed, the website needs to be developed. This is where your design is turned into code that internet browsers can read and display. Traditionally, getting a website live has required hiring both a web designer and a web developer (or someone with both skill sets). However, now many platforms simultaneously design and develop websites.

PRO TIP

When hiring someone to create your website, ask about their process and whether you'll need to hire additional experts to handle the development and launch of the website.
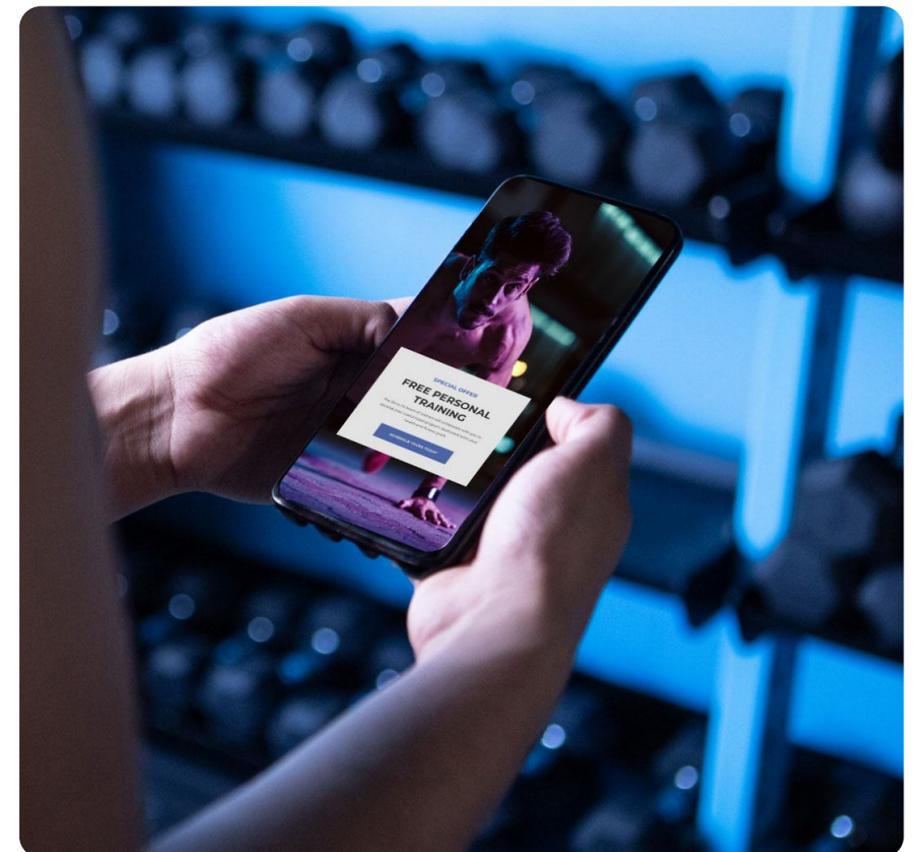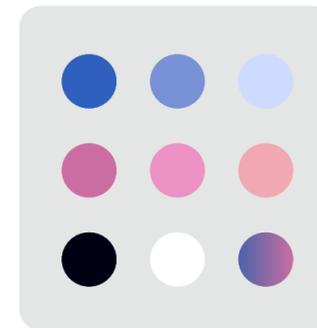
Register your domain

The first step in creating your website is registering your domain name, the destination you type into a web browser to visit a website. If possible, you should register your actual business name, as this will make it easier for people to find you. You can check availability and register your chosen domain at any company that offers domain registrations. **GoDaddy**, **Hover**, **Dreamhost**, and **Namecheap** are some popular domain providers.

You may also want to consider buying variations of your domain name like .biz or .net—or country-specific domain variations like .com.au (Australia) and .uk (United Kingdom), if applicable—to ensure no competitors create a similar domain name.

