DIGIT

DIGITAL PRESENCE OF A BUSINESS

Learning for Integration ry

DIGIT

PROJECT INFORMATION

PROJECT NAME	**DIGIT | New didactical tools for initial digital training of low-skilled adults to adapt to the labor market transitions**
AGREEMENT NUMBER	**2021-2-EL01-KA210-VET-000051198**
ERASMUS PLUS KEY ACTION	**Small-scale partnerships in vocational education and training**
PROJECT WEBSITE	**https://project-digit.com/**

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KEY SYMBOLS

	Key Concept
	Practical Advice
	Did you know that … ?
	Further Reading

MODULE TOPICS

01. | Topic 1. How to write your CV

02. | Topic 2. How to use LinkedIn

03. | Topic 3. E-shop for your business

04. | Topic 4. How to create your business website

MODULE DESCRIPTION

At the end of this module, you will…

Learn how to to create a digital presence for yourself and your company online.

Know how to create a clear and effective Curriculum Vitae (CV), as well as how to create a Europass CV and download, send and create CVs online.

Know how to create a use the LinkedIn platform to create your profile, to look for work, and to create a profile for your business and attract potential customers.

Know how to create an e-shop for your business with customised features and payment options.

Know how to create a simple and attractive website for your business.

Overview of the Module

This module will provide learners insights into how to create a digital presence for yourself as an entrepreneur and for your business in different online environments, such as creating your own CV online using the Europass website, creating a LinkedIn profile for yourself and your business and how to create connections and find employment online, as well as how to create an e-shop for your business and an attractive business website.

Moreover, this module offers practical information and tips on how to make your CV and online profiles more attractive and how to create a website that is appropriate for your business purposes, using simple online platforms.

TOPIC 1 HOW TO WRITE YOUR CV

Curriculum Vitae (CV) or **resume** is the main document when applying for a new job. It is a list of education and prior work experience and other merits and skills. It should cover the career objectives, work experience, education and other skills of the candidate.

This section describes the most important points regarding why it is important to write a CV and what to include in your CV, what are the common mistakes people make when writing a CV and how to create a profile on the Europass website and create, download and send your CV via the Europass service.

A Curriculum Vitae (CV) is a brief account of your education, qualifications and your previous work experience, usually used when applying for a job. It is one of the most important documents when looking for work.

1.1. Why is a CV important?

A CV is a marketing tool and may be one of the most important documents you write to include in your professional life. It represents a summary of education and work history and it indicates a particular career direction. In addition, a CV is a like a personal advertisement to be able to convince the potential employer that you are an outstanding candidate for the job and that you will show your contribution to the organisation.

Further, in order to prepare a successful CV, it is important to present and review your experiences and achievements clearly, briefly and concisely and also that they would fit one page. Moreover, when writing a CV it is important to think about three vital following steps:

> Content of the CV

> Design of the CV

> Publishing the CV online or applying for a job

1.2. What to include in your CV

The first important point to include in a CV is writing personal data, the career objectives and the interest in the job opportunity. The second part should include work experiences, education, other hard and soft skills, language skills as well as computer and digital skills that qualify the candidate for that particular job opening. The third part should include the references and recommendations attained.

> Personal data or information

> Career objectives/A professional profile

> Summary of skills

> Professional expertise

> Education

> Work experience

> Computer skills

> Digital skills

> Language skills

> References and recommendations

> Other skills such as soft and hard skills, social media skills and so forth.

Here below you can see a simple example of a Curriculum Vitae and its structure.

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Figure 1. *Sample of Curriculum Vitae. Source: https://www.coolfreecv.com/*

You can prepare your CV or resume using many different kinds of templates. Here are some good examples of CVs created for different professions that you can find online:

› Teacher: https://media.newjobs.com/cms/uken/seeker/cv-templates/monster-cv-template-teacher.pdf

› Chef: https://www.myperfectcv.co.uk/cv-examples/chef-cv-sample

› Accountant: http://cvshaper.com/pdf-CV-sample-for-Finance-and-Accounting-in-kenya.html

› Electrician: https://www.dayjob.com/downloads/CV_examples/electrician_CV_template.pdf

› Construction worker: https://resumegenius.com/resume-samples/construction-worker-resume-example

› Retail Manager https://resumegenius.com/resume-samples/retail-manager-resume-example

You can also create your own resume online easily using the templates on the following free websites, for example:

https://www.myperfectresume.com

https://resumegenius.com/resume-builder/app/how-to-start

https://zety.com/resume-templates

https://cvdesignr.com/en

https://www.cvmaker.uk/

Another useful tool is the Europass CV, which will be introduced later in this section.

Tips and phrases for writing your CV

As a general principle when applying for a job or writing your CV, don't be shy. Be bold and be proud of who you are and what you can do.

Use strong professional-looking phrases in describing your personality, capabilities, experience and achievements. Ask yourself: in which way do I work? What is my way of thinking? What are my aims and goals? What have I already achieved? Where do I want to be?

Use descriptive adjectives like good, extremely, excellent, high, great, solid, energetic, active and tolerant.

Below you will find a list of so-called "power phrases" that will help you in creating a positive and immediate effect. However, it is important to include your own examples in order to make these general phrases more effective.

Useful phrases for describing your capabilities:

〉 determined and decisive

〉 entrepreneurial and pro-active

〉 reliable and dependable

〉 good strategic appreciation and vision

〉 results-driven, logical and methodical

〉 self-driven and self-reliant

〉 detail-oriented and precise

〉 diligent and conscientious

〉 good interpersonal skills

〉 great team-worker

- seeks and finds solutions to challenges
- tolerant and understanding
- sound planning and organisational capabilities
- sensitive and patient interpersonal and communication skills
- high integrity and honesty
- technically competent/qualified (in xx)
- energetic and positive outlook
- calm, reliable and dependable in meeting objectives and deadlines
- highly articulate, confident and persuasive team-builder
- dependable and reliable in supporting and enabling team effort
- determined to succeed
- excellent organisational skills
- excellent people-skills
- creative and innovative
- active and dynamic approach to work
- task-oriented
- able to work accurately and efficiently under pressure

Useful phrases to start your sentences with

- Motivated and enthusiastic about...
- Participated in...
- Assisted in...
- Worked on...
- Developed...
- Organised...
- Managed / Supervised...
- Developed expertise in...

〉 Extensive practical experience in...

〉 XX years of experience in…

〉 Oversaw the production of...

〉 Worked as...

〉 Successful in/ at...

〉 Succeeded in...

〉 In charge of...

〉 Established...

〉 Initiated...

〉 Addressed...

1.3. Common mistakes in your CV

There are some common mistakes that should be avoided when writing a CV. Therefore it is important to remember the following:

〉 Use chronological order
〉 Highlight examples of your working experiences and skills
〉 Research the role you are applying for and highlight the most relevant experience and skills
〉 Try to emphasise your recent work experience – the world is changing fast and you need to be always updating your skills
〉 Try to highlight your strengths, and minimise weaknesses
〉 Avoid including unnecessary information
〉 Keep the CV one-page format, max two pages
〉 Keep it clear, brief and concise – do not write in a complex or convoluted way
〉 Include key points such as career objectives, experiences and skills
〉 Proofread and make a spell check before sending or publishing online. It is important to review your CV many times in terms of spelling errors and other mistakes.
〉 It may be useful to ask a friend to review your CV
〉 Include clear content and choose a design that matches the profile
〉 Do not use a plain design, there are plenty of platforms that provide sample CV designs such as Canva, etc.

If you wish to impress the employer with your graphic design skills, you can make a more elaborate design for your CV or choose one from platforms where free CV templates are offered, such as Canva. However, it is important to keep in mind that the design should be clear and easy to read, so the layout should not be too complex or too colourful.

Do not use too many colours in designing your CV – one or two colours is enough!

Finally, here is a useful video for how to create your CV with great tips!

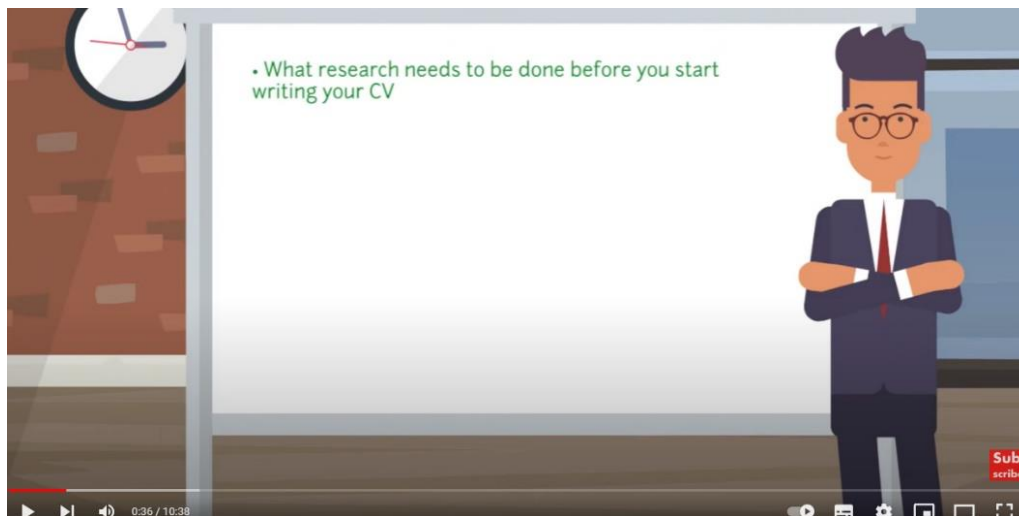*Figure 2. Video "How to write a CV [Get noticed by employers]". Source: StandOut CV.*
Link: https://www.youtube.com/watch?v=_fP43gcBywU&ab_channel=StandOutCV

Don't forget to check out these websites for building your CV:

https://www.myperfectresume.com

https://resumegenius.com/resume-builder/app/how-to-start

https://zety.com/resume-templates

https://cvdesignr.com/en

https://www.cvmaker.uk/

1.4. How to create a CV with Europass

A Europass CV is a CV format that is well-known in most European countries. The Europass CV can be created, stored, downloaded and shared in 30 languages.

First, it is important to create a Europass profile with your education, training, work experience and skills. They you can store the Europass CV in the Europass Library. After you have saved your CV, you can easily download or share it. You can also share it with EURES or other job boards.

