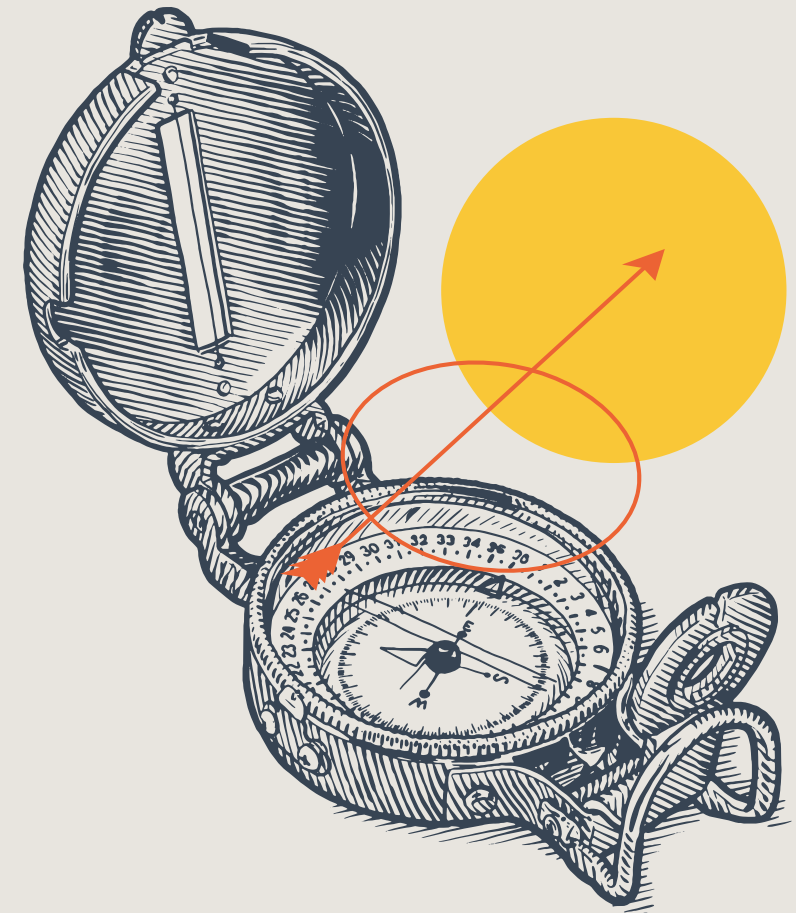


simple  thread

Stacey Warthen, Brian Bassett
Simple Thread
simplethread.com

Common Concerns

- I have no idea **where to begin** ...
- What if turns out terribly and **reflects poorly** on our company?
- Won't this **take forever**?
- What if it costs a **fortune**?
- **Is there any value** having a website?



Who Is Simple Thread?

Digital **product design & engineering** for startups, investors, and enterprises

Award winning agency proudly headquartered in Richmond

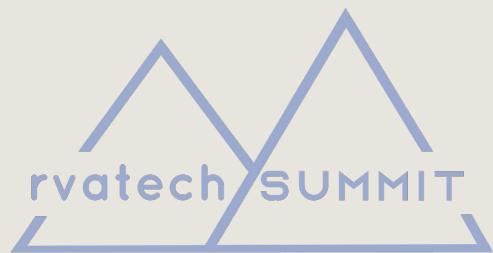
Service focused team through charitable community building, mentorship, economic development



Community Driven



LIGHTHOUSE
LABS



VCU BRANDCENTER

Mentorship

Service

Education



Recognition

from our community and our partners

rvatech

Technology Builder of the Year



“Turning to Simple Thread to help us execute on our vision was the best decision we made.”

Michael Glotz
CEO, Strategic Risk Associates

“Working with them felt very much like a personal relationship.”