You can expect to pay under $20 for each domain name, and you can often get a package deal if you get multiple. Make sure your domain is set to auto-renew so you don't accidentally lose it.

✅

PRO TIP

Make sure your website is secure. If your website address starts with https://, then you have what is called a Secure Socket Layers (SSL) Certificate. This technology protects site visitors' sensitive information, such as credit card information, usernames, and passwords. Plus, it's important for **Search Engine Optimization** (SEO) rankings.

Establish the basics

Before you begin dreaming up and designing your beautiful new website, you'll want to ensure you have the basics in place:

Determine your website platform

Once you have your domain name, you need to choose a website platform or a Content Management System (CMS). Some popular website platforms are **Wordpress**, **Squarespace**, **LiveEdit**, and **Wix**.

Website platforms vary in price, features, ease of use, design flexibility, support, and security. Regardless of the platform you choose, expect to pay a few hundred dollars a year for your website's theme and hosting.

Make sure your website works on mobile devices

A mobile-friendly website has clear, readable text and easy navigation. It also ensures that images display correctly without stretching and blurring. This is important **as mobile traffic has been growing every year**. Most websites and templates are mobile-responsive, but it's essential to address this beforehand.

✅

PRO TIP

Ask other business owners or a designer for recommendations to find website platforms that fit your business.
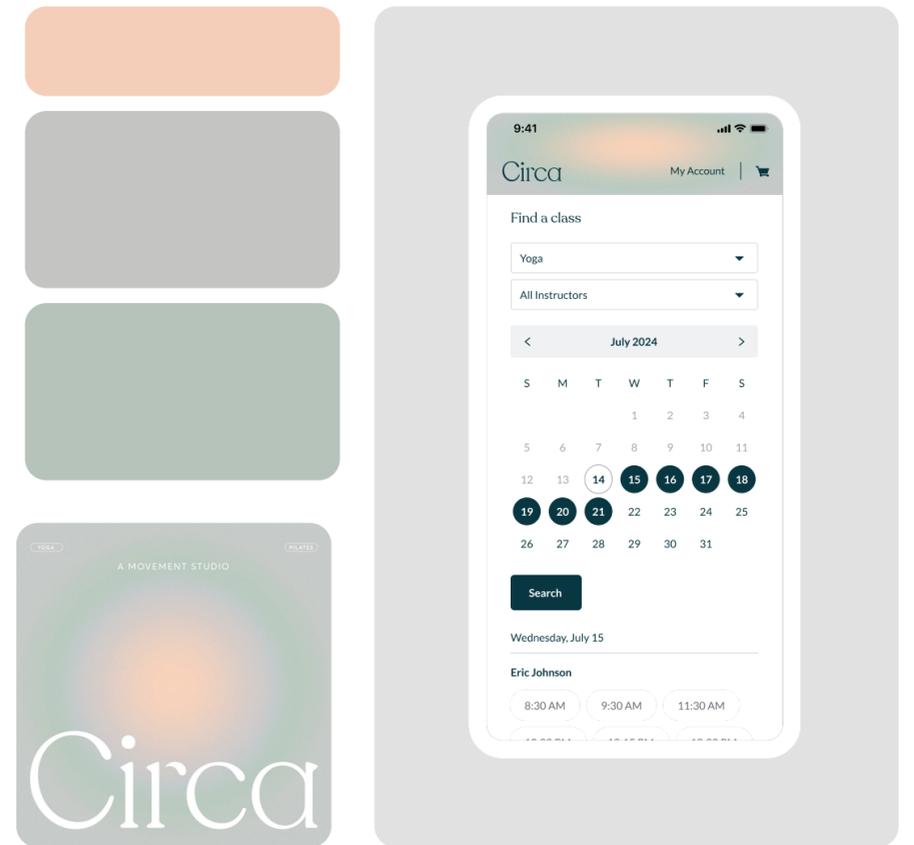
Determine your site structure

Make sure your website is easy to navigate and provides a clear path for visitors to become customers. Put yourself in the shoes of your clients and soon-to-be-clients and think about what information they need to take the next step with your business. Your website should take visitors on a journey, where they effortlessly obtain all the information they need.