Here we are introducing the steps for creating your Europass profile and CV.

In order to create a Europass profile, you have to register on the Europass website at:
https://europa.eu/europass/eportfolio/screen/profile-wizard?lang=en
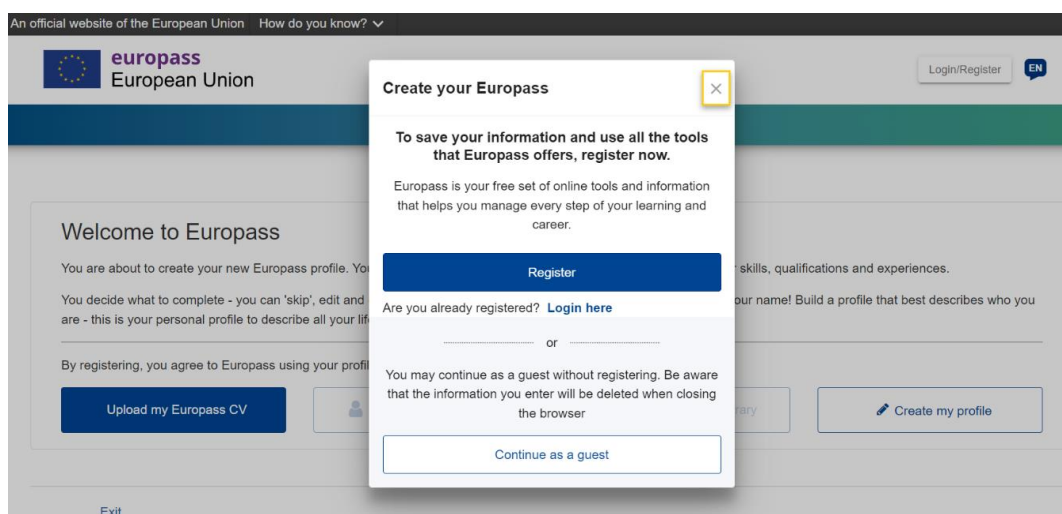
Then, you start filling in your personal information, such as the language for your profile, name, date of birth, nationality etc.
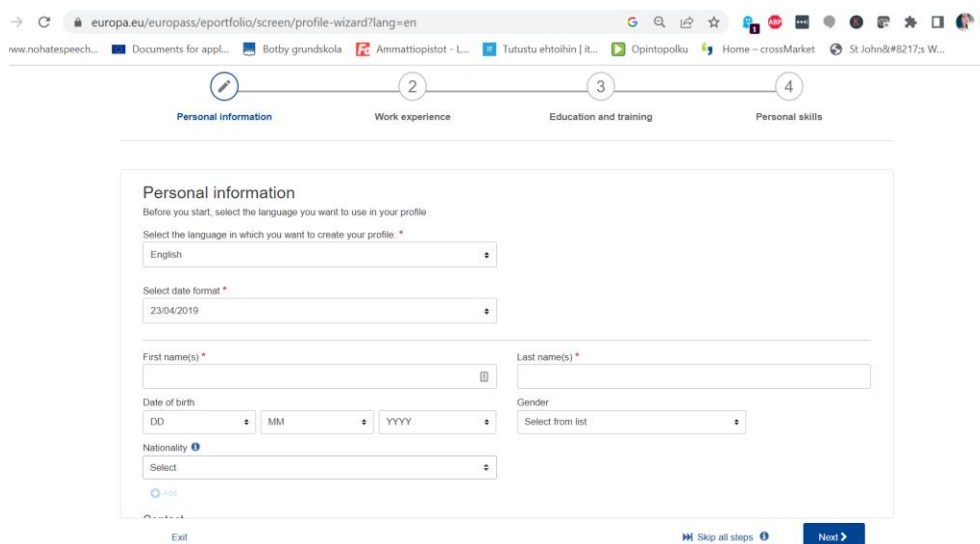
Next, you can add your work experience, including the position, name of the employer, location and dates. It is also useful to add more information about your responsibilities and experiences with the job.

As soon as you start typing the name of the position/profession you held, you will get some automatic options.

Next, you can add your education and training, including the name and details of the school or university you attended.

Next, it is important to add some personal skills, such as all the languages you know and your digital skills. As soon as you start typing your digital skills, you will get automatic suggestions.

When you have finished writing your profile, click on "Create". Now your profile will be automatically created.

Me ▼   My Library   My Skills   My Interests   My Applications

ℹ️ Did you know that you can create professional CVs based on your Europass profile? Create your CV now or watch the tutorial video to see how.

Profile ℹ️   ✖ Exit

Add profile in a new language   ◄ Share   ⚙ Settings   📅 Date format

Mike Madison

English   ✏ Edit

My personal information ⌄

✏ Edit

📊 Work experience ℹ️

Translator   ✏ Edit | 🗑 Delete | ⬆⬇
01/01/2014 – Current | London, United Kingdom
Freelance translator. Working for several large companies with translating, editing and proofreading content.

English teacher   ✏ Edit | 🗑 Delete | ⬆⬇
English School
01/02/2018 – 01/04/2020 | London, United Kingdom
English teacher for adult migrants. Creation of lesson content and materials, 10-15 hours of teaching per week.

➕ Add work experience

Education and training ℹ️

Masters Degree   ✏ Edit | 🗑 Delete
University of Birmingham

➕ Add education and training experiences

Language skills

Mother tongue(s)   ✏ Edit / Add

English
Mother tongue

Other language(s)

French

Listening
●●●○○
B2 - Independent user

Reading
●●●○○○
B1 - Independent user

Spoken interaction
●●●○○○
B1 - Independent user

Spoken production
●●●○○○
B1 - Independent user

Writing
○○○○○○

Digital skills

Test your digital skills

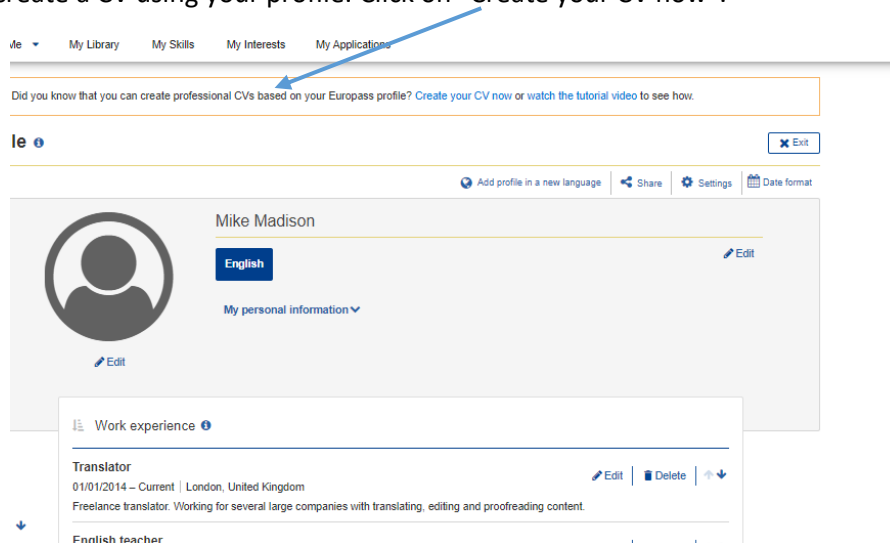Microsoft Office   Google Drive   Zoom   Social Media   Instagram   ✏ Edit | 🗑 Delete

➕ **Add new section**

Now you can create a CV using your profile. Click on "Create your CV now".
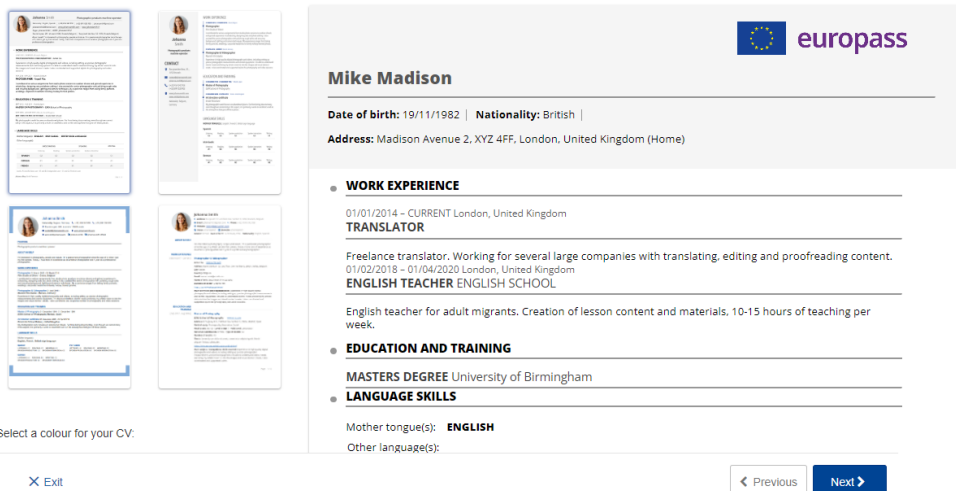

Then, you can choose to edit your CV further. After that, you can click on "Next" and select a template that you want to use for your CV.

Choose a template that looks good and presents your information in a clear way.

Next, you can select a format, save your CV with your name and then download your CV or save it in your Europass Library or publish it directly on EURES.

The Europass is a very easy way to create your CV and share it with potential employers in many European countries. You can also go back to your profile anytime and share your CV again or create another CV. According to the EURES, a CV is the first opportunity to communicate experiences and skills to a future

employer and it is a snapshot of who you are, your skills and educational background and other achievements. You can find more information on the EURES page at: https://ec.europa.eu/eures/public

Good luck with your job search!