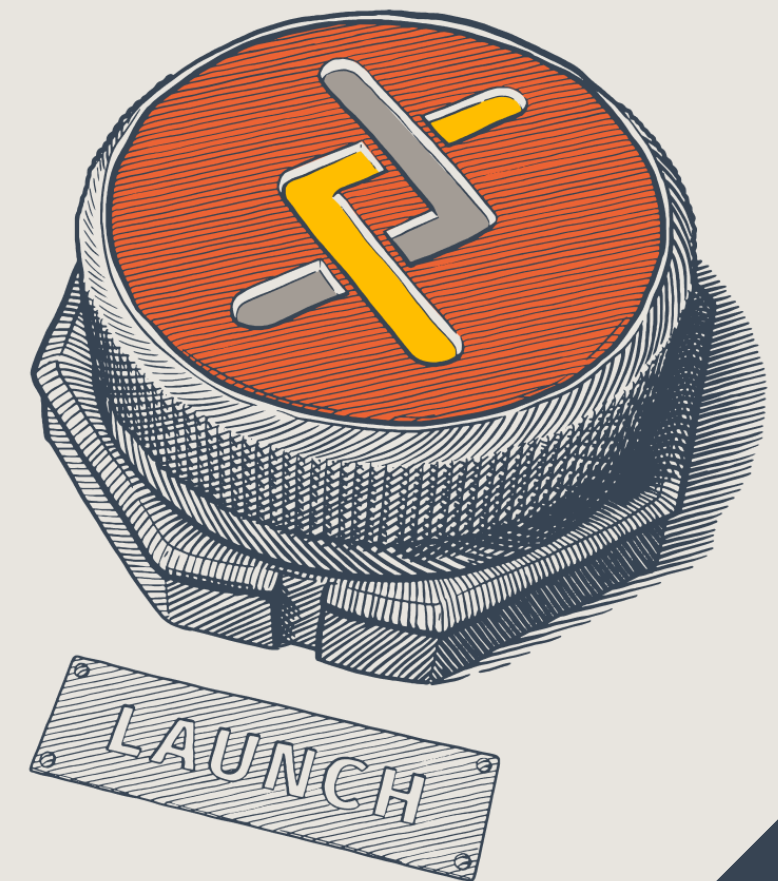
Jordan Rodericks
Senior Producer, SpangTV



Start Simple!

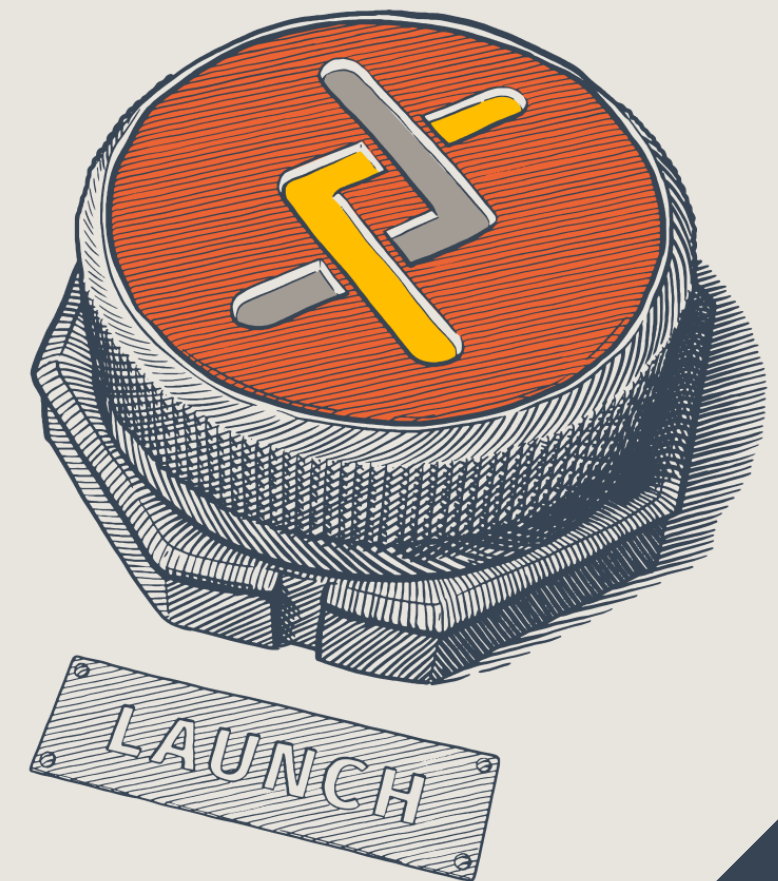
"Start where you are. Use what you have. Do what you can."

— Arthur Ashe



Start Simple!

- 1. Start planning on paper**
- 2. Inventory what you have**
- 3. Experiment with web builder tools before committing**
- 4. Incorporate feedback**



Start Where You Are.