Remember, people are busy. More information isn't always better. Visitors tend to get overwhelmed or frustrated if there are too many pages or options for them to click, so ensure each element of your website serves a well-defined purpose.

PRO TIP

Avoid using creative names for your core booking and buying pages. Stick with easily identifiable terms like Pricing, Rates, Schedule, or Book Appointment to make it easy for your clients to find what they're looking for.

Plan your written content

Now that you have a structure in place, it's time to craft website copy that attracts the right audience, whether you're in the fitness or wellness space. Your content should resonate with potential clients, addressing their specific needs and goals while aligning with your brand's unique message.

Strong, well-written website copy should be:

- **SEO-rich:** Optimization helps you rank on search engines for your chosen keywords. Improve your website's visibility by incorporating SEO best practices throughout your copy, including page titles, headers, image alt texts, and meta descriptions.
- **Emotive:** Copy that evokes an emotional reaction and resonates with your audience is more likely to encourage them to stay on your website and take action.
- **Persuasive:** When your content uses strong calls-to-action, it persuades prospective clients toward the next step—whether that's booking a class, purchasing a service, or requesting additional information.

Avoid writing just to fill space in a pre-designed website template. Instead, write succinctly, and design your pages around that. Keep the core pages of your website focused on your client and what they need to know to take the next step. Make sure your copy aligns with your brand voice so potential clients get a genuine feel for your business as they read.
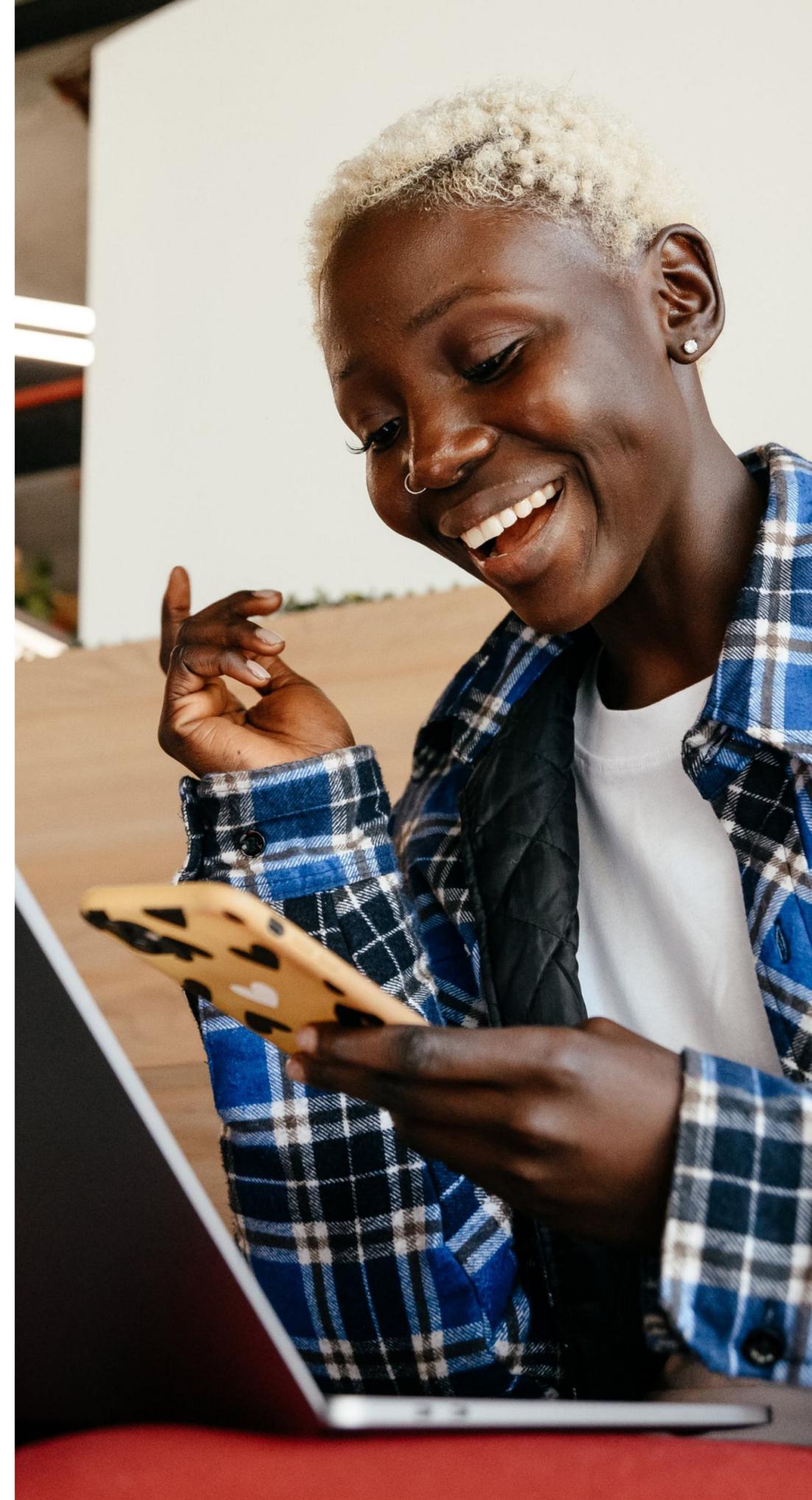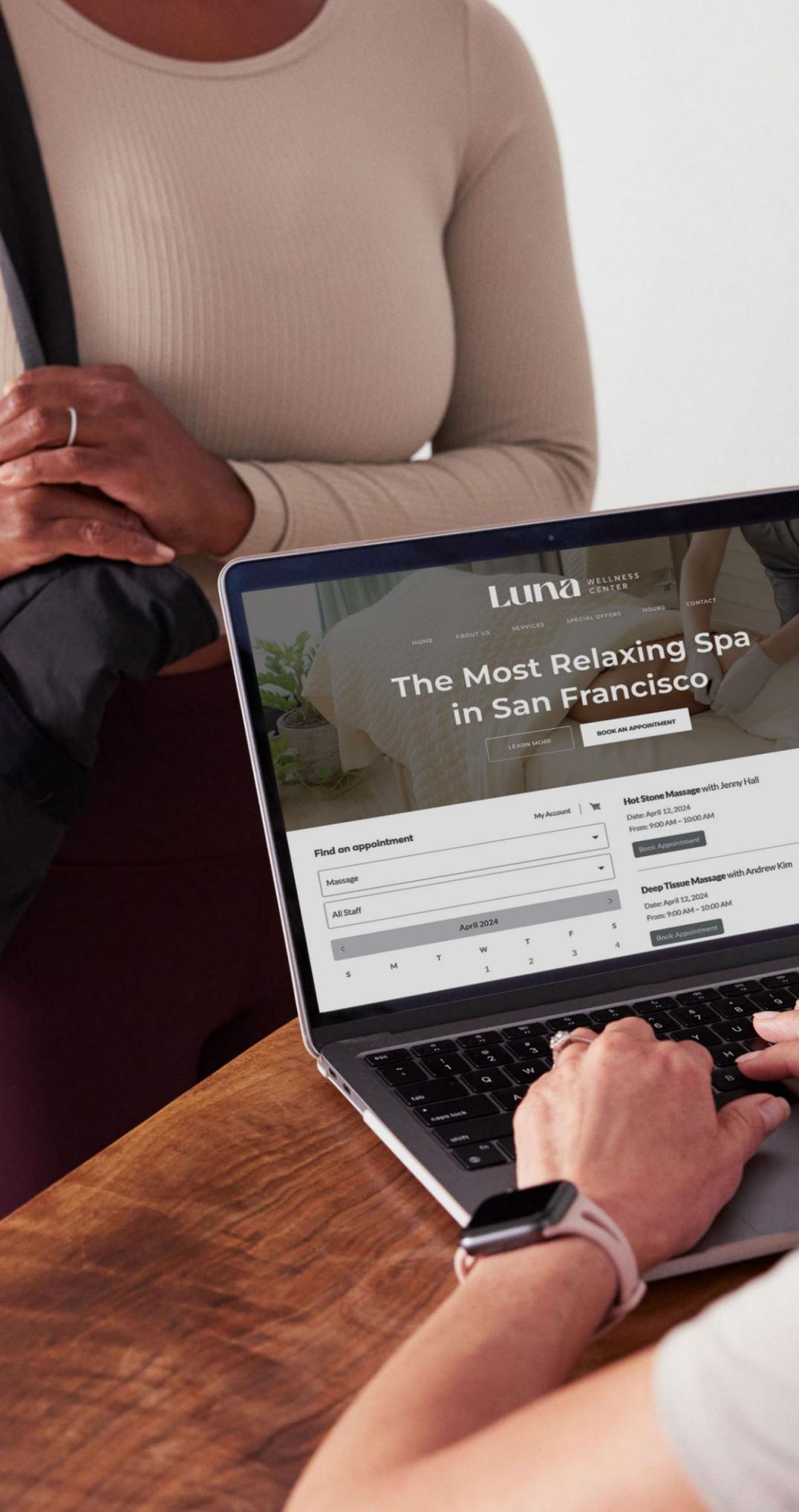
Create your homepage

