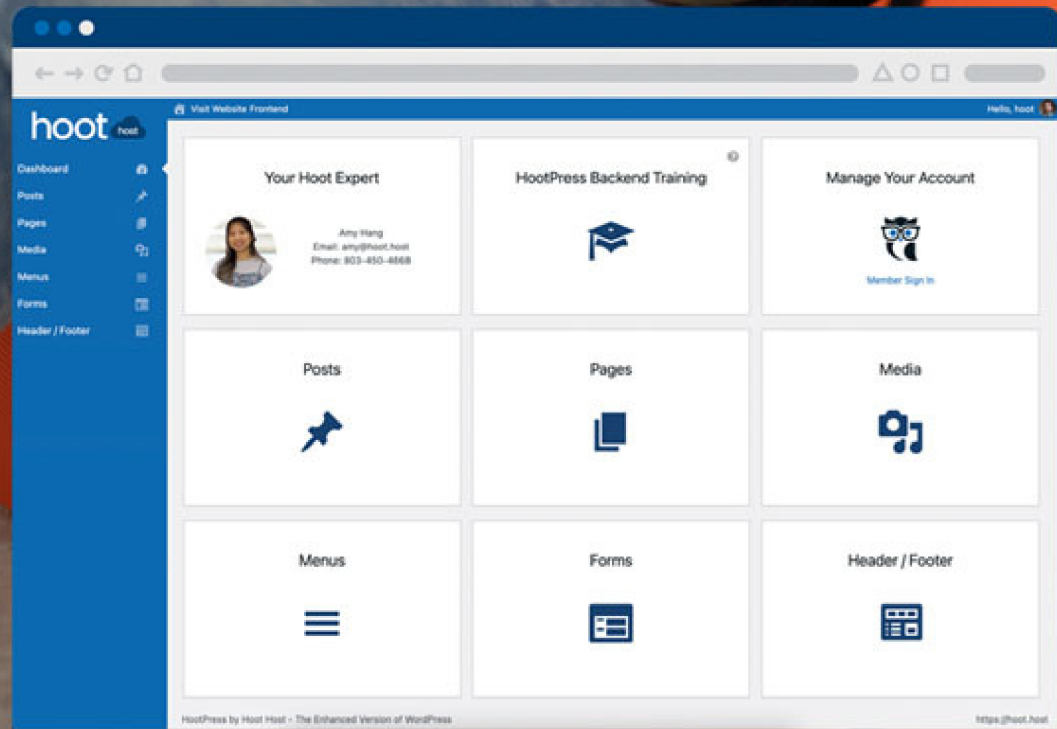


An Effective AND Affordable Website is Possible!



Hosted by:

CHRISTOPHER CARBAUGH

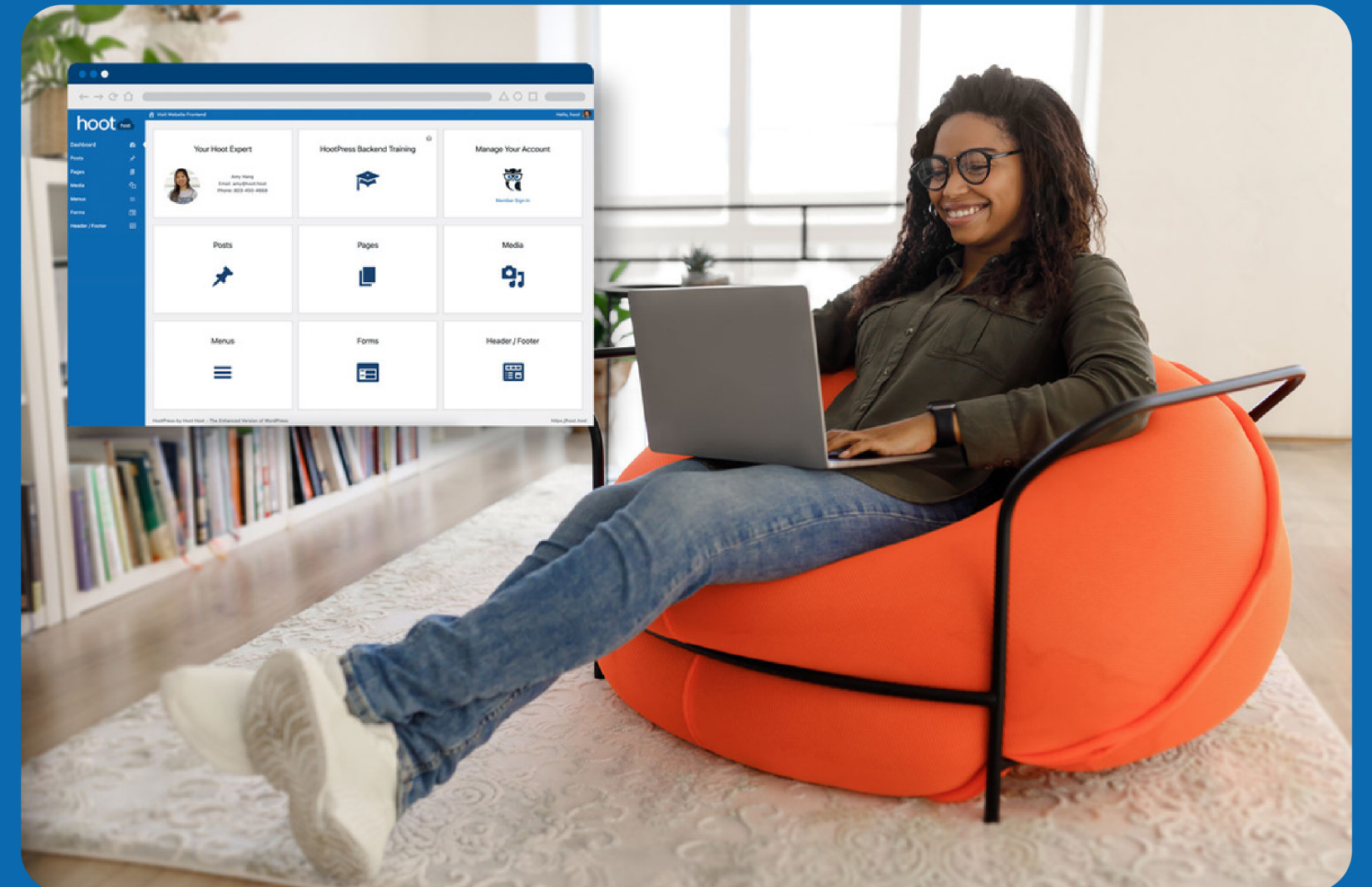
Hoot Host - <https://hoot.host>

An Effective AND Affordable Website

Let's explore how to build an effective AND affordable website to build your online presence and grow your business. Use this presentation packed with professional guidance and recommendations!

Topics included in this presentation:

- Website Costs vs Value
- HootPress vs WordPress
- Ongoing Maintenance and Management
- CRM and Growth Solutions
- Strategies to Grow Your Business



**Let's explore how to build an effective
& affordable online presence!**

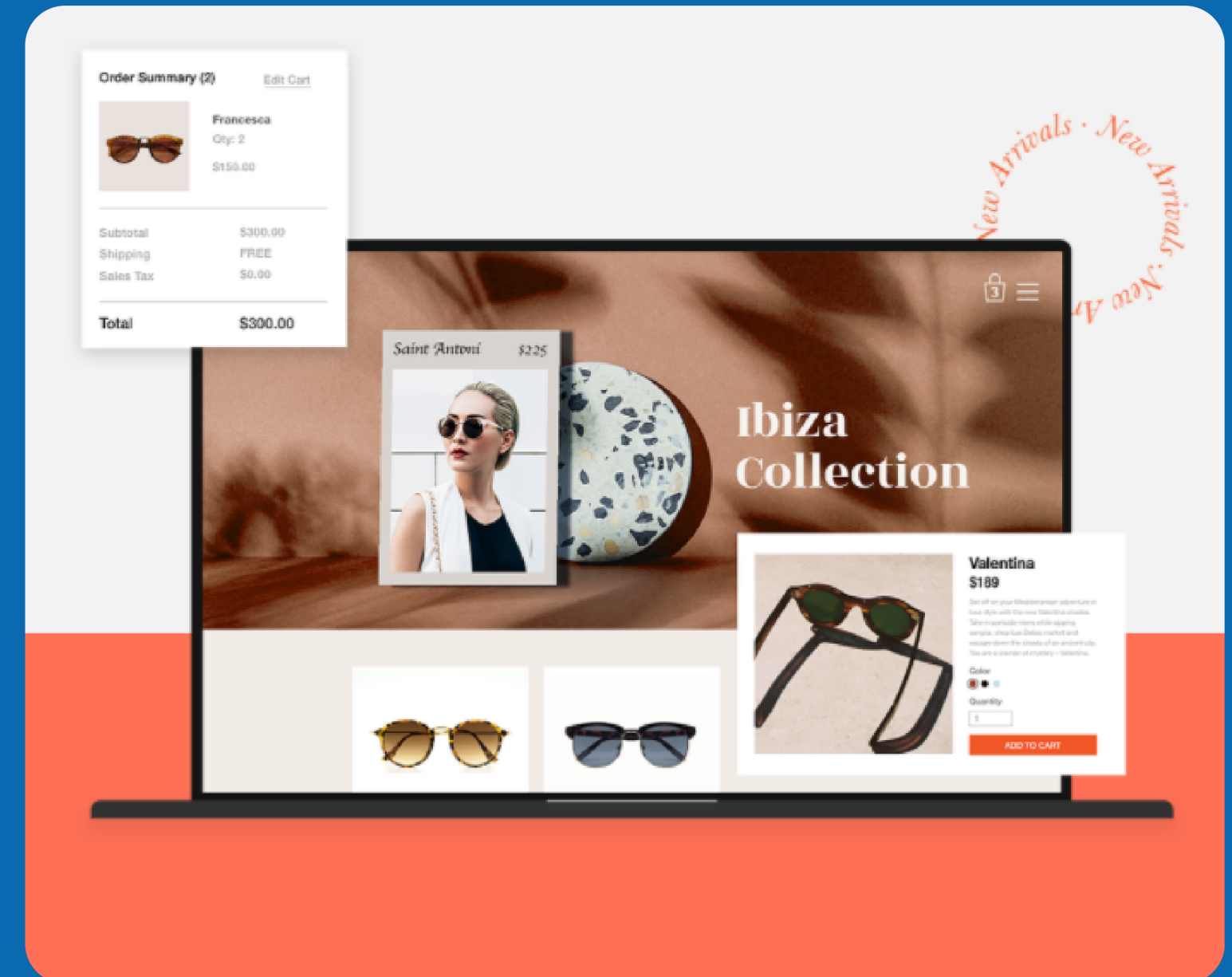
Website Costs vs Value

Website Costs vs Value

Website agencies aim to charge an average of \$3-5k+ just to build a business website. Then tack on management plans for thousands per year. The costs can add up! So many small and medium businesses instead go to DIY platforms like Wix or Squarespace who offer little value and give you a lot to learn.

- Agencies and even freelancers require big budgets
- DIY platforms take up time, add little value to your business
- The cost vs value balance leaves most small businesses with a poor online presence or overpaying for services

For small businesses and local service providers, it is hard to justify the big agency budget that they don't know will bring ROI. But DIY requires time investment they don't have and more work to build your online presence on your own.



HootPress vs WordPress

HootPress vs WordPress

Hoot Host created HootPress - our enhanced version of WordPress to create a low cost, done for you website service that empowers business owners with a high value website on a small business budget.