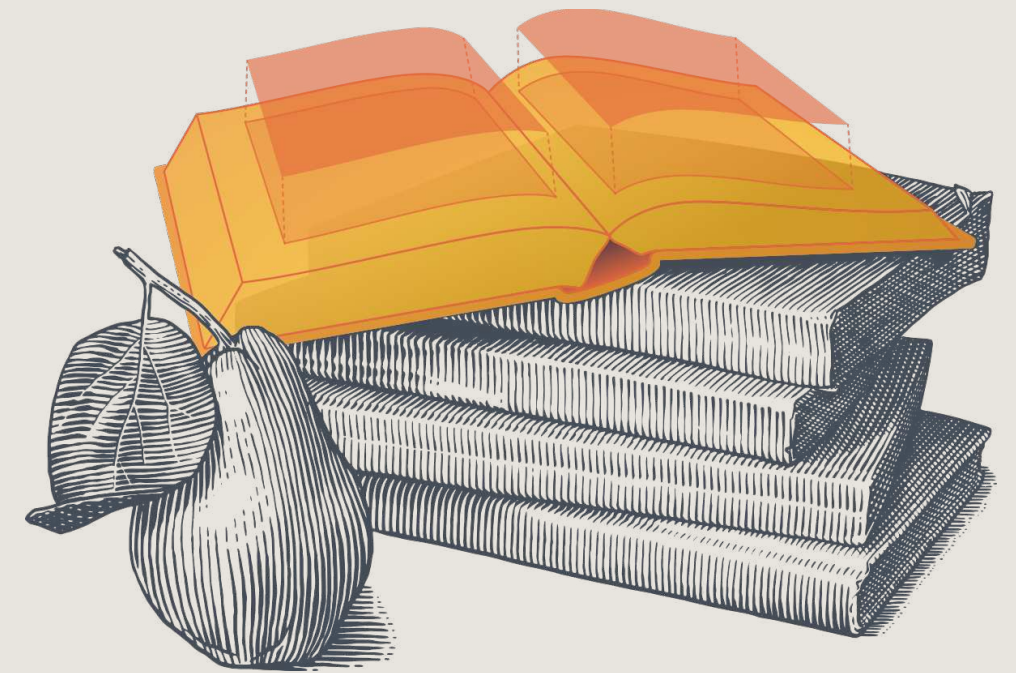
Who are your customers?

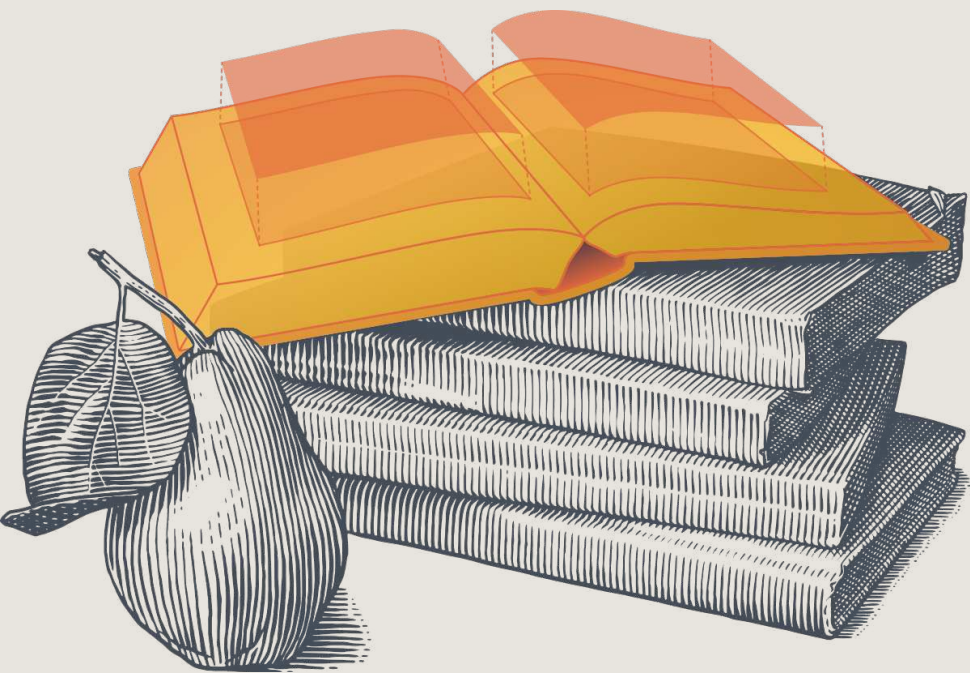
Why would someone visit your website?

What are their challenges?

How can you help? How would your website address those challenges?

What calls to action or additional information can you provide to further qualify a sale?





FOCUS

“If there’s a simple, easy design principle that binds everything together, it’s probably about starting with people.”