Your homepage is usually the first stop on your website, so it's no surprise it gets most of the traffic. With only a quick glance (and no scrolling), a new visitor to your site should know:

Who you are: Your business name, which is usually in your logo and/or header

What you offer: A straightforward list of your offerings, like hair services or barre classes

Where you're located: Your city (and maybe a map elsewhere)

How they can get started: For example, a short summary of your intro offers with a button to to purchase or book

Once you have those essential elements in place at the top of the page, you can then go into greater detail about your various services and what makes you stand out from the competition.

PRO TIP

The homepage is essential to your visibility in search results like Google. Include what your business offers and where it's located in your H1 headline or main heading to send a strong signal to search engines to make it easier for potential clients to find you.

Choose your imagery

In a world where first impressions are made online, your website's appearance can mean the difference between clients choosing you over a competitor. Research shows that **61% of website users will leave** if they don't find what they're looking for within about five seconds, so capturing their attention immediately is important.

Real photos are a powerful way to briefly convey the atmosphere and values of your business. This makes high-quality photography one of the most important elements of your website. Whether you hire a local photographer or **take photos yourself**, strive for good natural light and show your real clients and staff in action.

Don't have high-quality imagery just yet? Make sure any stock photos you use are representative of your target client and **align with your visual brand**.

✅

PRO TIP

Make sure you have a photo release from any clients who will appear in your brand photos. Offering a discount or merchandise is a great way to reward participants!
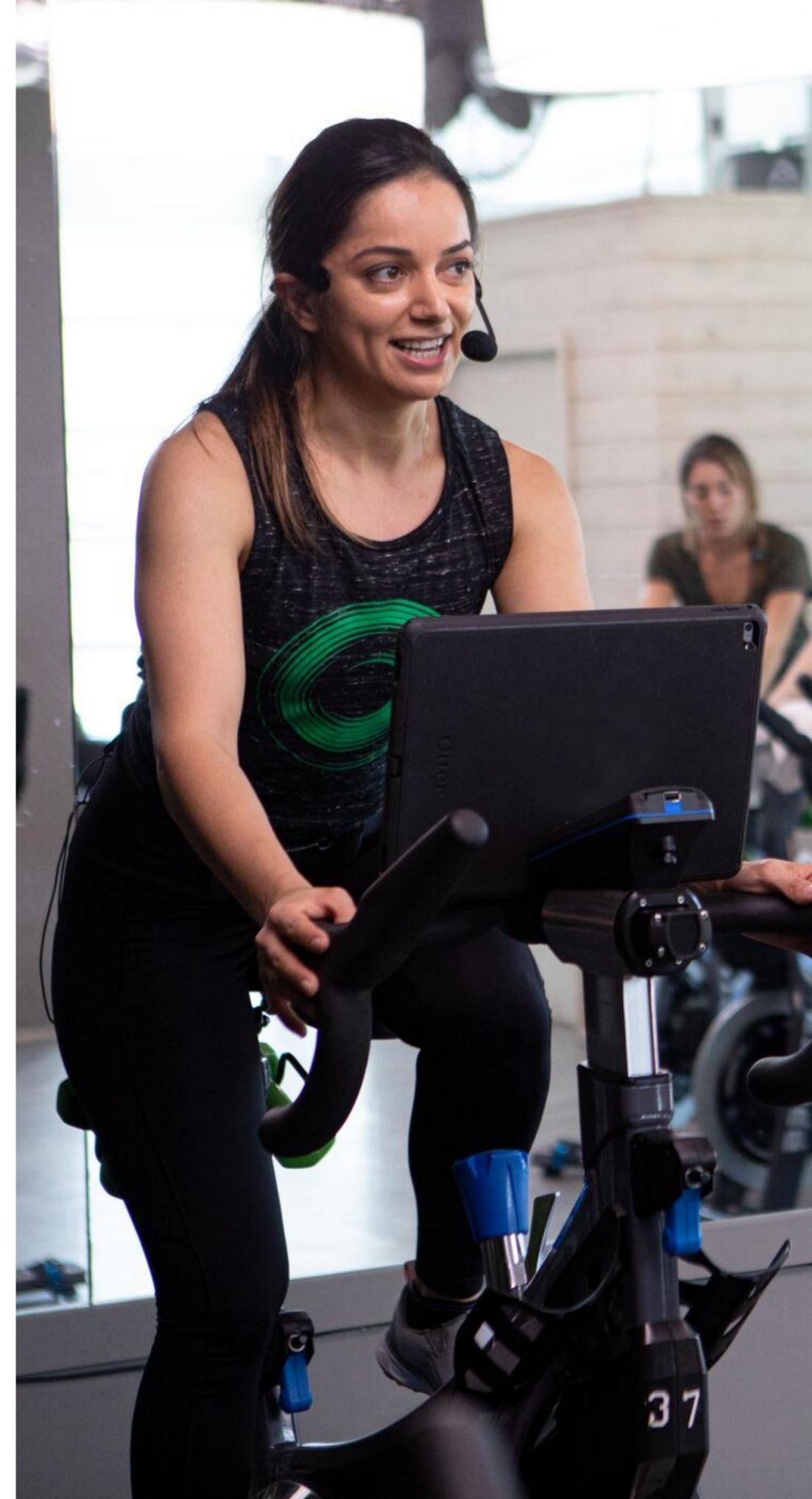
Build your site pages

In addition to your homepage, here are other key pages to consider for your business (and some tips specifically for Mindbody businesses):

About

Your "About" page should focus on how your business helps your clients change their lives for the better. You can do this by briefly telling the story of why your business was founded or sharing testimonials from happy clients. If you're a Mindbody customer, consider also adding a **Staff List widget** to share photos and bios of your team.

Pricing or Rates

As one of the core action pages on your website, this should give an overview of pricing options. If you're a Mindbody customer, use Branded Web links to add **'Buy Now' buttons** and let clients purchase right from your website.

> ✓
>
> ### PRO TIP
>
> Make your **intro offer** or new client discounts impossible to miss on your pricing page. It should be at the very top, and clearly indicate that it's the best way to get started at your business.