TOPIC 2 LINKEDIN

In this section, we will introduce the LinkedIn online platform, which is the largest professional network on the internet. We will start by introducing what LinkedIn is and follow with a step-by-step guide to registering for the platform and creating your profile and adding all the relevant information about your education, career and skills. In addition, we will introduce how to create a company profile, and how to use LinkedIn for looking for work and networking.
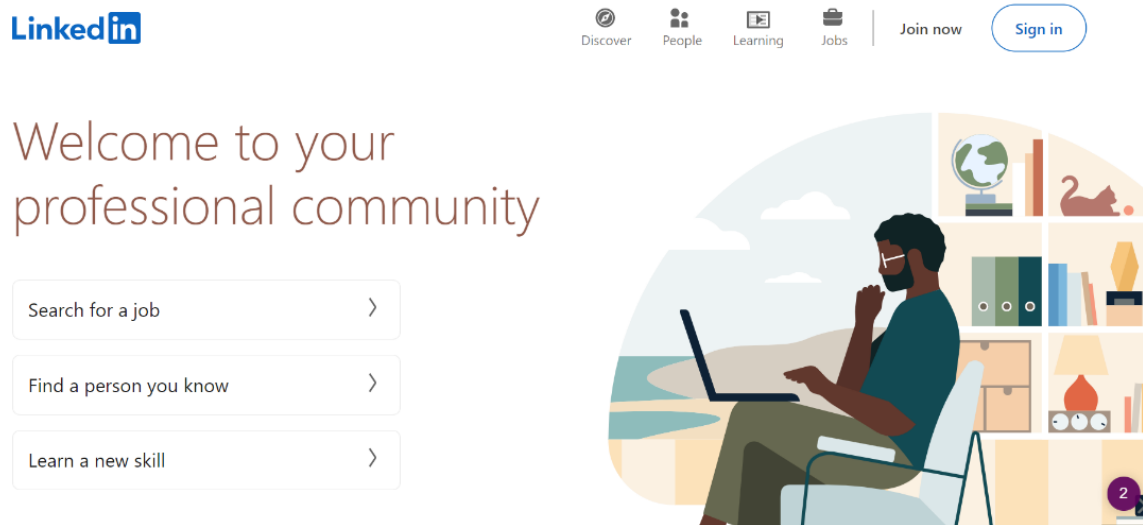
Figure 2. LinkedIn main page. Source: www.linkedin.com

1.1. What is LinkedIn?

LinkedIn is the largest social professional network on the internet, used by 875 million members in more than 200 countries and territories worldwide. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. It also serves as a CV and portfolio of your work experience where your future employers can see all your relevant information.

The following is a short video introduction to What LinkedIn is and how it works. We will present all these features in the subsections below.
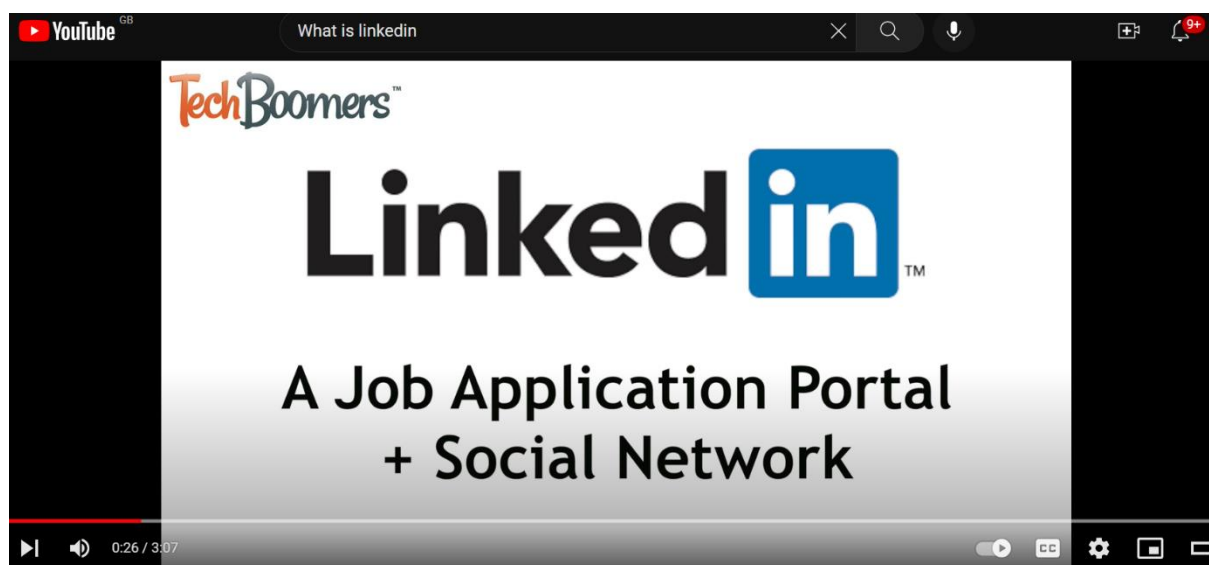
Figure 2: What is LinkedIn & How Does It Work? Techboomers. Source: https://www.youtube.com/watch?v=AcmKZrC89Mo

1.2. How to create a LinkedIn profile

In order to use LinkedIn platform efficiently, you need to create a profile. Here we introduce simple step-by-step instructions for creating your own profile.

1) First, you need to go to the LinkedIn website www.linkenin.com

2) Click on "Join now" at the top right corner.
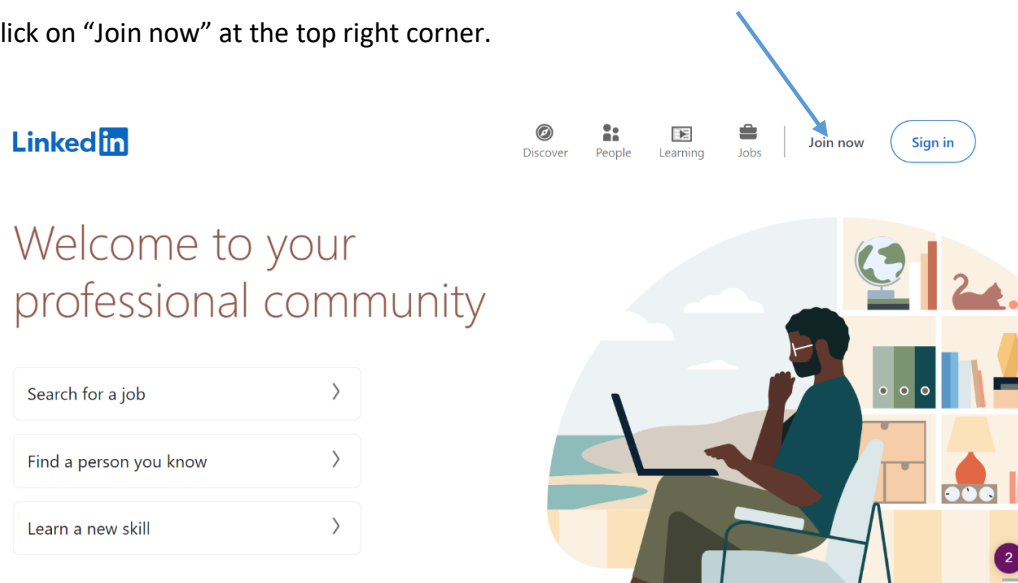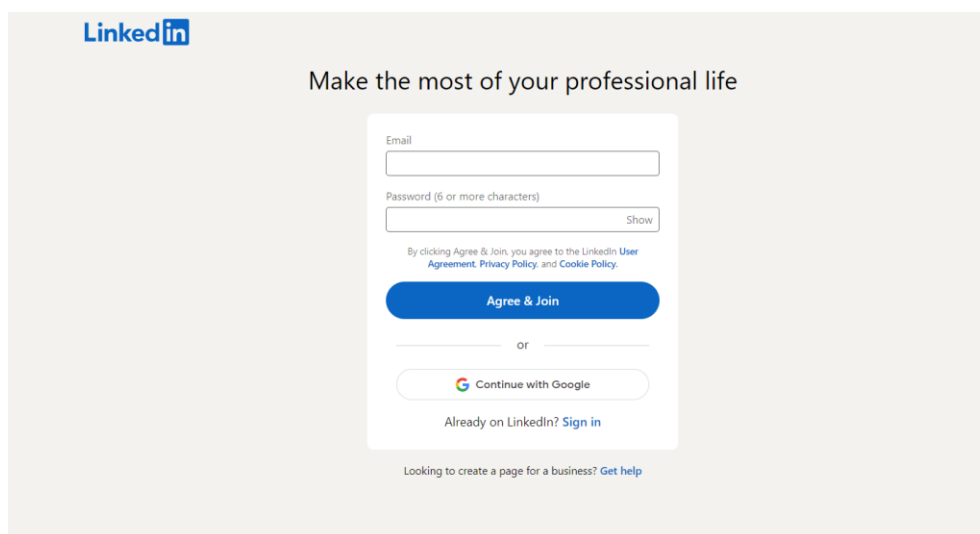
Figure 3. LinkedIn main page

3) Fill in your information in the form or click on "Continue with Google".

4) Confirm email address. LinkedIn informs you that they have sent you an email confirmation. You must go to your email and confirm. This is to make sure that the email really belongs to this profile.

2.2. How to design your profile

Next, you can create your profile.

Your profile shows who you are. You can make this online profile more personal with a photo of yourself. It is better to use a professional photo, not a picture from a holiday. People don't always remember your name, so a photo can help.

Click the camera to upload a photo for your profile and banner.
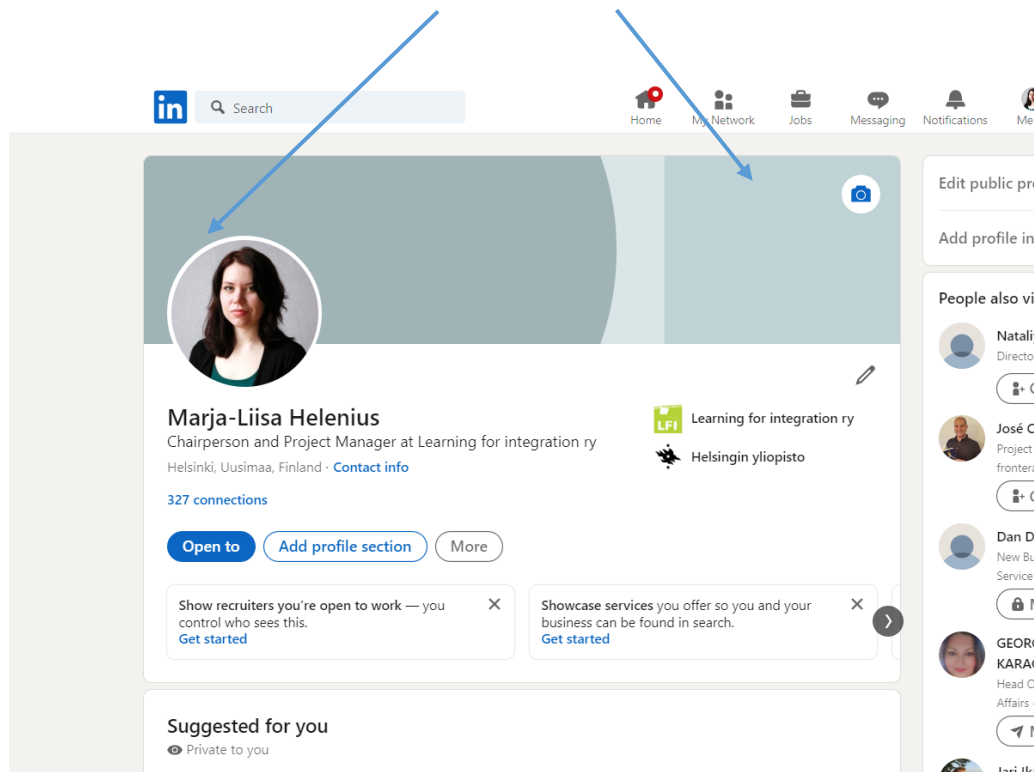
It is good to have a picture with mainly your face in the picture, with high resolution.