- Bill Moggridge, IDEO



Who are your potential visitors?

Think Like Your Audience

WHY DO I NEED THIS?

Your experience is crucial, but avoid the trap of fixating on *your* solution to the problem. Broadening your thinking by taking an empathetic approach to your potential customers is powerful.

“To perceive is to suffer.”

– Aristotle

WHO ARE YOUR WEBSITE VISITORS?

Consider — why would someone find your site? what are they looking for? what do they have in common?

WHAT ARE THEIR CHALLENGES?

Consider — what is the problem they face? what is the job they need you to do? what are they looking to pay someone to do for them?

HOW CAN YOU HELP?

Consider — why would they need your help? what are the biggest problems you solve for customers?

HOW CAN YOU EDUCATE YOUR VISITORS?

Consider — are there common questions you field? when are you the right fit? when are you not? what is the call to action?





USER NEEDS

“Research is formalized curiosity. It is poking and prying with purpose.

It is seeking that he who wishes may know the cosmic secrets of the world and they that dwell therein. ”

— Zora Neale Hurston



As a **(role)**, I need **(function)** so that **(business value)**.



Pages

Website Content Map

WHY DO I NEED THIS?

Once you pick a website template, there is some pre-filled content. Thinking first about what can stay and what can be deleted will help later. List off pages and maybe even outline important info for particular pages!

“Inspiration exists, but it has to find you working.”

– Pablo Picasso

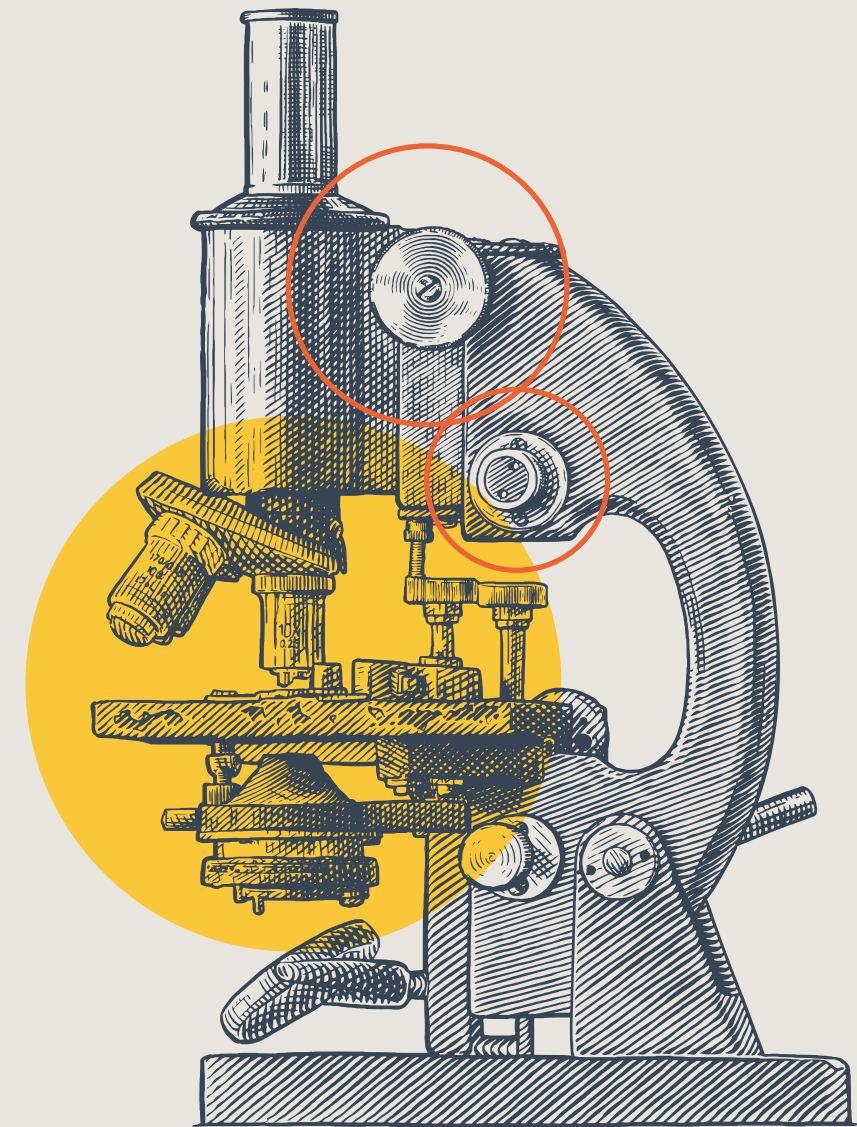
TRY LISTING THE PAGES YOU THINK YOU MIGHT NEED! (e.g. home, about us, menu, gallery, get in touch, etc.)