Schedule or Timetables (if class-based)

If you're a MINDBODY customer, embed your **Branded Web Schedule widget** to maintain an up-to-date schedule of classes and allow clients to browse and book without leaving your website.

✅

PRO TIP

New to using widgets on your website? A widget is a powerful piece of code you can copy and paste that will bring key functionality from your scheduling system onto your website. It lets your clients purchase and book without ever leaving your site. Mindbody's system of widgets (**Branded Web**) is available with all subscription levels.

Book Now (if appointment-based)

List your operating hours and, if you're a Mindbody customer, embed the **Branded Web Appointment widget** to let clients choose their desired service, staff member, and date and time of their next appointment.

Classes (if class-based)

Describe your class types and be sure to identify which classes are suitable for beginners. If your class types change often, consider using the **Branded Web Class widget** to automatically keep your class descriptions up to date.
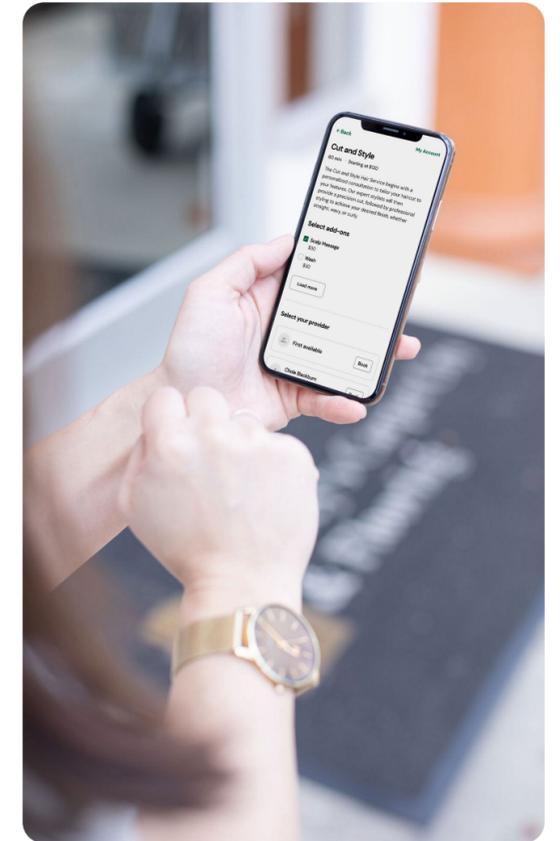
Services (if appointment-based)

Describe your services and list their corresponding prices. Include a prominent link to your Booking page or embed the **Branded Web Appointment widget**.

FAQ

This is a great way to explain your policies in more detail, address common concerns new clients have, and show that your business cares about the happiness and comfort of clients.

Contact

List your business name, address, phone number, and map, along with any specific transportation or parking directions. Be sure to include it as a contact form for general inquiries as well. This is also a great spot to link to an FAQ page and add any social media icons.

Footer

Although not a page itself, the footer of your website holds some essential information about your business and will be seen at the bottom of each page. Make sure to include:

- Your business name, address, and phone number
- A link to your Terms and Conditions page
- A link to your Privacy Policy page
- Social media links

Schedule or Timetables (if class-based)

If you're a Mindbody customer, embed your **Branded Web Schedule widget** to maintain an up-to-date schedule of classes and allow clients to browse and book without leaving your website.