Next, you can go to your "Add profile section".
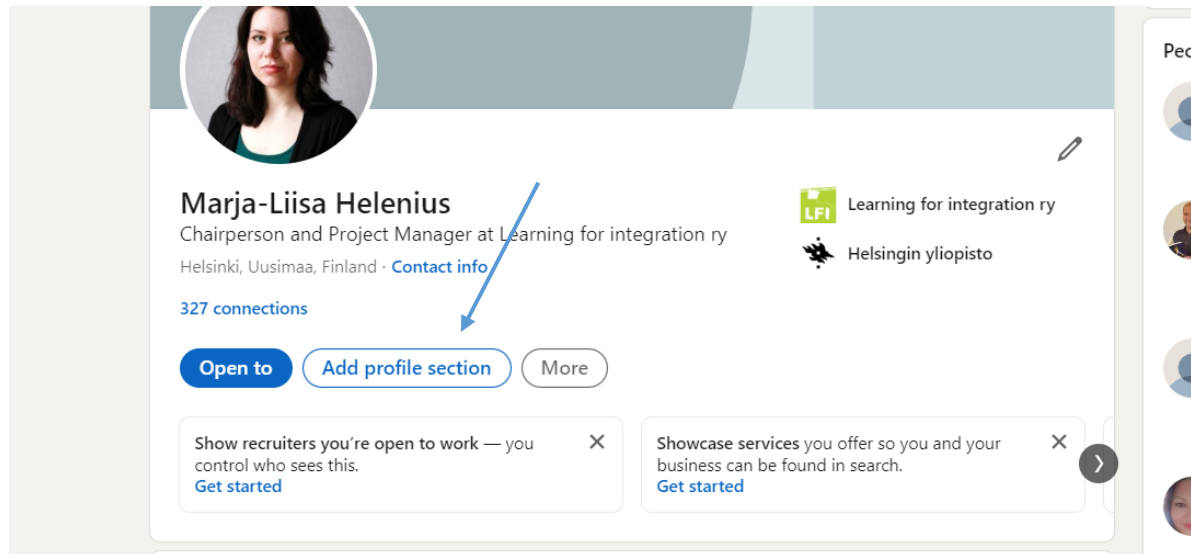
You can add more information about yourself here. Add a description of yourself, your education and work experience.
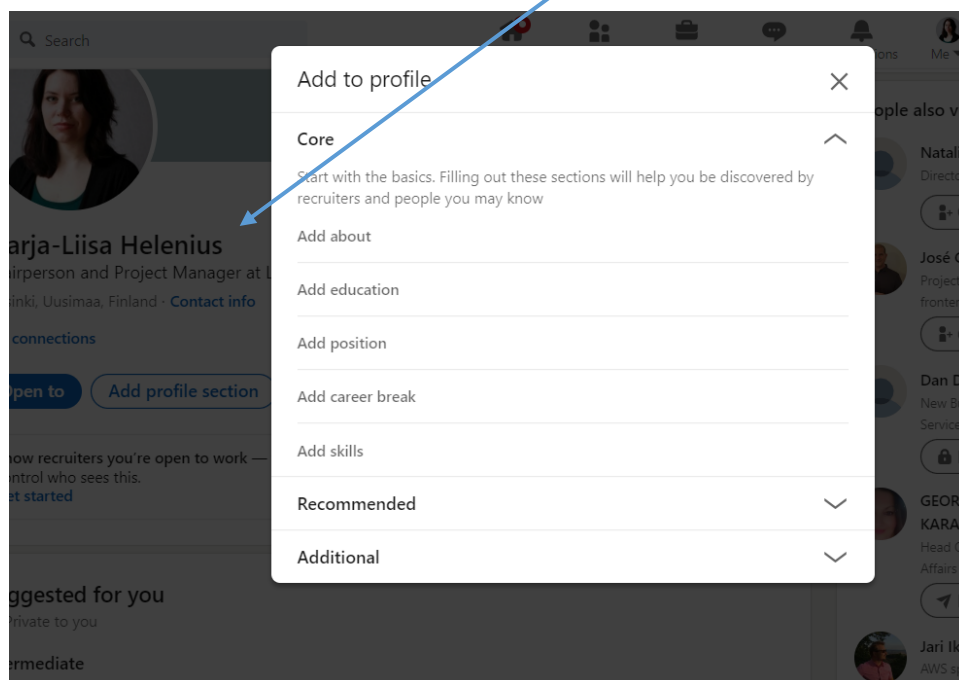
Add your education and work experience

