

CH A

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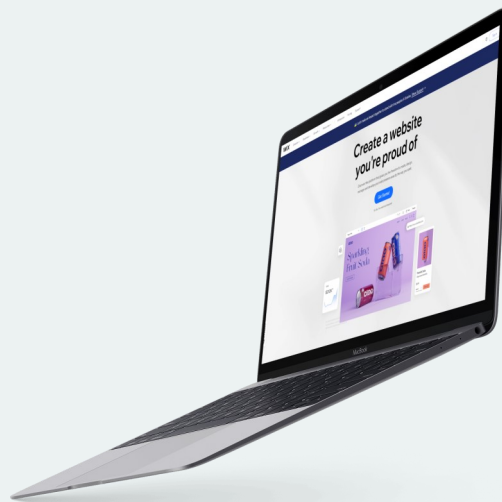
Stage 5

Website Design



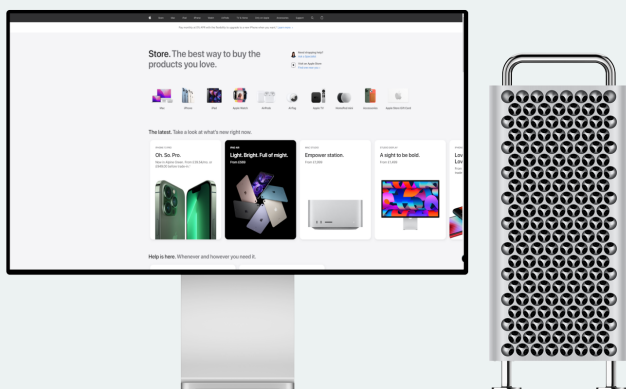
## Change Recommends Wix

Change's recommended website building tool for those building an online business is Wix. You don't need prior website development experience to use the platform, and its functionality is second to none. You can design a website from scratch, use templates, create landing pages, and upload promotional material and content. With modern themes, fonts and graphics, you can create a standout website without learning to code. The Wix tool allows you to adapt your website over time, add new features and revamp underperforming areas. It also has excellent potential for email marketing campaign integration. Using a simple tool, you can create, schedule and automate your email campaign months before a product release or promotion.



## Plan ahead

Before using Wix to build your website or landing page, it is important to have a plan or design. Identify your aim with the website or page and establish a theme around it. Colour schemes are also important as they can determine the overall feel of your website. An example would be Apple's website. It has a white and black base colour palette with close-ups of its products, most of which feature pops of colour. It fits in with its branding for its premium technology products designed to stand out from the competition. It is also recommended to plan out what content to include on the website or page, including promotional images, videos and text. You should endeavour to present your offering in the most straightforward way possible that catches your audience's attention. It is worth noting that you should include FAQ and Support pages for your website.



## Market Research

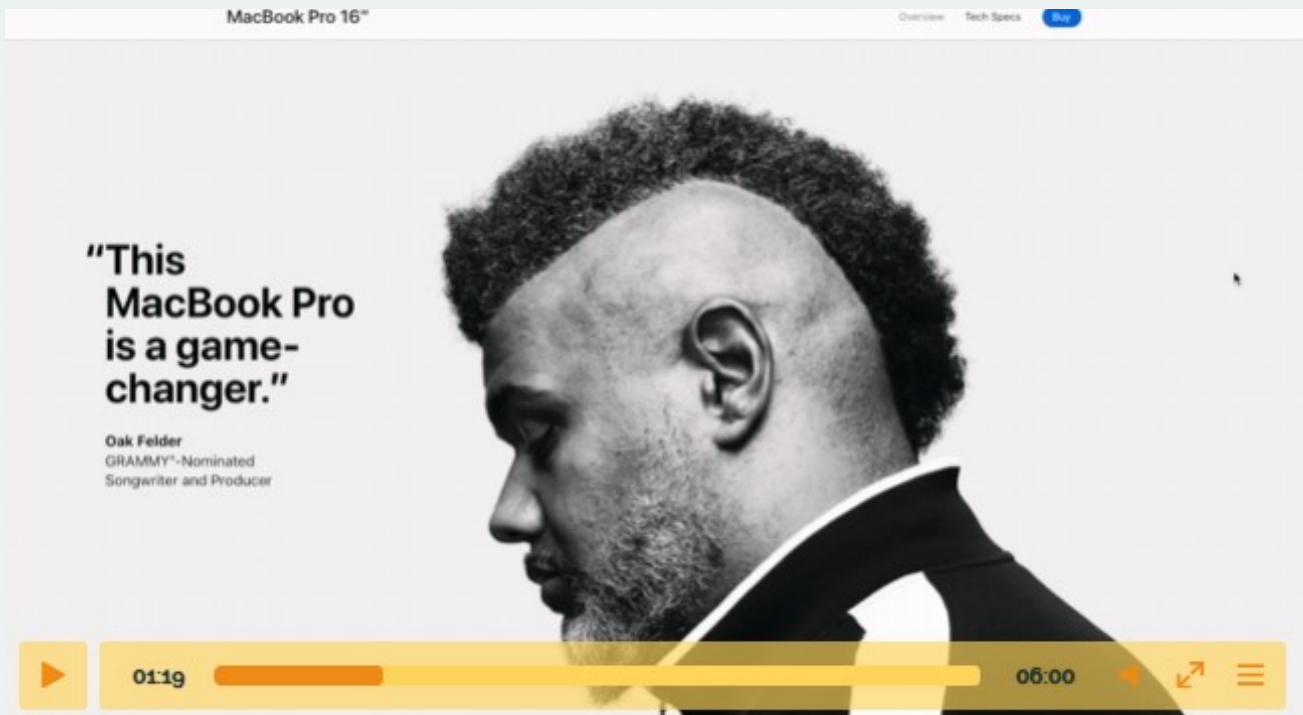
Before building your website, look at competitors' websites and those most prevalent in similar niches. It gives you an understanding of their branding angle, marketing strategy and what features and content their website contains. This can give you an idea of a benchmark to meet your initial website rollout and inform your design decisions. It helps you stay on top of the market and shows your customers that you offer an innovative service or product. Make sure you stand out and exceed the competition, as it will give you an edge in the marketplace. It is worth continually researching the competition once your website or landing page has been built.



## Website Design

Website and landing page design is a key driver for the success of your online business. Websites act as the face of your business, and landing pages function as a business card for social media accounts. Building one from scratch can be a complex process; however, using a platform like Wix will streamline the process. Extensive training is available for those looking to build a website or landing page in Change's system, whether for E-commerce or Affiliate Marketing businesses.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