Use What You Have.

Collateral

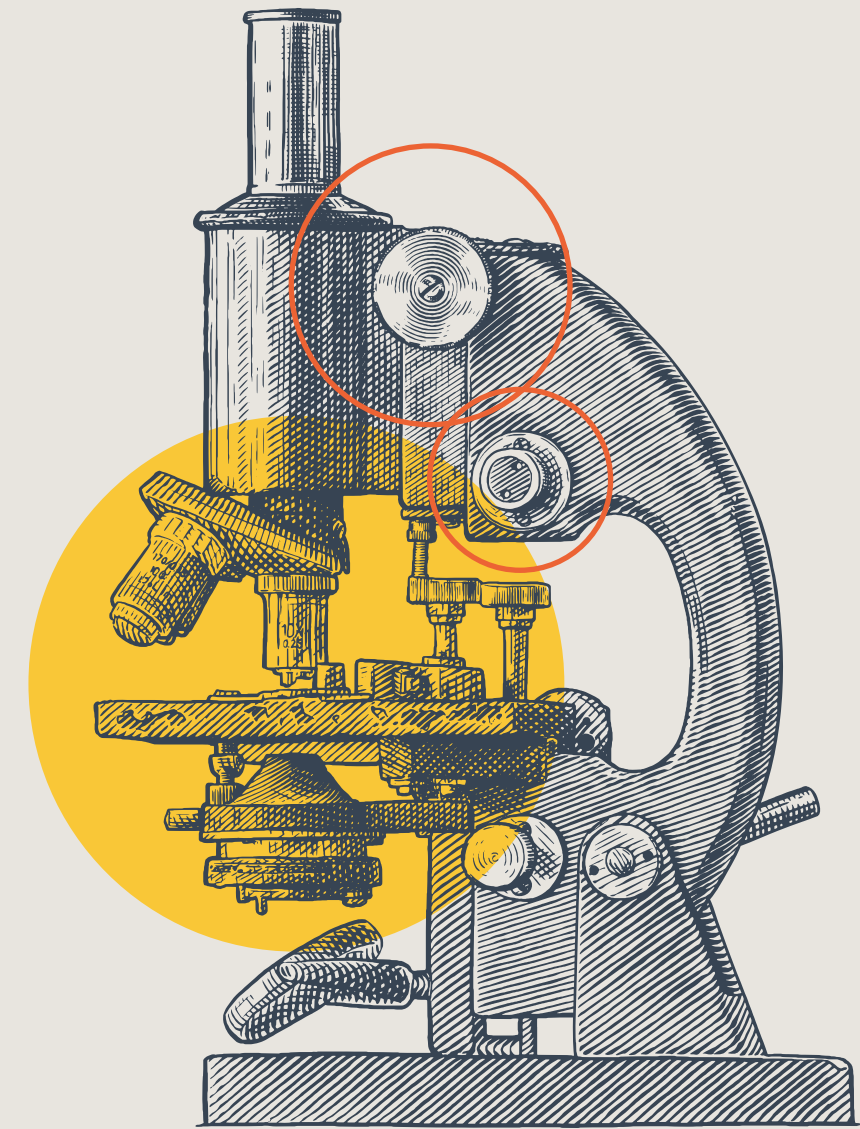
- Do you have any branding materials?
- Do you have sales materials?
- Do you have any images related to your business?



Use What You Have.