✅

PRO TIP

Ensure your business name, address, and phone number are identical everywhere you list them online. This makes it easier for search engines to understand your business and connect the dots across your entire online presence—from your Google listings and social media accounts to your website.
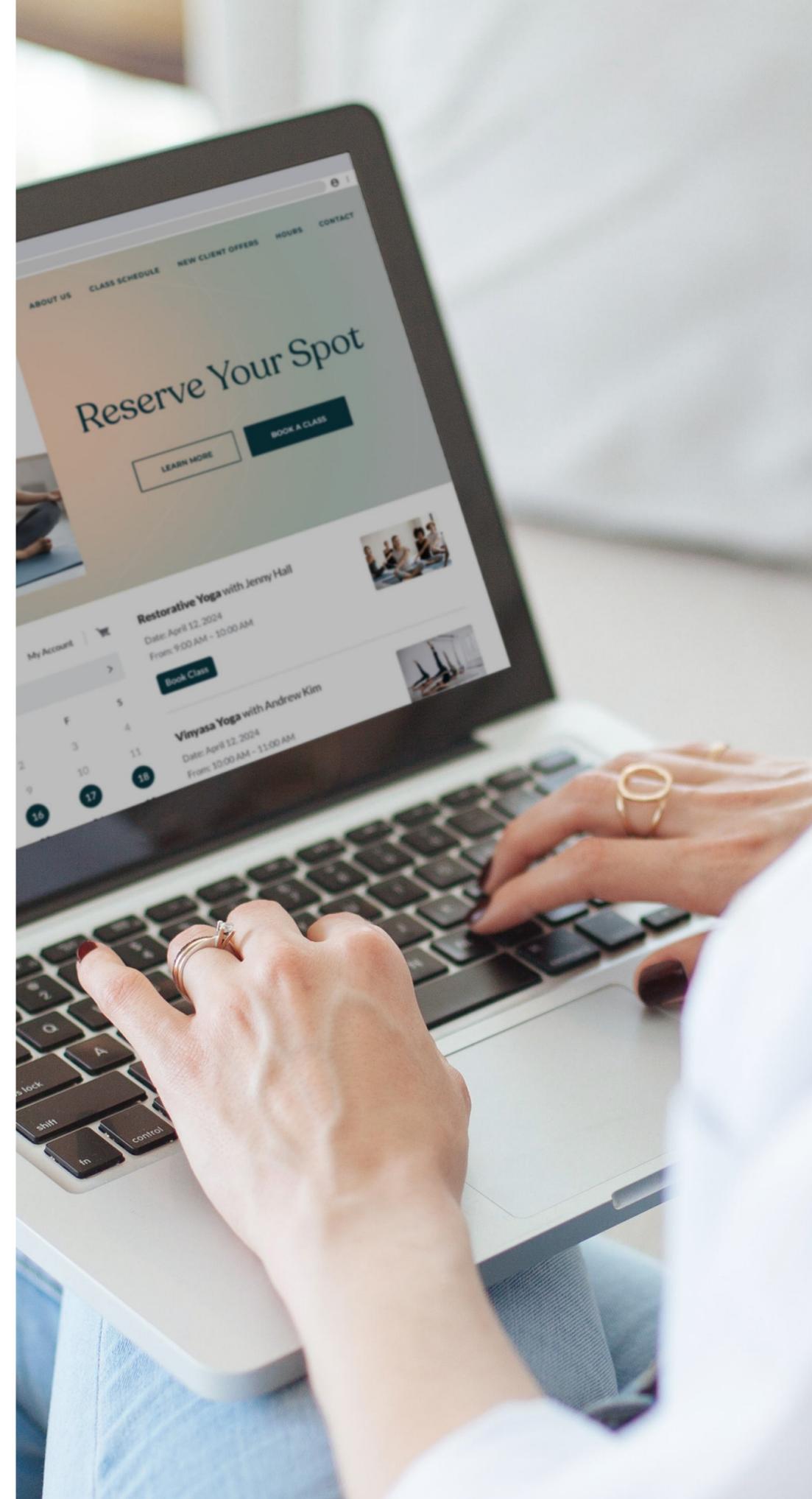
A well-designed and optimized website allows potential clients to easily find your business, explore your offerings, and schedule classes or appointments. By following the steps outlined above, you'll be on your way to creating a website that works just as hard as you do.

Ready to see how Mindbody can help position your website and business for success?

SCHEDULE A DEMO

mindbody