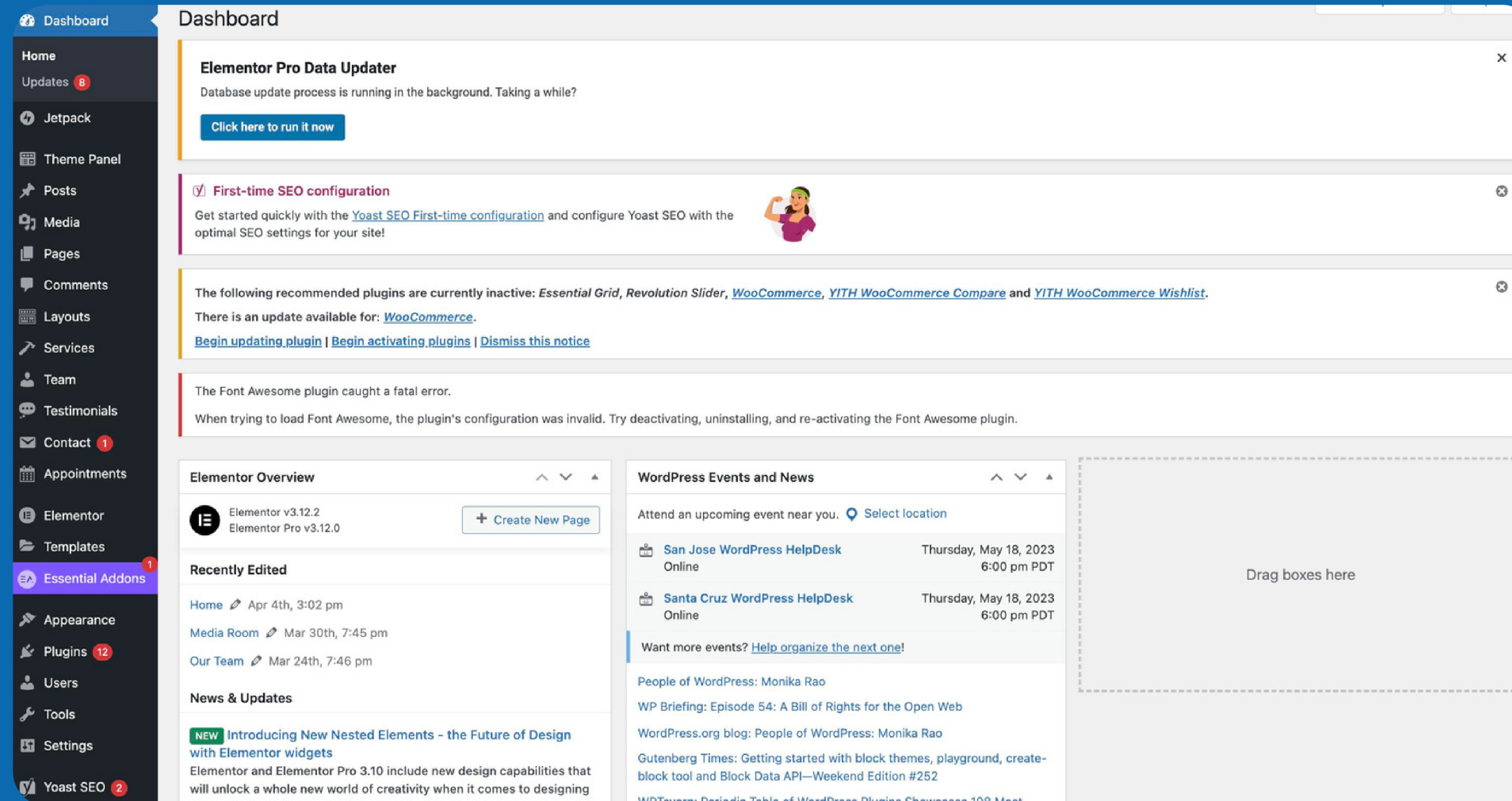
- Low cost platform making websites affordable
- Built for you, but easy for you to manage yourself too
- All the benefits of WordPress, without the technical headaches
- Powerful CRM, WordPress SEO, and marketing tools built-in!!
- AI tools and full scale AI website builder for DIY coming soon!

With HootPress the cost to value balance can be restored for small business owners and local service providers who want a solid online presence built by experts without spending thousands.