Relational

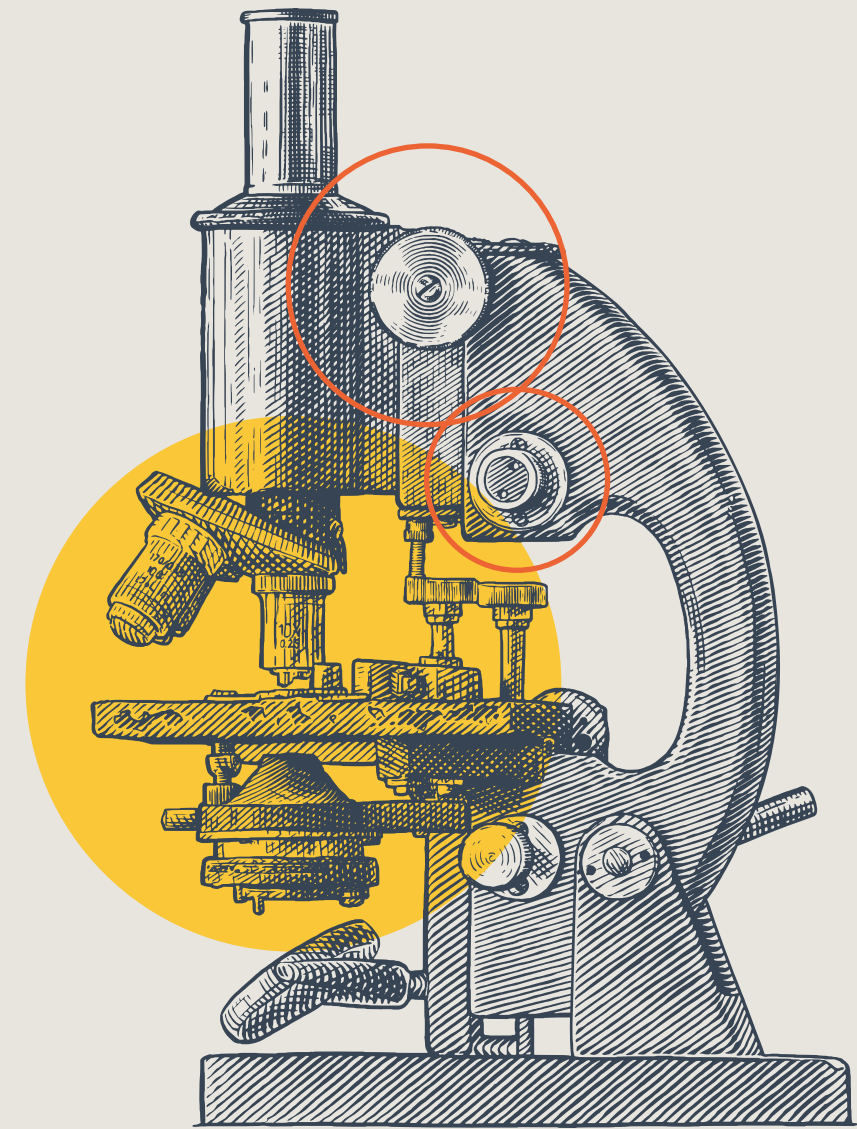
- Where are you already engaging with customers? (e.g Insta, FB, etc.)
- Who is already around you who could help?



Use What You Have.