Next, add your education. Here you can list your degree, courses and other education you have.
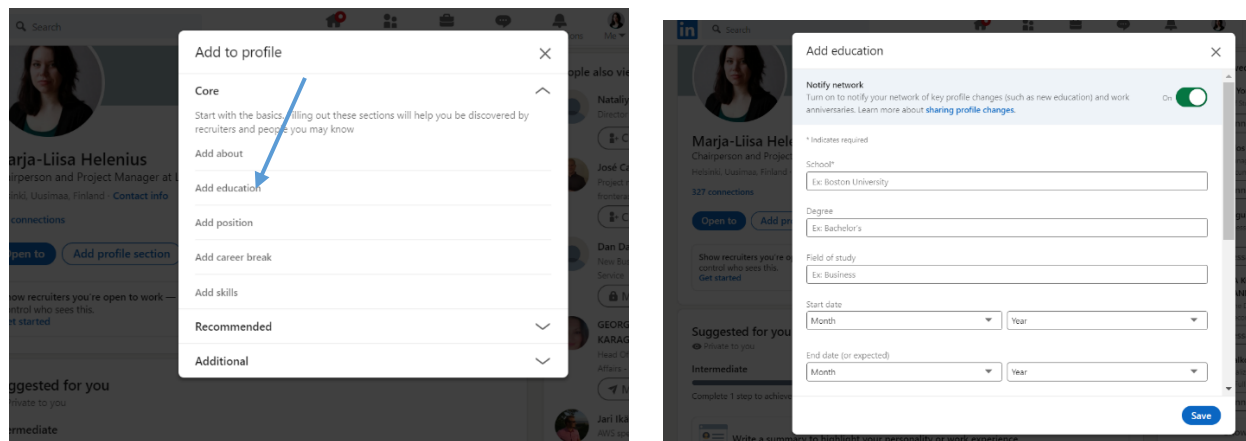
As you start writing down the name of your school/university, look at the drop-down menu and click on your school/university to get the logo next to the name. This will give you more credibility.
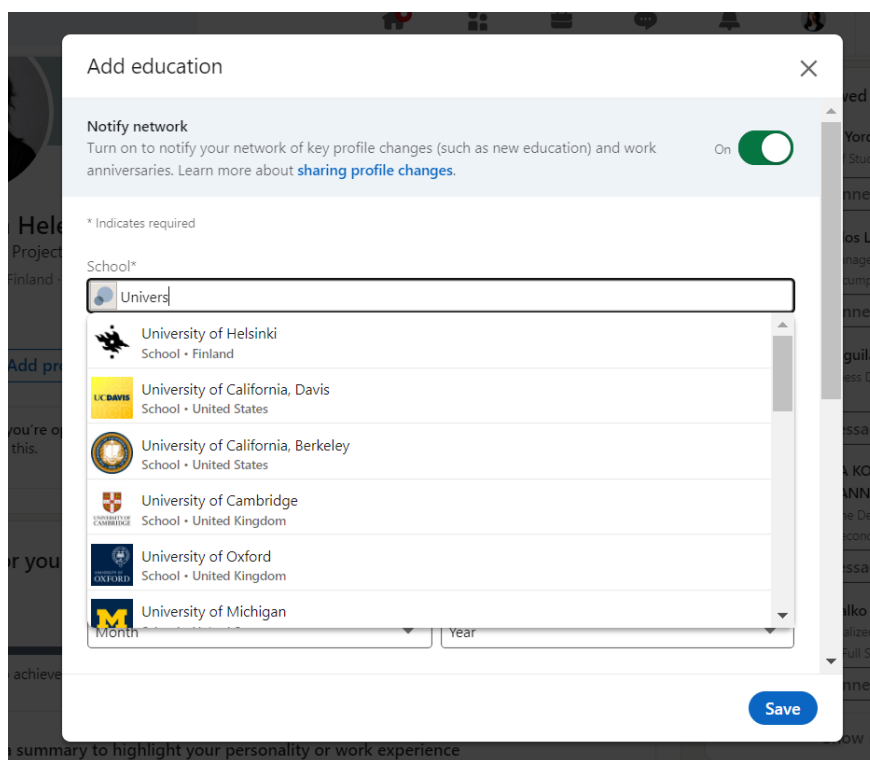
Add your work experience in chronological order. Add your work title, select your employment type, Company name, location and time period. You can add a description of your tasks and also some skills that you needed or learned in your job.
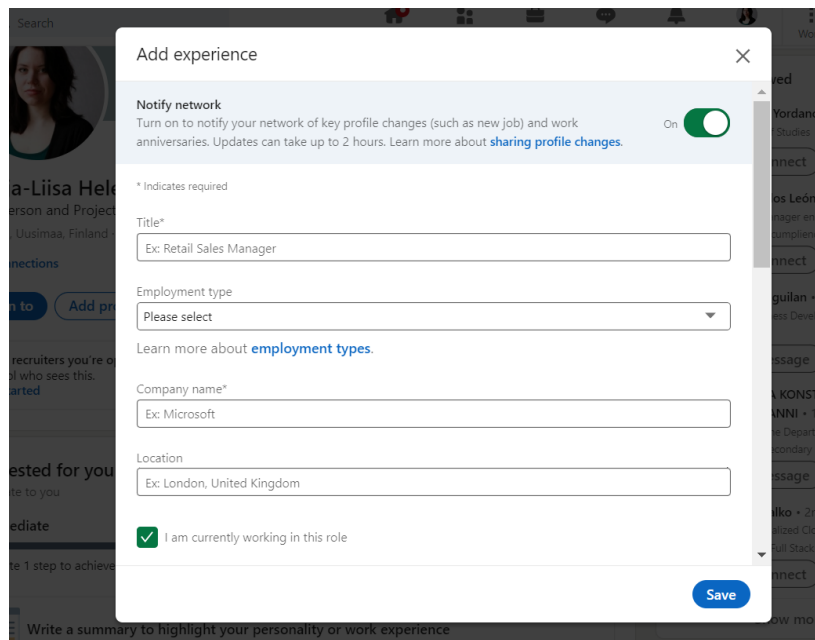
Add Relevant Skills - A list of relevant skills in your profile will help you showcase your skills to other members, such as your colleagues and recruiters. It helps others see your strengths. Once you've added your skills, your connections can endorse them.
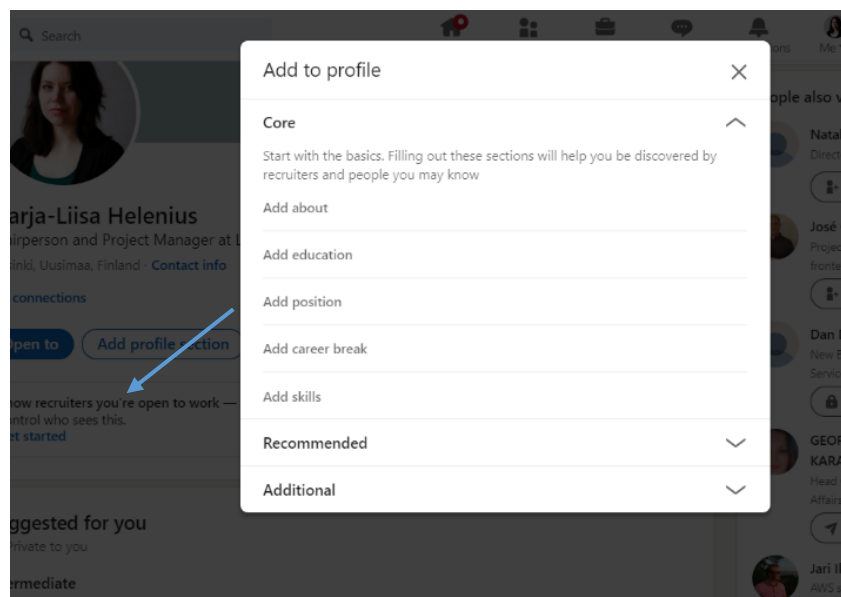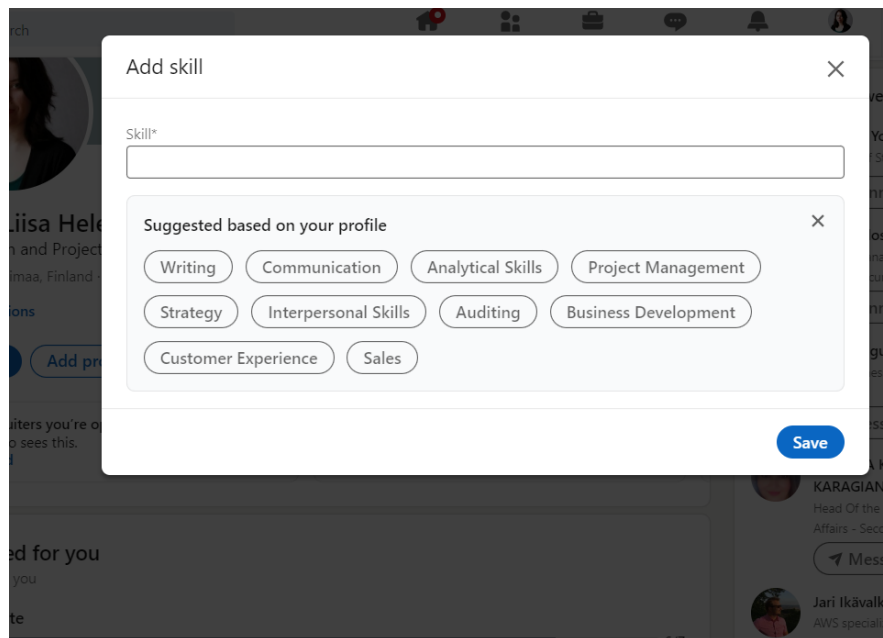
If someone endorses your skills, it increases your chances of being discovered for opportunities related to the skills you possess.

Add your location and industry

It is important to specify your industry and location as these are two of the most important filters recruiters use. In order to find work, this is a priority.

Directly below your photo, name, location, company and school, you have the option to write a summary about yourself. This is a great opportunity to show who you are. Make this something personal that allows you to distinguish yourself in the field. use previous experience in the field or a piece of life experience to let your qualities shine through. It may be a good idea to cut and paste the profile statement from your CV.

When you have filled in your whole profile, you can also download it as a file.
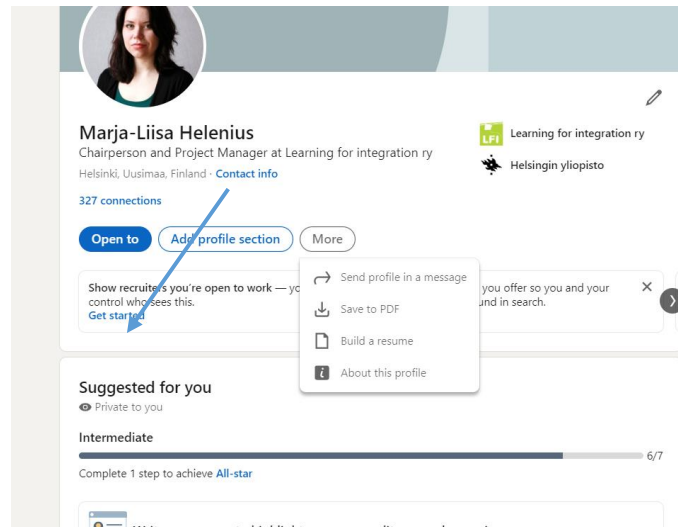
The following video is a very useful introduction to how to create your LinkedIn profile that clearly explains the steps and gives your professional advice.
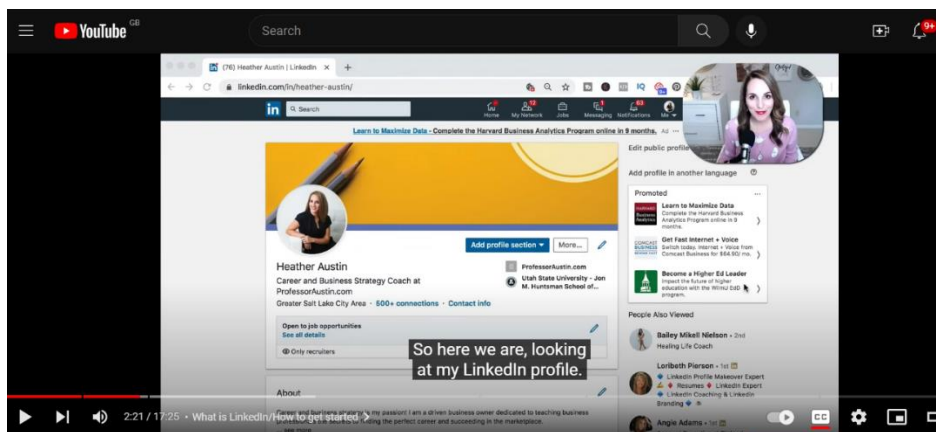
Figure 4. How To Get STARTED On LinkedIn in 2022 – (Step-By-Step For BEGINNERS). Professor Heather Austin. Source:
https://www.youtube.com/watch?v=qG4NF-2tt4c

A LinkedIn profile is a personal profile on www.linkedin.com social professional network that allows you to present your education and work experience online and to be seen by possible employers and to network with other users.