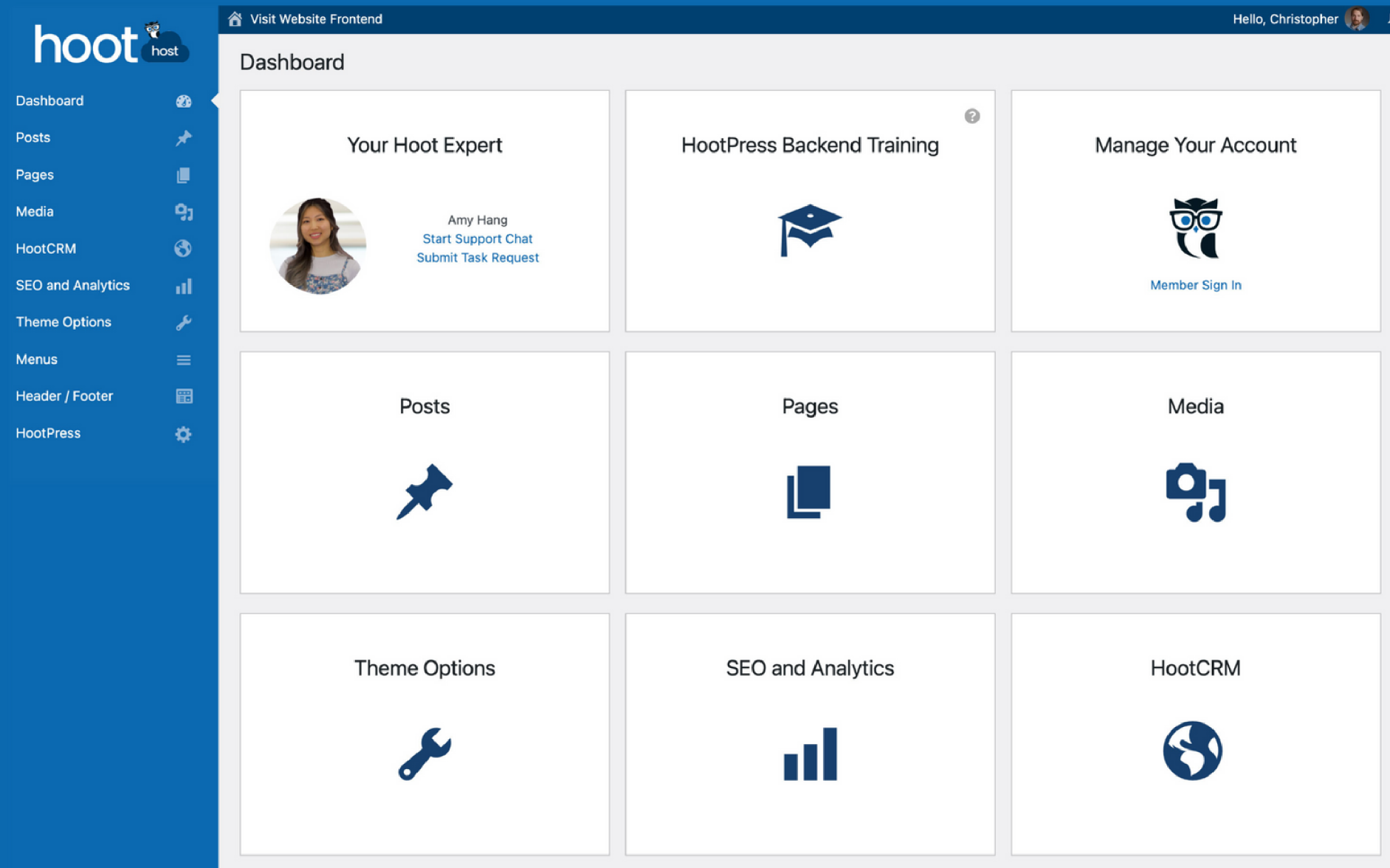
Standard WordPress

Standard WordPress is known to come with clunky page builders, an unorganized backend, and technical headaches.



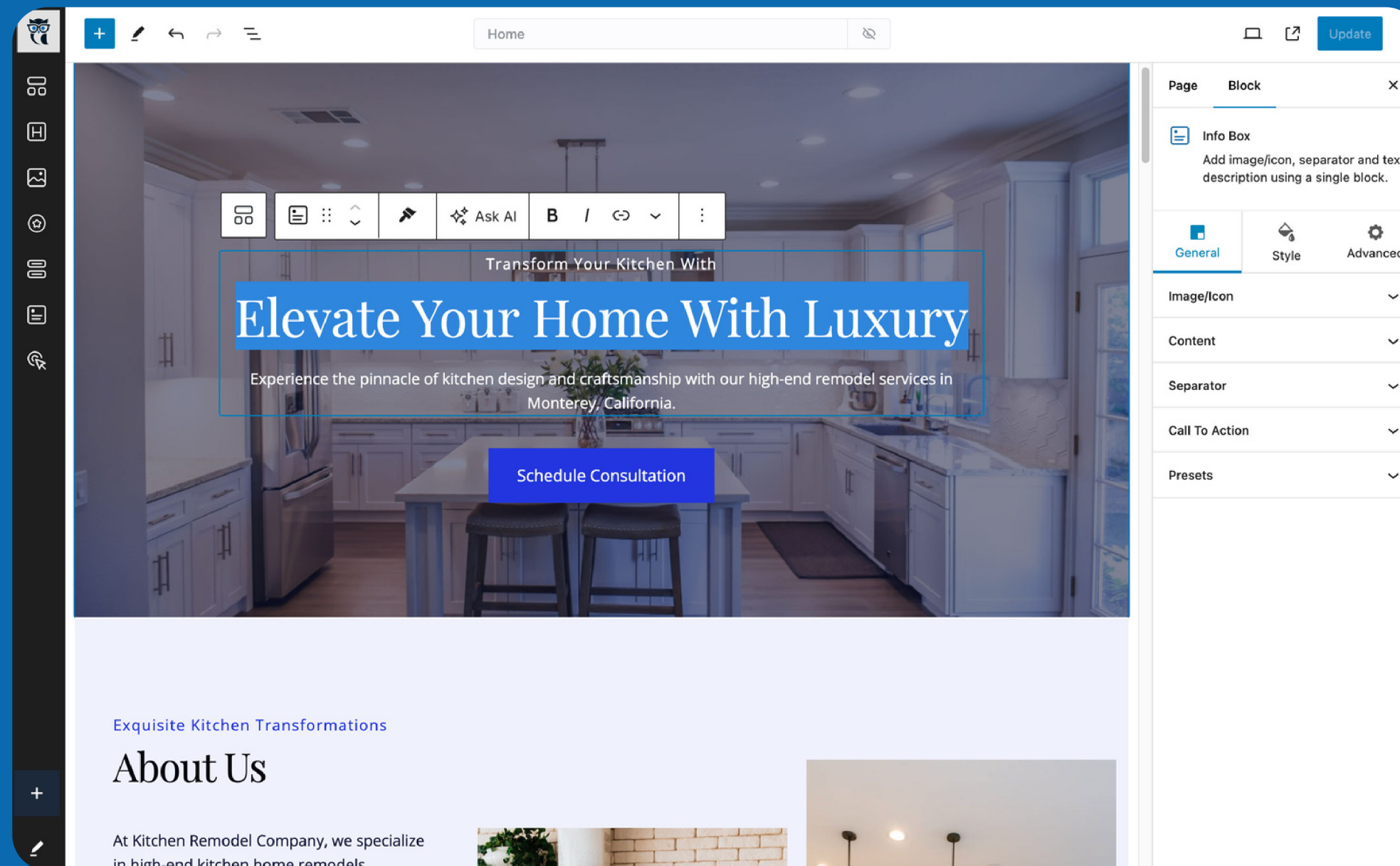
HootPress Backend

HootPress comes with a modern interface and improved organization. Giving you everything you need to manage your website without the usual WordPress technical headaches and issues.