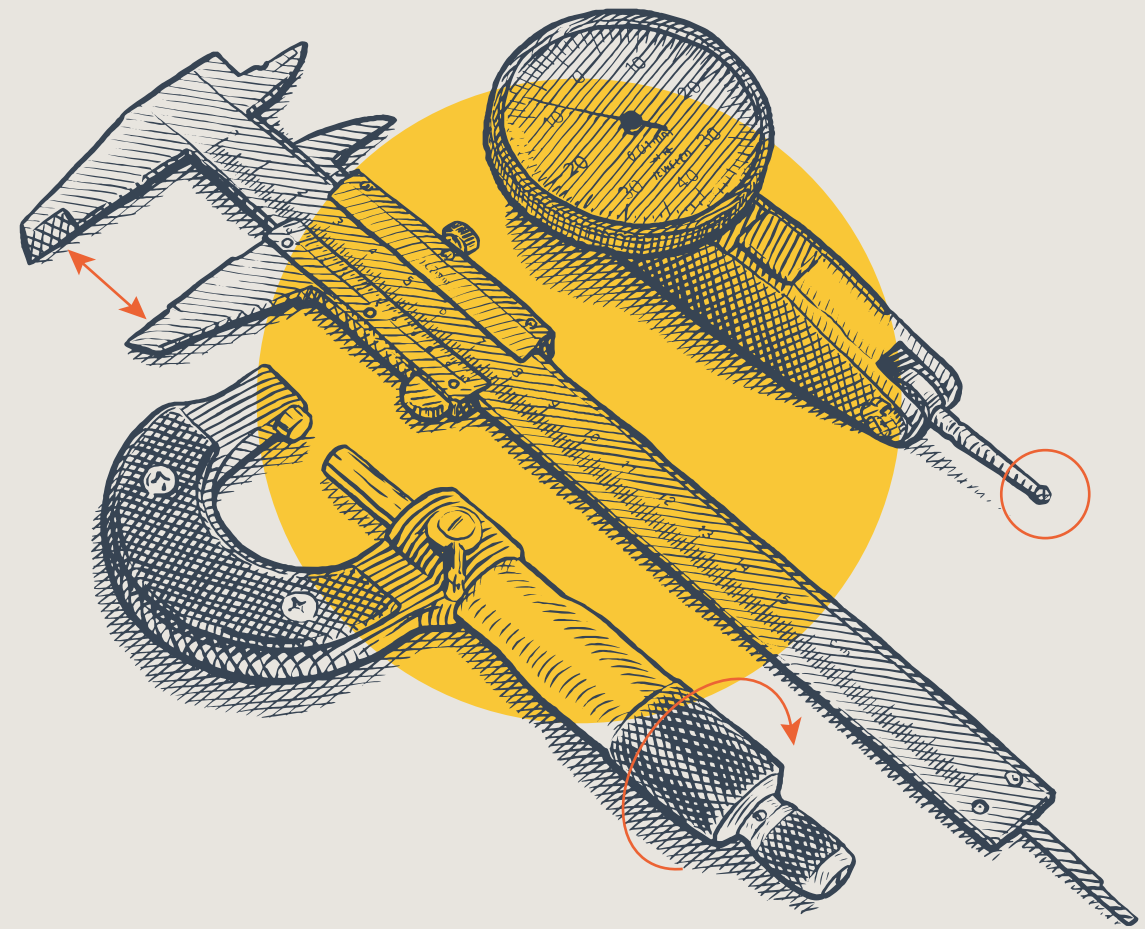
Inspirational

- What are competitors doing on their website?
- What websites are **you** inspired by?
 - Imagery
 - Writing
 - Colors
 - Styles