2.3. How to look for work on LinkedIn

When you want to start looking for work on LinkedIn, you can go to the "Jobs" section. They will recommend positions suitable for you based on your profile and search history.
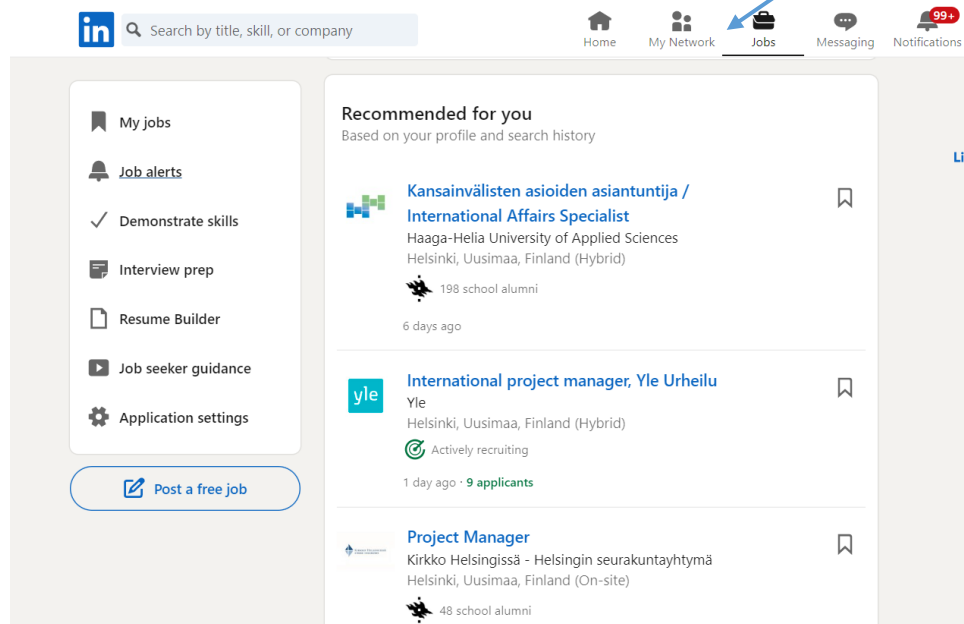
There are also many tools in the menu on the left-hand side that help you with your job search.
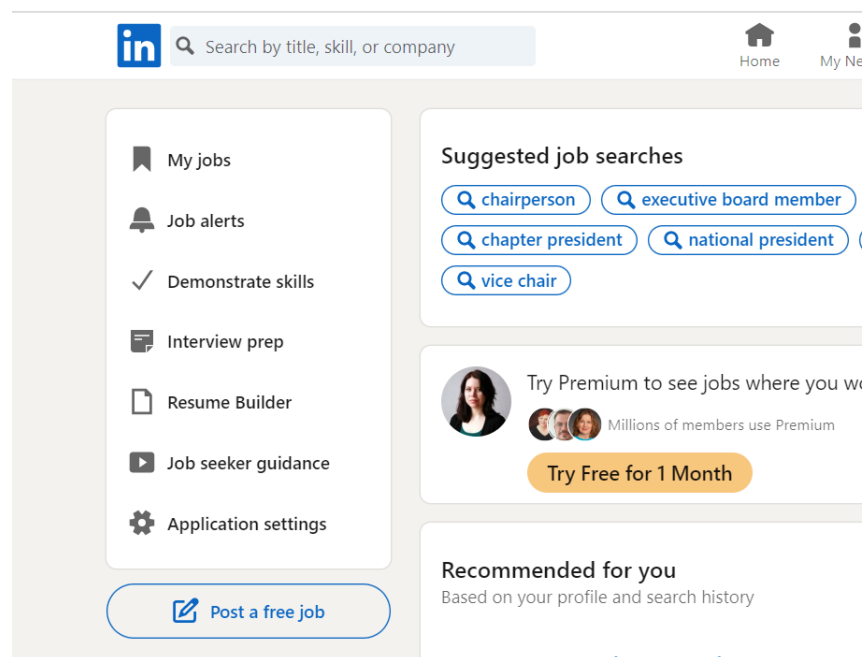
These tools include the Resume Builder. With this tool, you can either create a resume based on your profile, or upload a resume.
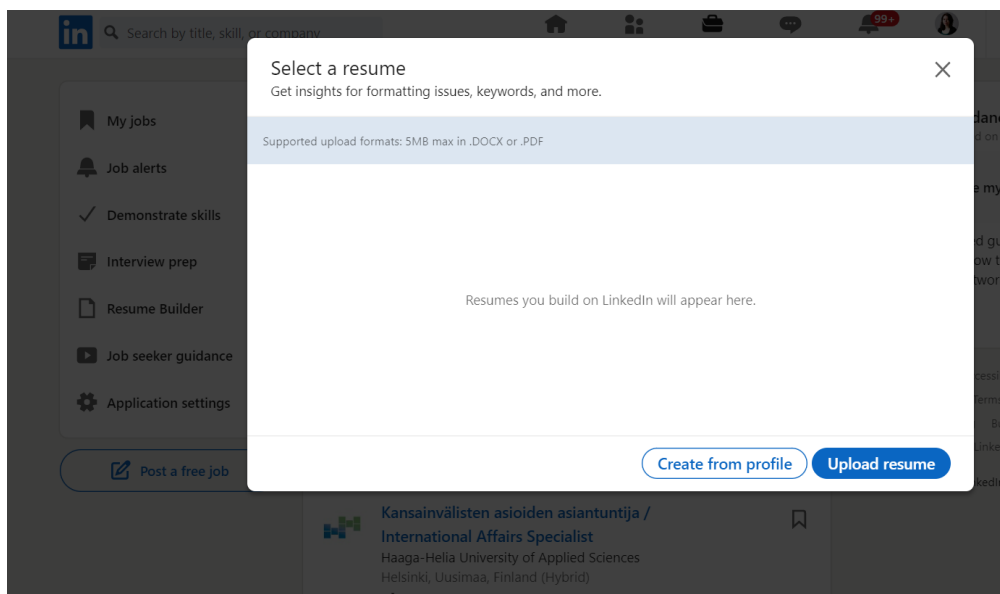
You can apply to jobs with the resume you have created in this section by downloading it as PDF or sending it directly as an online link to your potential employers.
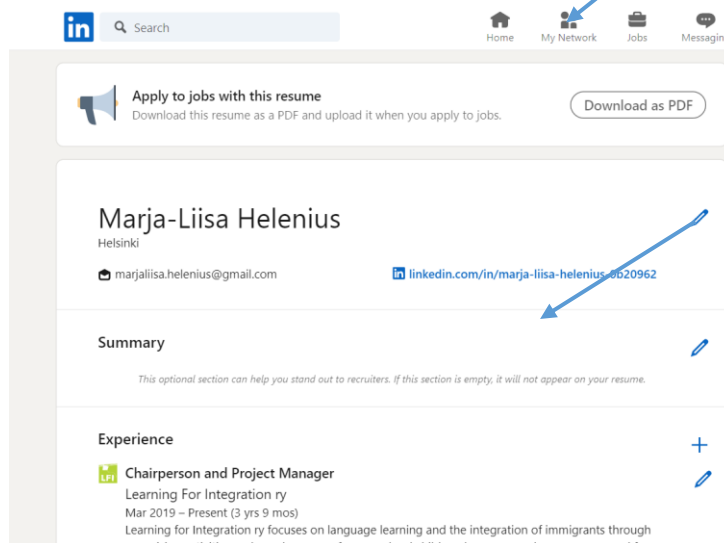
Did you know that…

49 million people look for work on LinkedIn every week

6 people are hired through LinkedIn every minute

LinkedIn posts with images get twice as much attention

77 job applications are submitted on Linkedin every second

2.4. How to create a company page on LinkedIn

If you have already established your business, you can also create a page for your company on LinkedIn. Here are the steps for creating a page for your company:

1) Go to the section "Work" at the top right corner of your LinkedIn profile.
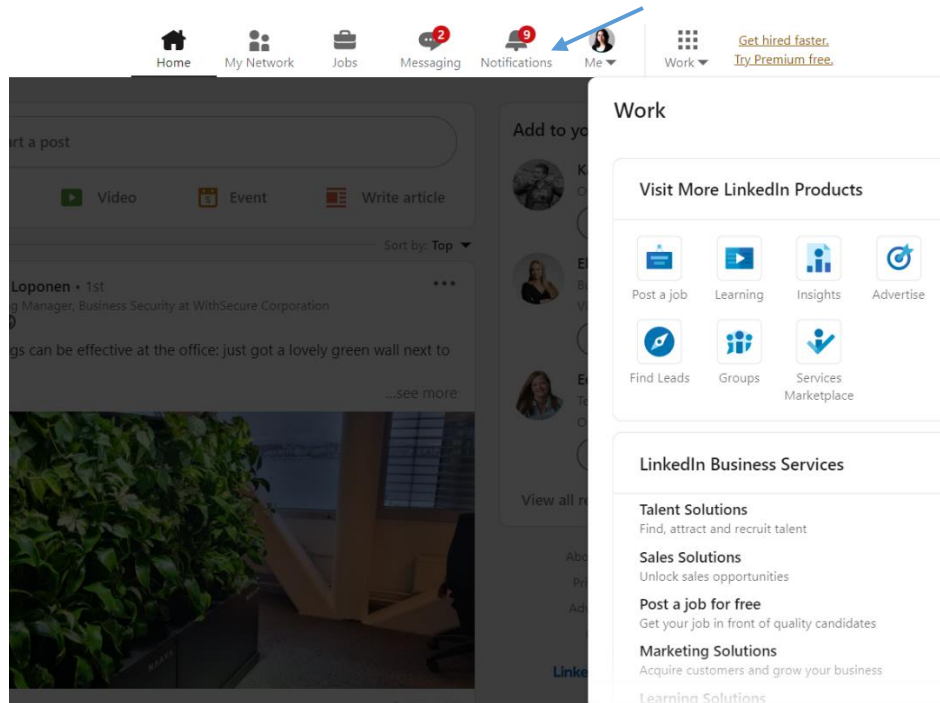
2) Click on "Create a Company Page".
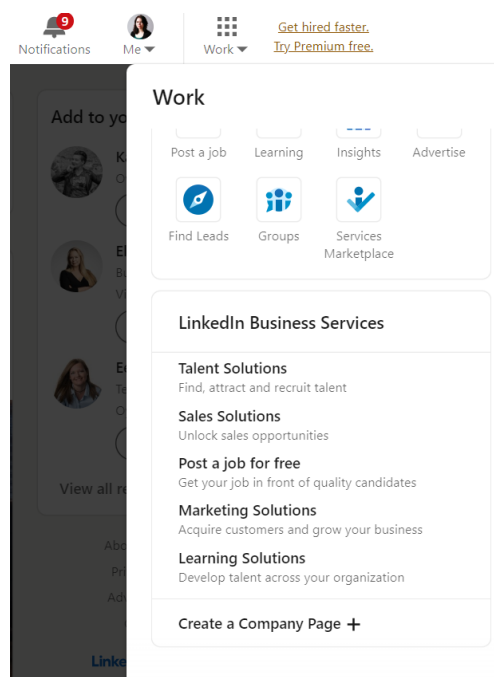
3) Choose the type of company or organisation you represent.
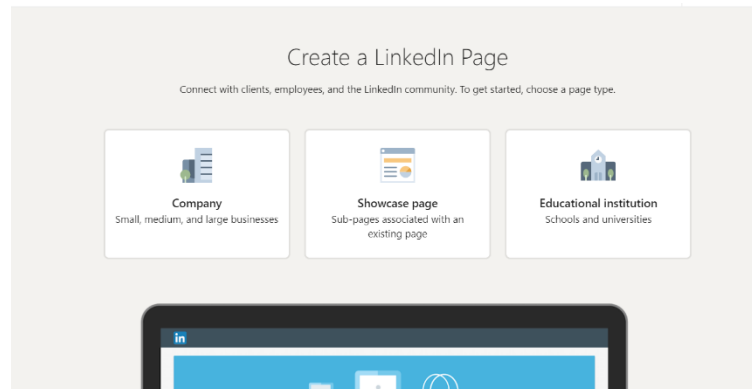
4) Continue by adding the name of your Company and other basic information.
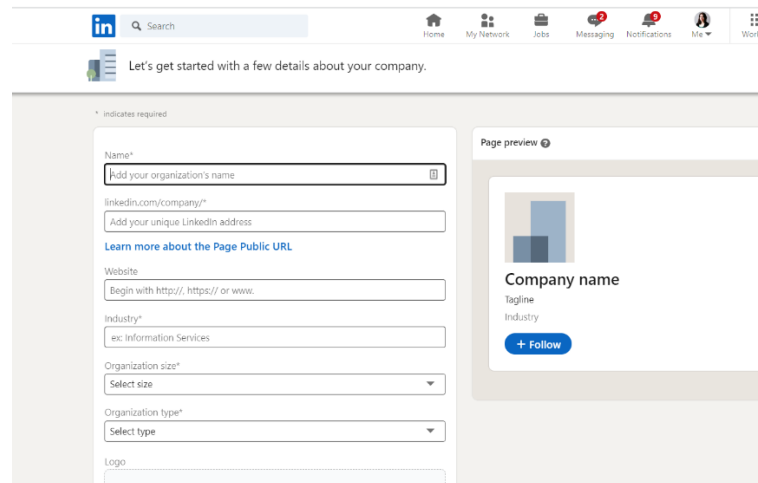
5) When you start filling in the fields, you will get a menu from which you can select e.g. the Industry, Organisation size and Organisation type. It is also important to have a logo for your company.
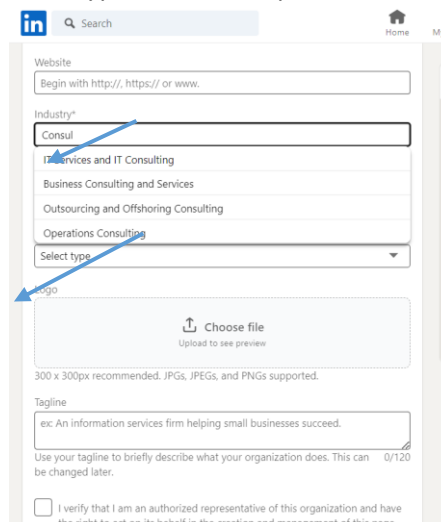
6) You must select the type of organisation that you have established, e.g. a public company, self-employed trader, nonprofit organisation etc.