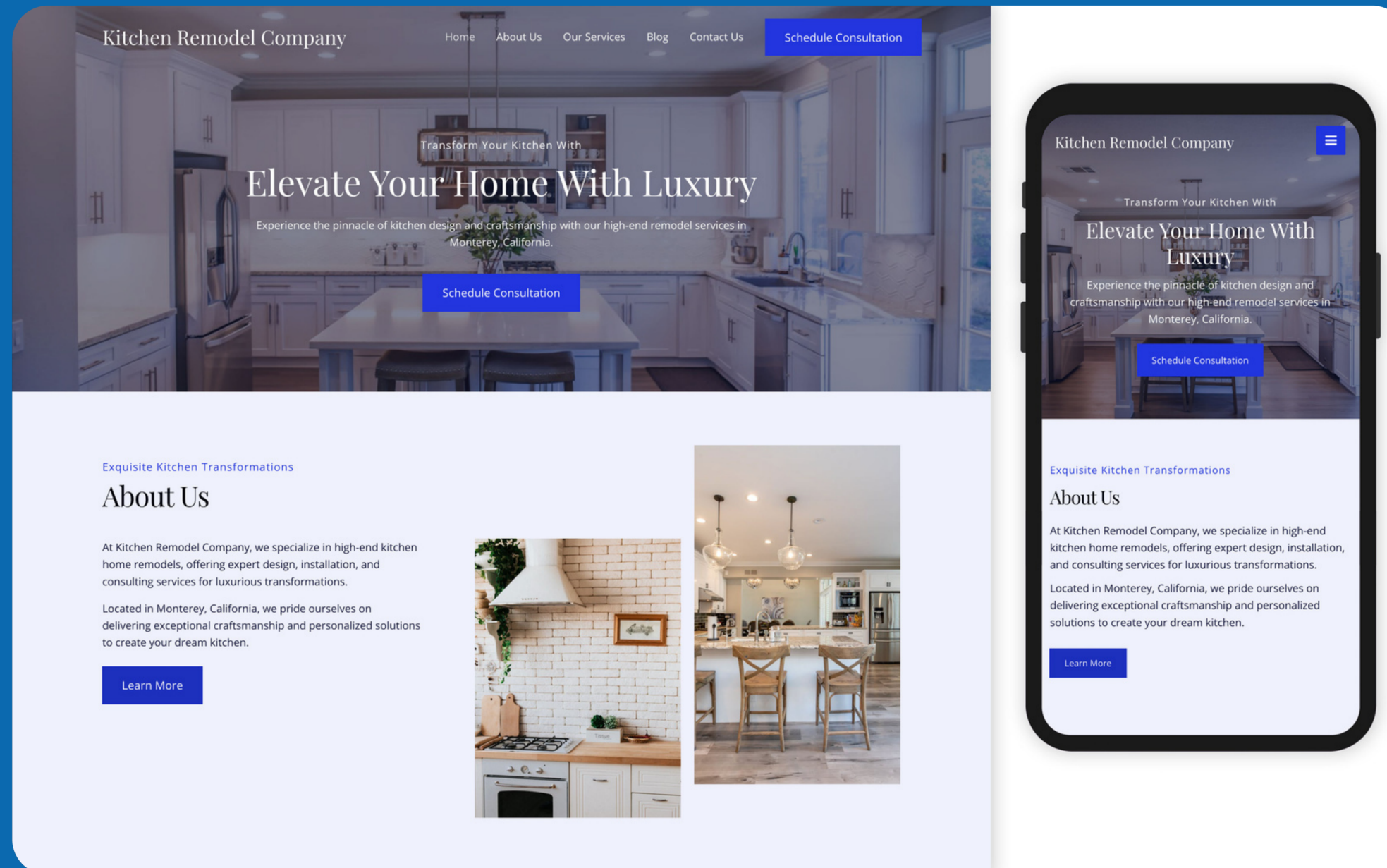
HootPress Makes Management Easy!

HootPress only shows you the tools and management features you need, none of the technical stuff. All built on the newest version of WordPress to make editing and updating your website easy for anyone to do!



HootPress Makes WordPress Beautiful

HootPress comes with tons of built-in design options, layouts, widgets, content AI assistant, SEO tools, and more!
Helping you have a powerful online presence that best represents your business.



