



CHOCTAW

WEBSITES

Which Website Platform Works Best?

You know you need a website, but you're not sure where to start. Which platform works best for my specific business? Wix, WordPress, Shopify? Do I need to hire a website developer? We'll take you through your options and help you decide.

Who We Are:

As the founder of Choctaw Websites, I am responsible for sales and marketing of our website development and marketing firm. My husband Steve and I also own Clear Digital Media, Inc., an online publishing firm since 2001, Too Much Tina Marketing, established in 2011, and ATC Owners, a group for ATC Toy Hauler Owners. My favorite aspect of my career is training other business owners on how to successfully market their own businesses.

Over the last 22 years, we have built over 125 websites, many of our own that we monetized with ad sales. Many of those we still own and garner passive income from. Since this industry is ever-changing, we are focused on continuing education. We are up to date on the current changes in AI (Artificial Intelligence) that is impacting our industry, and we're excited to apply these technological changes to benefit ourselves and our clients.

We have worked with, and donated our work and time to, the Society of American Indian Dentistry, Indian Motorcycles, Aluminum Trailer Company, various Chambers of Commerce, Menifee Valley Food Cupboard, and Oklahoma Home and Community Education.

My work has been published in Women Riders Now, Biker News Online, California Road Trip, Rebelle Society, Menifee 24/7, Bear Creek Chronicle, Live Life Local, 951 Magazine, Country Review Magazine, and Mademoiselle Magazine. I have also published 2 books, Finding Christ Inside and Rude Biker Chick, Lessons From My

Daddy.

Steve's work has been featured on National Public Radio, Vice, Who Do You Think You Are? the British television show, Family Tree Magazine, New York Magazine, Los Angeles Times, and has been a guest on numerous podcasts. Steve was also a City Founder of Menifee, CA.

Why am I Qualified to Teach This Training?

We have been successfully marketing our publishing and building client businesses for over 20 years. I have sold over \$3 million in ad sales since 2010. We have built a number of websites that we sold, earning over \$800,000 in total. We have also helped over 100 clients grow their businesses and live out their dreams of entrepreneurship since 2003.

We traveled North America full-time as vagabonds from March 2013 until November 2020, first on motorcycles for 3 years, and then in our ATC Toy Hauler, all while running our businesses. We bought a home in McAlester, OK so I could better connect with my tribe, the Choctaw Nation of Oklahoma. It is my goal to bring my experience and expertise to my people, and the people of Oklahoma, to help them prosper, just as we have done.

My motto has always been, "Everyone I meet has something to teach me. I want nothing more than to learn from each one."

Why You Shouldn't Rely 100% on Social Media:

Many people believe the only way to market their business is through social media. But using a social media platform has many hidden downfalls for small business owners.

1. Facebook, Instagram, and other platforms can be an enormous time waste. It can take hours each week to develop creative posts and interact with others.
2. At best, only 5% of your followers on social media will see your posts. Even boosted posts don't effectively target the customers who will buy from you.
3. The best way to reach potential customers on social media is to buy ads, which can be very costly, and ultimately, not reach local customers.
4. Social media platforms don't want users to click away from their site to go to an outside website. These platforms will not show your posts to most of your followers if it includes an outside link.
5. You don't own your social media profile. You're playing in someone else's sandbox. Your account can be taken down, or even banned, without any recourse or reason. If that should happen, you will lose all of the contacts you've

built with customers.

6. If you don't post consistently, potential customers may think you've gone out of business. An active social media page or profile will always require time and attention.
7. If you don't have a website, you can't gather emails from your clients. Having your own email list is crucial for business growth.

Website Basics

What is a website?

- a. Land is where the site sits on the server
- b. Address is the domain name
- c. Structure is the design
- d. Rooms are the pages
- e. Furniture is the contents



Domain Name is the online address you purchase from a registrar.

Server is space you rent in the cloud to host your website.

Template is a program you buy to structure the look of your site. This includes layouts, colors, fonts, and themes.

Contents are text, photos, graphics, videos, etc.