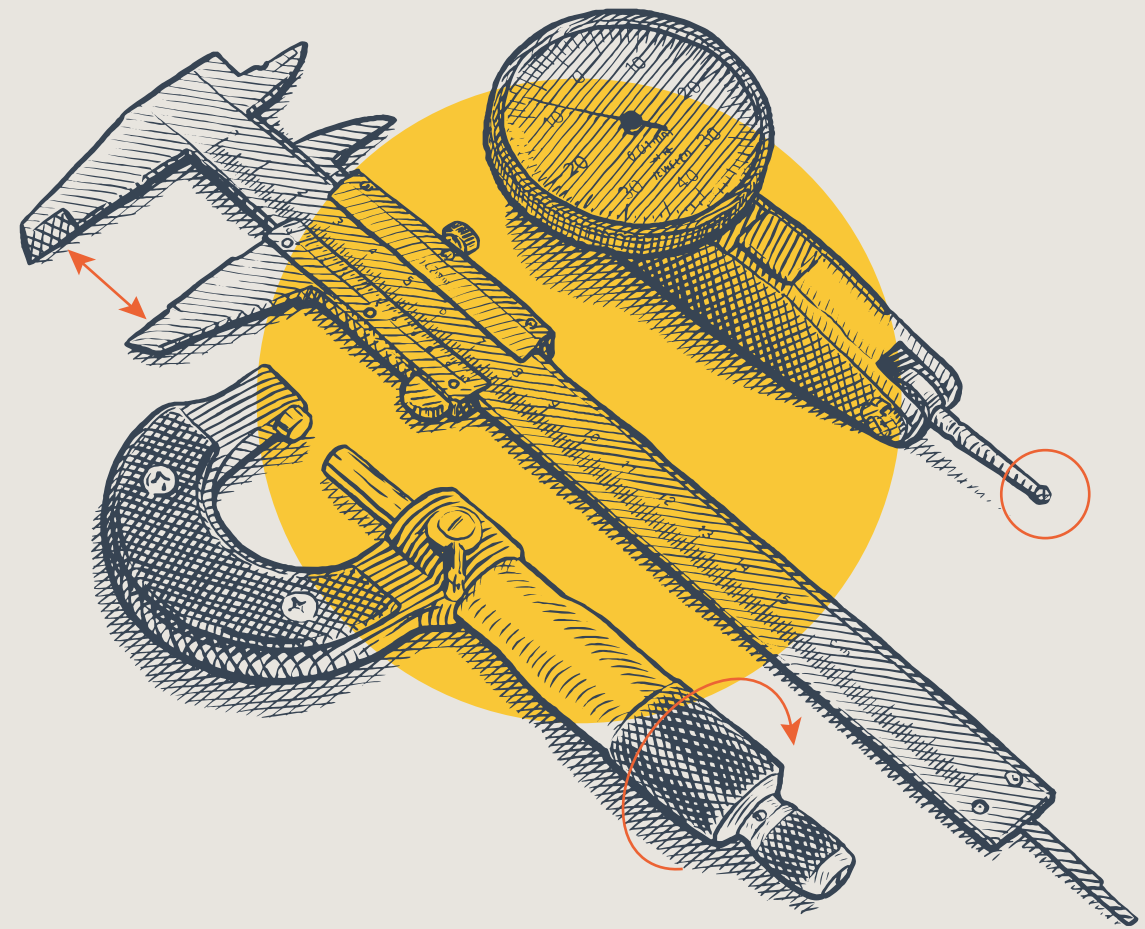
Test Out Some Web Building Tools

- Squarespace
- Wix
- Weebly
- Wordpress Gutenberg



Demo Squarespace

Let's go check out Squarespace!





CHANGE

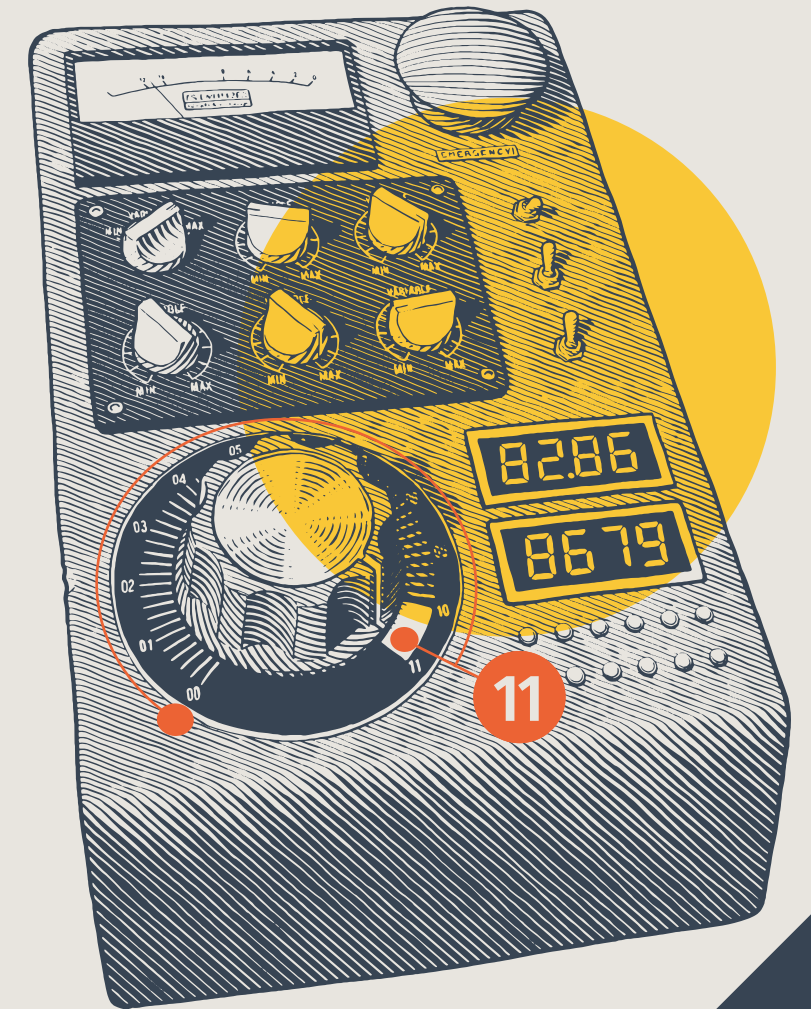
“Most people resist change, even when it promises to be for the better. But then if you acknowledge this fact and understand that you must adjust you will have a head start.”

- Arthur Ashe



You Got This!

- 1. Start planning on paper**
- 2. Inventory what you have**
- 3. Experiment with web builder tools before committing**
- 4. Incorporate feedback**



Thank you!

Brian Bassett
Simple Thread
Director

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t: 877.893.5486



Resources

Domains: instantdomainsearch.com

Website Builders: Squarespace, Weebly, WIX

Free Images: unsplash.com, pexels.com

Logo Designs: [99Designs.com](https://99designs.com)

Email Marketing: MailChimp, Constant Contact

Our Worksheets: bit.ly/rvasbdcwebsite