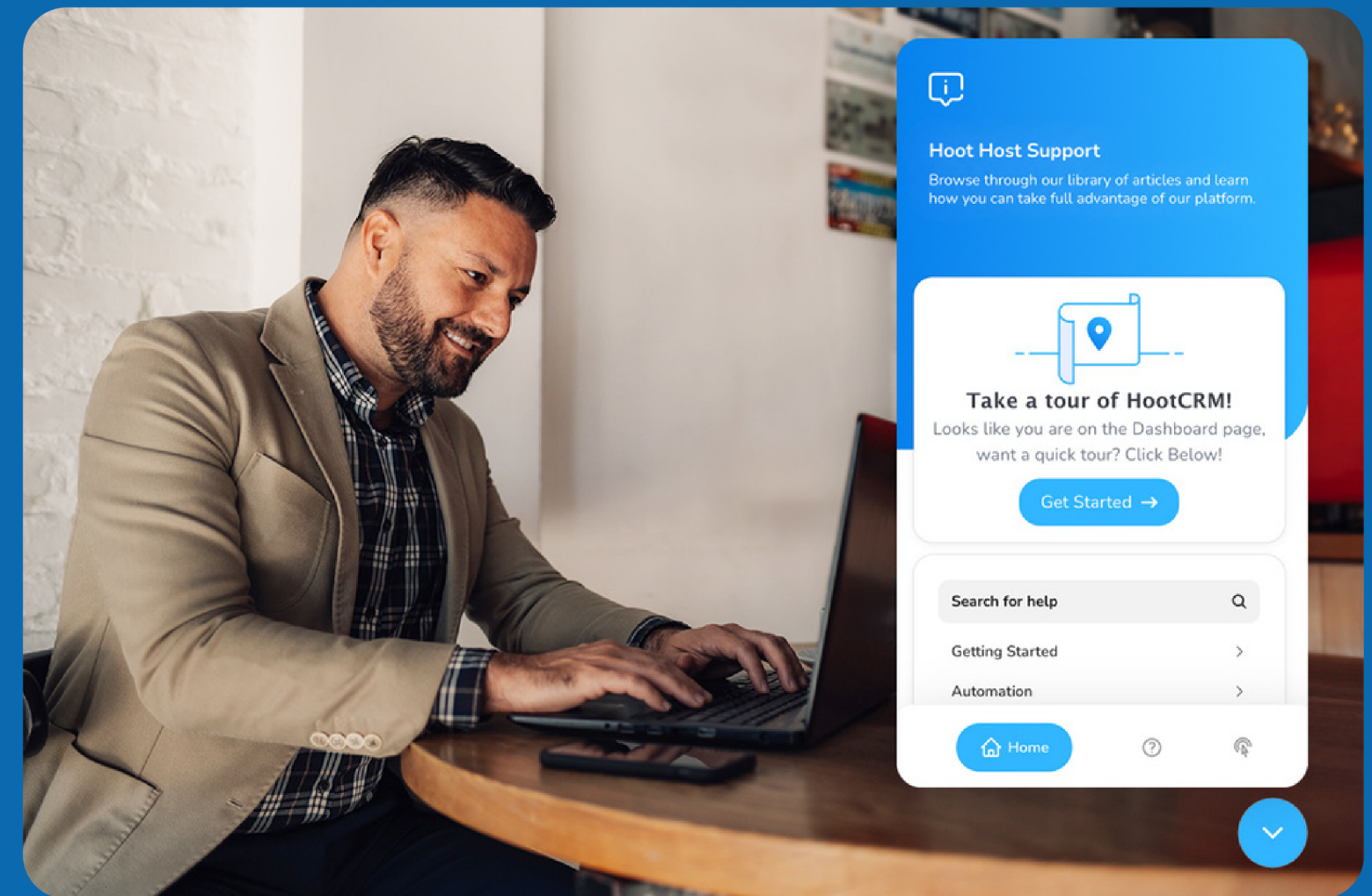
Ongoing Maintenance and Management

Maintenance and Management

Whether your business uses an agency, a DIY website platform, or HootPress - website maintenance and management is key for continued online success!

- Growing your online presence is about consistency
- Optimization and SEO is an ongoing process
- Blogging and content publishing helps you grow
- Performance, Security, Accessibility are highly important!
- Concierge technical support is always a good thing

Make sure you have a plan for ongoing maintenance and management to continue to grow your online presence and find your success online.



CRM and Growth Solutions

CRM and Growth Solutions

So you built a website, you are maintaining it, maybe you published some blogs, but none of that matters without tools to help you grow your business online! Get a CRM!

- CRM helps you manage your business operations
- Integrate with website through forms, calendars, chatbot
- Manage your leads and contacts to grow your business
- Marketing integrations for social media, email, GBP

With a CRM you can manage your business the wiser way and market your services more effectively. HootCRM is included in all the websites we build or manage!