Pages are part of the same structure but serve different needs.

What is a platform?

An umbrella term that refers to the software used to build the website.

- a. Wix
- b. Etsy
- c. SquareSpace
- d. Shopify
- e. WordPress
- f. GoDaddy

What is SEO and why does it matter?

- a. SEO means Search Engine Optimization and is the process used to optimize a website's technical configuration, content relevance, and link popularity so its pages can become easily findable, more relevant, and popular towards user search queries, and as a consequence, search engines rank them better.
- b. Basically, it means "Getting Seen by the Right Visitors"
- c. Google, Bing, Facebook

Website Platform Breakdown

Wix:

- a. Designed to work with service-oriented businesses
- b. The website must be on its server, which is slow. Slow sites = poor SEO
- c. Has drag-and-drop development, which is good for developers with some experience
- d. Time-consuming to build if you're doing it yourself. Expect to spend 8 - 12 weeks building it yourself.
- e. Much less flexibility with templates and creation
- f. Very little developer support (very few serious developers will use it)
- g. Non-transferrable
- h. Fees
 - i. \$192 - \$708 per year plus extras

Wix is best for these types of businesses...

1. A plumbing business that just needs a simple one-page website
2. A dog groomer that wants a simple website for phone number and photos
3. A trucking company that doesn't expect to update website at all
4. A title company that only needs a few simple pages

GoDaddy:

- a. Designed to work with a variety of businesses
- b. Has drag-and-drop development like Wix - Experience required
- c. Time-consuming to build if you're doing it yourself, up to 8-12 weeks
- d. The servers are very slow, like Wix
- e. Non-transferrable
- f. Fees
 - i. \$120 to \$360 per year, plus extras

We do not recommend using GoDaddy...

1. Slow servers leads to slow website loading
2. Often experiences server downtime
3. GoDaddy is great for registering your domain name, not hosting your website.

Etsy:

- a. Online Retail Store only
- b. Hosted on their website. Not a site of your own.
- c. PCI Compliant
- d. Fees
 - I. The listing Fee is \$.20 for each item.
 - II. Listing lasts only 4 months. Transaction fees are 6.5% on every item sold.
 - III. The payment processing fee is \$0.25 + 3% of the final price with shipping, customizations, and gift wrapping
 - IV. Example: Selling a \$100 item will cost \$12.00 in fees
- e. Easy to set up and manage
- f. Non-transferrable

Etsy is great for these types of businesses...

- 1. Artists and crafters who want to sell their homemade goods online
- 2. Gourmet food makers who want to reach eclectic foodies
- 3. Has a strong community of buyers who love arts, crafts, and artisan foods

SquareSpace:

- a. Not as supported by developers
- b. Complicated to set up. Must have an experienced, skilled developer
- c. No unique features. All of the features are already being offered on WordPress
- d. Hosted on their server, which is slower than WordPress
- e. Fees
 - I. \$192 to \$360 per year, plus extras
- f. Non-transferrable

We do not recommend using SquareSpace...

- 1. Has a longer learning curve than Wix
- 2. Doesn't offer any features that Wix, Shopify, and WordPress doesn't have.

Shopify:

- a. A great option for retail, both online and brick-and-mortar
- b. Point of Sale System set up for commerce
- c. Hosted on their server
- d. Non-transferrable
- e. Professional, beautiful templates that are designed to sell
- f. Many free business tools
 - I. Marketing tools
 - II. Inventory controls
 - III. Invoicing and payments

- IV. Shipping labels
- V. Analytics and performance management
- g. PCI Compliant
- h. Fees
 - I. Monthly charges begin at \$600 per year
 - II. Some templates cost extra

Shopify is great for these types of businesses...