7) It is also important to add company specialties in your profile. These are tags and keywords that help people to find your business on LinkedIn. You should include as many services and strengths as you can offer (up to 20) so that you will maximise your chances of getting clients.

You can always add more information for your company by clicking on the "Edit page" button.
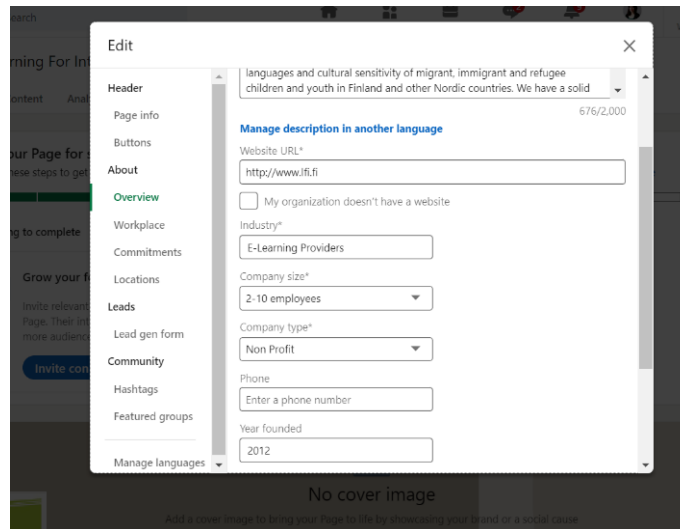
When you are happy with the description you have written and all the other sections, click the "Publish" button and your company page will go live.

IMPORTANT! Remember to invite your connections to like your Company page.

In order to increase the visibility of your company, you can add regular posts. You can share information, photos, videos, information about jobs or write articles.

When writing a post, it is also important to use **hashtags**, as people and clients will find you with these tags.
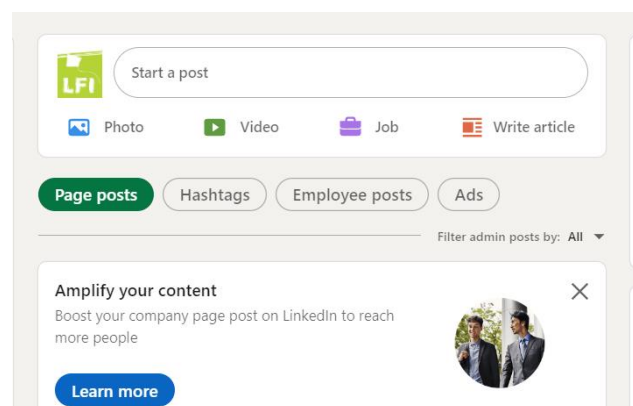
2.5. Networking on Linkedin

The most important feature for LinkedIn is the possibility to create a professional network that can help you find a job, clients, or other opportunities. You can find all your connections by clicking on "My Network" in the top menu. You will see a list of your existing Connections (with whom you have mutually accepted the invitation to connect) and Invitations to connect that you have to Accept or Ignore.
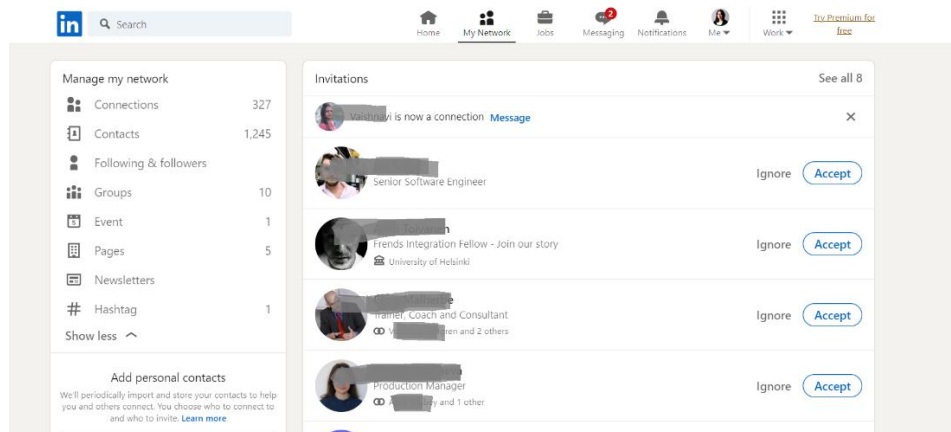
You can also see a list of Contacts that are people that have been suggested from your existing network or through your list of contacts. You can import contacts by connecting different online services, such as your Gmail, Yahoo or Aol email contacts in order to grow your network.

You can follow people, companies and organisations to see what they post and any opportunities they mention.

In order to grow your business, it is useful to grow both your personal connections and your company connections. This way, you can promote your business through both networks.

Do you want to know more about how to use LinkedIn for your business?

https://www.thebalancemoney.com/introduction-to-linkedin-1794572

https://www.fsb.org.uk/resources-page/how-to-create-a-linkedin-account-for-business.html#:~:text=Click%20the%20grid%2Dlike%20'Work,that%20best%20suits%20your%20business.

TOPIC 3 E-SHOP FOR YOUR BUSINESS

If your company wishes to practice online trade, selling goods or services online, it is important to know the basics of establishing an e-shop or e-commerce platform. An e-shop platform lets you build and start an online store experience, make sales, and fulfil orders. It is not just a website builder where you take payments for products, but it can act as the control centre for your entire business, from inventory to marketing, giving you all the tools you need to sell online and provide customer support.

In this section, we present everything you need to consider when starting your online shop and the steps to creating one using one of the e-shop platforms available on the internet.

2.1. How to build your e-shop

Choose your platform

When choosing your e-shop platform and software, you should consider what you will need in the future, when your business grows. Popular e-shop platforms include:

Shopify https://www.shopify.com/

Wix https://www.wix.com/

Squarespace https://www.squarespace.com/

Ionos https://www.ionos.co.uk/

BigCommerce https://www.bigcommerce.com/

Algolia https://www.algolia.com/

WooCommerce https://wpengine.com/woocommerce/

PrestaShop https://www.prestashop.com/en

Weebly https://www.webador.co.uk/

You can read about the characteristics of all these platforms and choose the one you prefer. They all offer similar features and any of them is a good choice for your first e-shop.

It is important to check that the platform offers customer support and an easy checkout option. This is critical for making sales. Web hosting is also another feature which you most likely will need – some ecommerce software offers web hosting built-in, while others require you to use a third-party solution.

For the purposes of this module, we will take some examples from shopify.com and wix.com platforms.

In order to start creating your e-shop, you have to start a free trial of Shopify or Wix or another similar platform.

An e-shop platform lets you build and start an online store experience, make sales, and fulfill orders. It is not just a website builder where you take payments for products, but it can act as the control center for your entire business, from inventory to marketing, giving you all the tools you need to sell online and provide customer support.
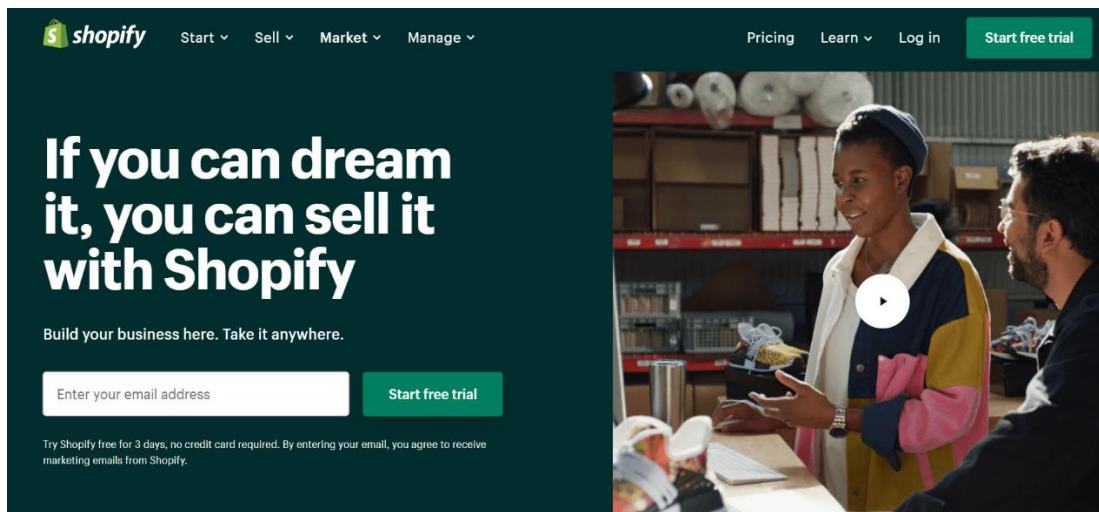
Figure 5. Shopify front page. Source: https://www.shopify.com/

Start your trial

When you start your trial with Shopify, you'll be prompted to enter a store name, which will become your default URL (e.g., storename.myshopify.com). You cannot change this later, but you will be able to buy a custom domain (e.g., yourstore.com) later on.