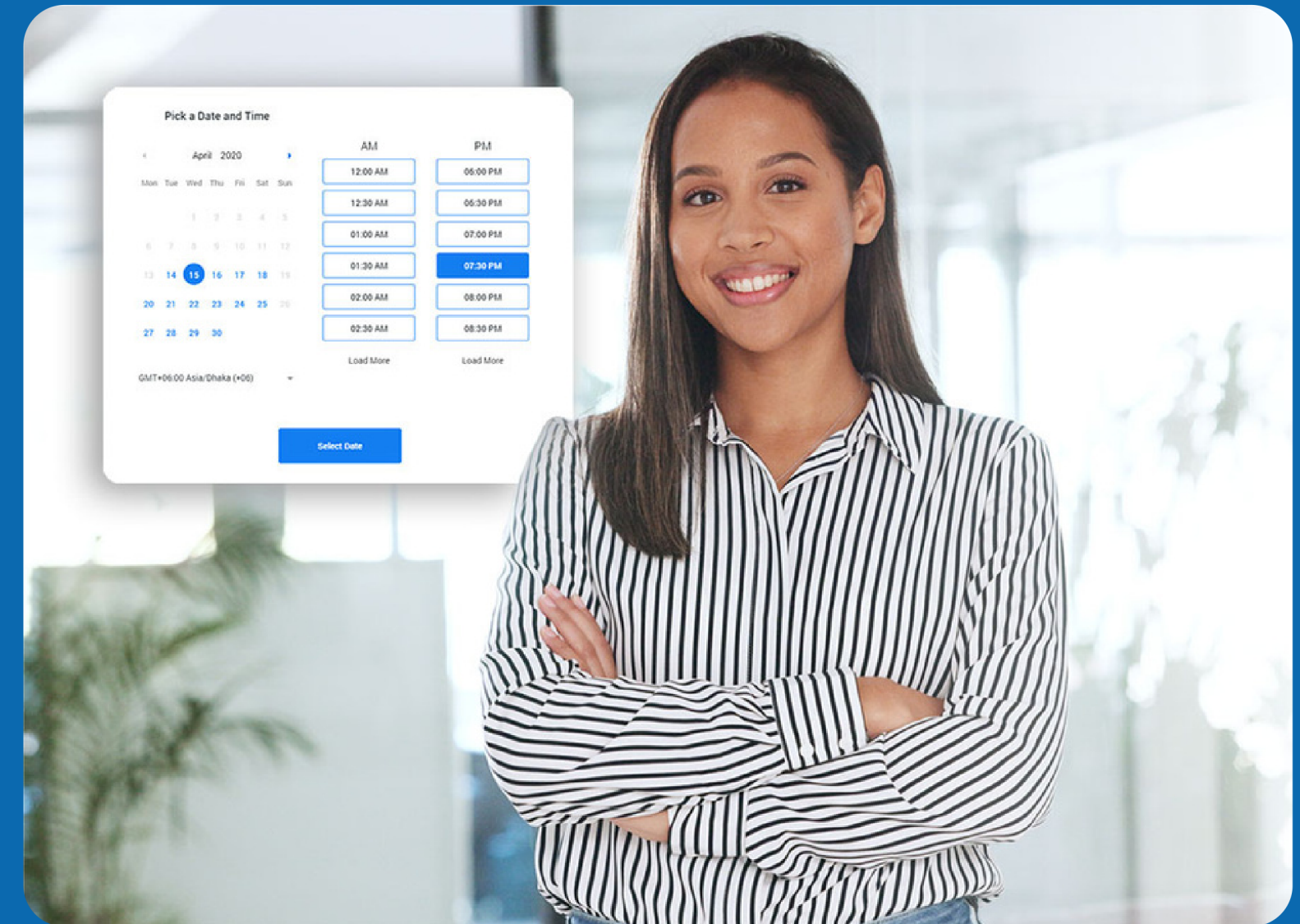


Strategies to Grow Your Business

Strategies to Grow Your Business

Through CRM and marketing tools + an optimized website your business will help you meet your goals, especially when you follow some core strategies for growth!

- Use E-E-A-T standards for writing quality content
- Strictly follow Google helpful content algorithm for blogs
- Structure website around the digital consumer journey and website visitor intent
- All lead generation, calendars, forms data goes to CRM
- Use CRM to manage your email marketing, social media posting, Google Business Profile for consistent outreach
- Google SEO Essentials for steady growth on search engines to drive targeted, organic traffic



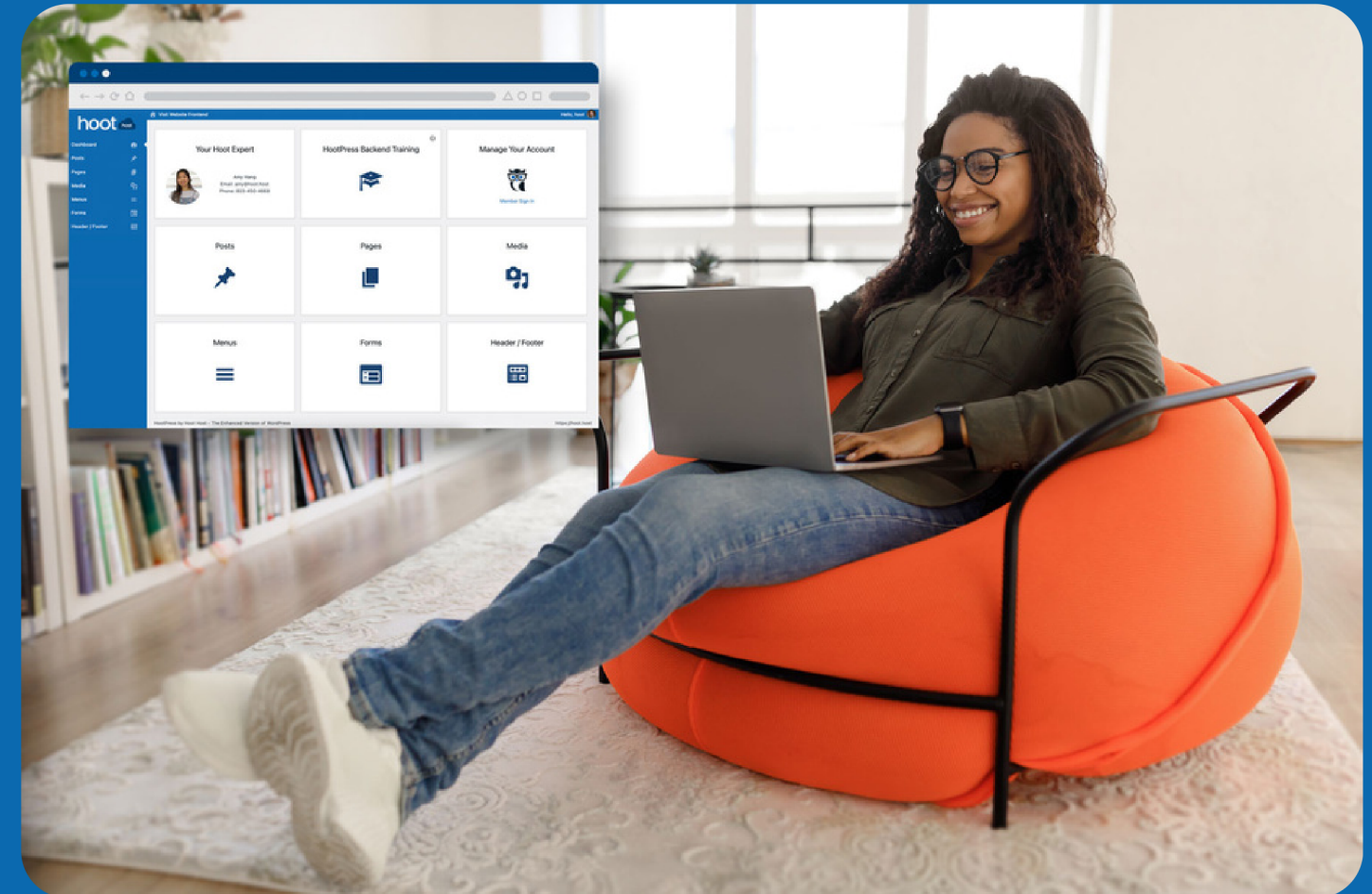
Reminders & Recap!