1. Business that wants to sell products online
2. A brick-n-mortar store that already uses Shopify POS, and now wants an e-commerce website
3. Business that wants to sell products at shows, farmers markets, fairs, and needs a POS system
4. Events promoter that wants to sell tickets online

WordPress.com:

- a. Hosted on WordPress' server
- b. Transferable to WordPress.org
- c. Longer learning curve than Wix or Shopify
- d. Add-ons and Plugins for any idea you want to implement
- e. Affordable
 - I. Inexpensive yearly hosting fees (\$50.00 to \$100.00 per year)
- f. Comes with basic customer support
- g. Supports e-commerce as an upgraded feature
 - I. Not PCI Compliant

WordPress.com is great for these types of businesses...

1. A service-oriented business that wants a DIY website that can scale to any size
2. A photographer or artist who wants to showcase their work in a portfolio
3. Attorneys, doctors, dentists that want to create a more professional look
4. Any business that wants a low-cost DIY website now, but expects to hire a professional developer some time later.

WordPress.org (Self-Hosted)

- a. Host on any server
 - i. Complete ownership
 - ii. Options for a much faster server = Better SEO
- b. Can be imported from WordPress.com, or exported to another developer
- c. Developer friendly

- d. Plenty of third-party support = Tremendous customization
 - i. Add-ons and plugins for any idea you want to implement
- e. Affordable
 - i. Software is free
 - ii. Inexpensive yearly hosting fees (We charge \$600.00 per year)
- f. Require more expertise to build, may have to hire a developer
- g. No customer support without a developer
- h. Works with WooCommerce (e-commerce)
 - i. Not PCI compliant
 - ii. Often has compatibility issues with themes and plugins

WordPress.org is great for these types of businesses...

1. A business in a competitive industry, HVAC, Plumbing, Attorney, and wants a website that can be customized to rank higher on Google Search
2. A home remodeler, house painter, landscaper, that wants to refine the look and feel to showcase their expertise
3. An author or artist who wants to create an online community of fans.
4. A corporate business with several employees and needs their website to integrate with CRM software, mailing lists, or automation tools

Specialty Websites:

1. POS Systems
 - a. Square, Lightspeed, etc.
 - b. If you own a brick-n-mortar store, and already use a POS system, very likely that system has its own website builder that will synchronize the website to your store.
2. Client Schedulers
 - a. Square Appointments
 - b. If your business is based on scheduled appointments (chiropractor, dentist), the Square POS offers a website builder that will let customers schedule appointments online, and pay for them online.
3. Online Ordering and Delivery
 - a. Restaurant POS
 - b. Most POS systems designed for restaurants already offer a website builder that can handle online ordering, and send text messages when the order is ready.
4. PCI Compliance
 - a. PCI Compliance is a set of security standards for credit cards. If you want to accept credit card payments, your website must be compliant with these

standards. Shopify has the strongest track record of maintaining compliance.

What You Need

What Your Website Needs:

1. Getting Seen by the Right Visitors = SEO
2. Professional look that represents your business and brand
3. The ability to capture visitors and keep them interested to stay on site
4. Answer the questions and needs of visitors swiftly and precisely
5. Direct customers to buy items or book services with ease
6. Integrate social media platforms seamlessly

What Your Business Needs:

1. You should always own your domain name! Never let someone else buy it for you.
2. To reach the people who need what you offer.
3. The ability to track where your customers are coming from.
4. A website that brings a great return on your investment immediately and over time.
5. A website that you own completely, and have total control over.
6. Recognizing the value of your time and if it's worth it to build a site yourself or to hire someone to do it.
7. A website developer who can bring experience, science, skill, and art to a commercial site.
8. A website developer that is available when you need them.
9. A website completed in a timely manner with a 100% approval guarantee.

Quote from David Redenius, Freeze and Flare Heat and Air:

"Choctaw Websites has been an incredible partner in helping us grow our online presence. Their website design has transformed our website into a professional and user-friendly platform that has attracted more visitors and increased our business. We had a wix site before and it was just plain and not nearly as personalized to us and our company. We couldn't have done it without their expertise and support!"

Choctaw Websites Pledge to You:

1. We will be available when you need us.
2. We will always deliver your website on time.
3. We will deliver the visibility you need to bring the customers you want.
4. We guarantee to have your site completed in 30 days or your money back.

Contact Us!

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