Reminders and Recap

An effective AND affordable online presence is possible! You don't need to pay thousands to an agency or be stuck trying to do DIY your goals online:

- Make a budget for your online goals cost vs value
- Try HootPress if you need affordable website and support
- Make maintenance / management part of your ongoing plan
- Get a CRM for management of your operations / marketing
- Follow key strategies for online growth

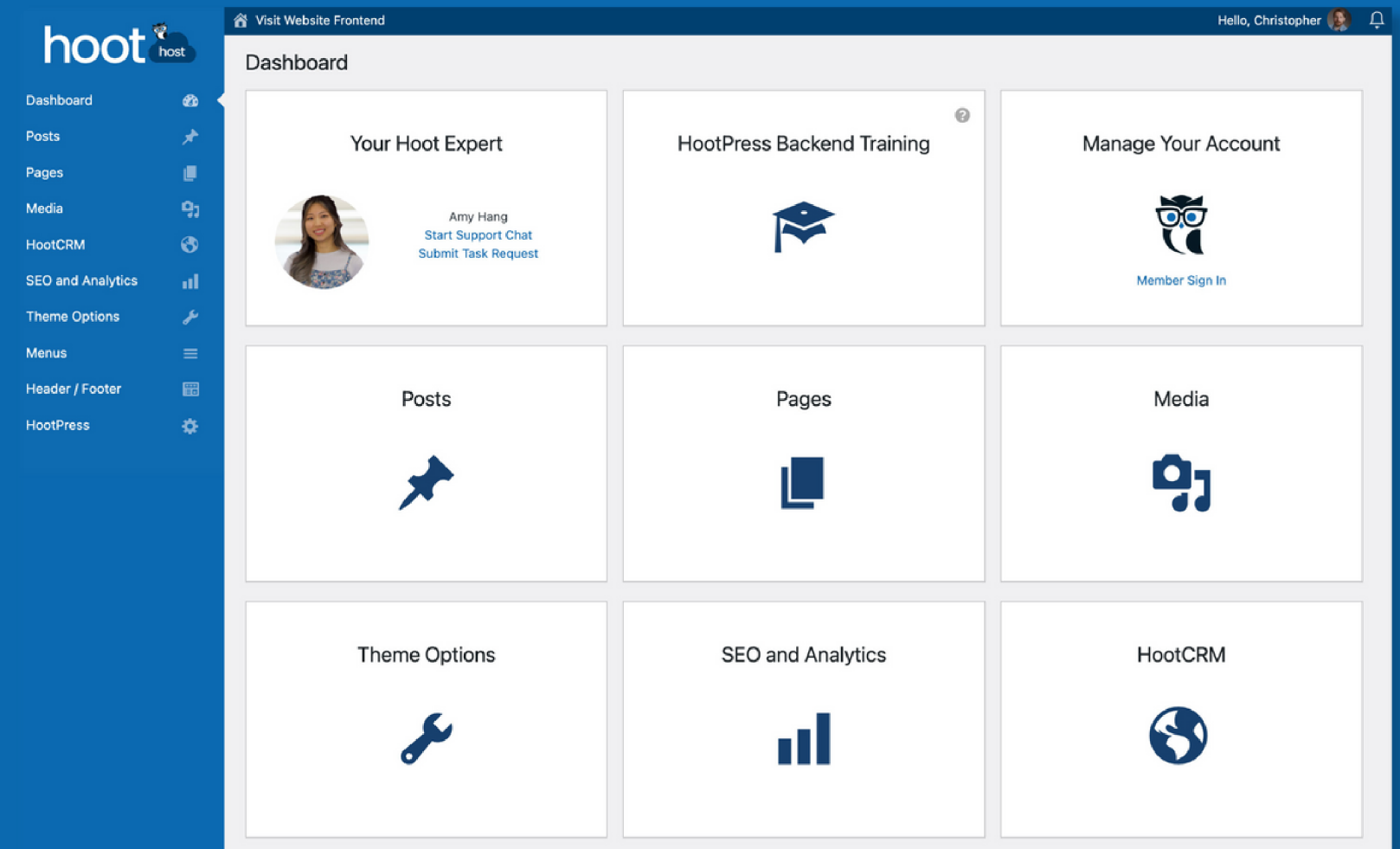
You can find the success you want online without breaking the bank. Solutions like Hoot Host or similar companies can help you do it affordably and be supported through the process.



Try Hoot Host Website Builder!

The Wiser Way to Build Your Online Presence!

Hoot Host Website Builder plans include everything your business needs to have a successful website with no big upfront costs or contracts. Including your domain, hosting, maintenance, optimization, plus our CRM and marketing software built in! All in an affordable monthly subscription.



Time For Questions

Let's start a conversation about building your online presence!

 Alignable Education

Build A Strong Online Presence

Strategies For Maximum Impact On A Small Budget!

with **Christopher Carbaugh**

Founder
Hoot Host



July 17th Alignable Education Webinar

Learn To Build A Strong Online Presence and Maximize Your Small Business Budget

Join us in the Hoot Host Community Group!



**Join the Hoot Host Group
and leave us a review!**



Hoot Host - <https://hoot.host>

Join the Wiser Way Weekly Connect!

Join the Wiser Way Weekly Connect to receive personalized coaching, support, and education for everything small business marketing and websites. All while engaging and networking in the flourishing Hoot Host Community on Alignable.

Every Friday 2PM PST / 5PM EST!!



For one-on-one website and marketing coaching
visit <https://wiserway.coach>