With Wix, you have to first sign up to create a Wix account. Then you have to choose what type of website, shop or service you are creating. Then it will ask for the name and other details of your shop.
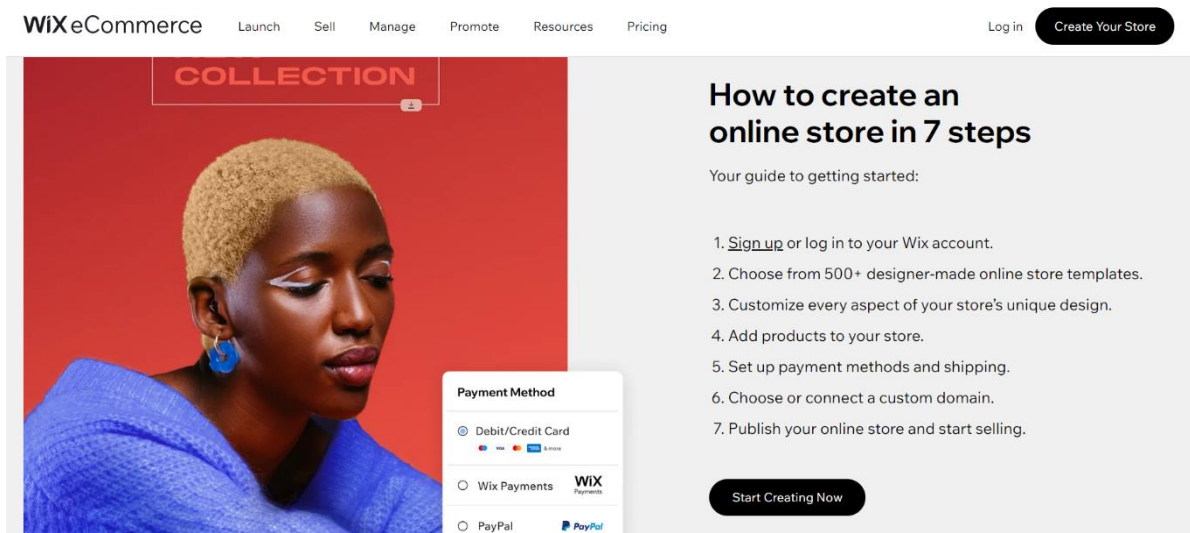
Figure 6. Wix eCommerce frontpage. Source: https://www.wix.com/ecommerce/website

What kind of website are you creating?
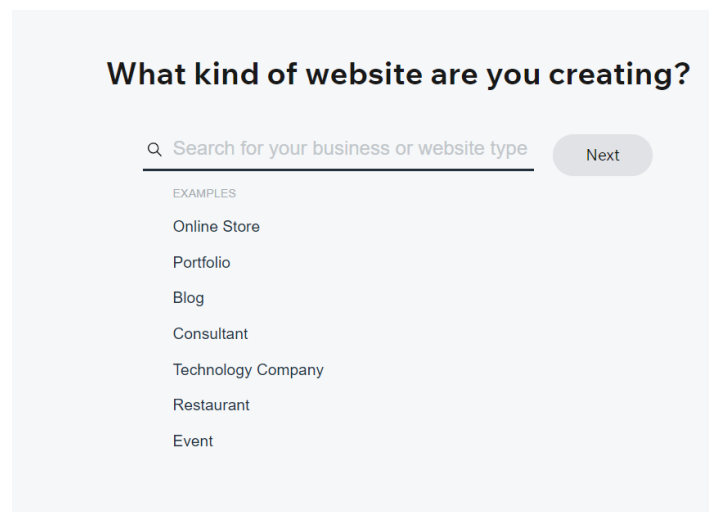
Choose your target audience

The most important factor to consider for your web shop is to define your audience. It will help find new customers and attract people to your website, resulting in more sales. You should consider:

Demographics. Characteristics such as age, gender, occupation, education, and income.

Location. Groups that divide the market based on geographic location, so you can serve a specific area better.

Interests. Define the interests, lifestyle and opinions of your target audience.

All these characteristics depend on the kind of products you are trying to sell.

To sell online, it is important to genuinely know your audience and focus on their needs.

Add your products

The biggest challenge for an entrepreneur is often finding the right products to sell that make your business a success. You can find the best products with market research. You can research the biggest current trends, examine those with hobbies and interests on platforms such as Pinterest, or you can just go with your own ideas.

When you start your own e-shop, you already need to have a business idea, a name for your business, a logo and photos of your products.

In the Shopify store, go to **Products > Add** product to create your first product listing.
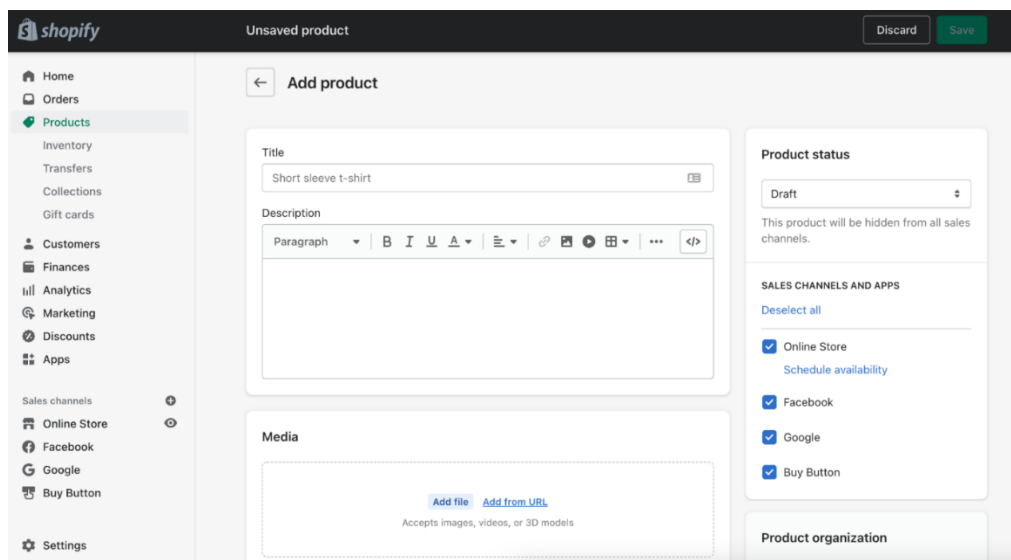
Figure 7. Blog: How To Start an Online Store in 2022 (Step-by-Step Guide). Source: https://www.shopify.com/uk/blog/start-online-store

Here are the steps to adding your products on your new e-shop:

1) Write your product title and description

Product pages are the most important parts for customers to make their decision to buy or not. It is important to present all the information and sharing everything your customers need to know, from pricing to sizing, and preferably including pictures.

Your product title should make it clear what the product is. It should be as clear as possible, so try to keep it short and add more information in the product description.

2) Upload product photos

Presentation is everything. Your customers need to see the look of your products, so a photo, GIF, video or other media is essential. Remember to use high-quality photos and avoid blurry images. It is important for the customers to have the idea that your products are of high quality, whatever the price range. Try to maintain the same aspect ratio for all your product photos, creating a more professional touch.

Most modern smartphones can take high-quality product photos and you can edit them with free tools, so you don't necessarily need to spend a lot of money on photos.

3) Set your price

Now it's time to set the listing price for your product. You can also use the **Compare at price** field to show what the product would typically cost if you are having a sale. However, you should make sure not to use the Compare option too much, as this may make cheapen the image of your products.

The **Cost per item** field is also optional. If you like, you can use it to track your profit margin for an individual product to keep track of your sales.

Pricing

Price	Compare at price
$ 15.00	$ 0.00 ❓

☑ Charge tax on this product

Cost per item

$ 5.00	Margin	Profit
	66.7%	$10.00

Customers won't see this

Figure 8. Blog: How To Start an Online Store in 2022 (Step-by-Step Guide). Source: https://www.shopify.com/uk/blog/start-online-store

While there are some exceptions, businesses that sell goods and services have to collect taxes each time someone orders from them, so you need to check the box.

If we try to keep it simple, we can assume a per-product cost (e.g. €5) and then determine a fair sales price (e.g. €15) with a reasonable profit margin. Pricing is rarely so straightforward, however, as there are many things that can influence product pricing – such as such as shipping costs, raw materials, rent for production space or employees, time spent on production, and the perceived quality of your products.

It is not always better to have lower prices. Customers evaluate your product quality often based on pricing, so therefore you should not be afraid to price them higher for premium products, especially if you can justify it.

4) Shipping

In the shipping section, you need to enter details that will automatically calculate shipping rates and print the appropriate shipping labels for each order.

5) Search engine listing

With the search engine listing preview, you can customise how a page appears in search engine results. Here you can also improve the discoverability of your products through search engines like Google. Try to research what keywords your target customers might use to search for products that you offer, and include them in this section. For search engine optimisation, the most important this are:

〉 Personal data or information Page title – write a page title that includes the most important keywords but is not too long.

〉 Description – provide all the essential information that might convince searchers to visit your shop. Keep it short and concise.

〉 URL address – keep this simple, unique, and meaningful.

2.2. Customise your e-shop

Just as with creating a website, it is important to customise the appearance of your e-shop. You can do this by choosing a theme. You can go to Browse all themes and pick the one you like most or that fits the style of your product or service. Shopify platform, for example, has both free and paid themes to choose from.
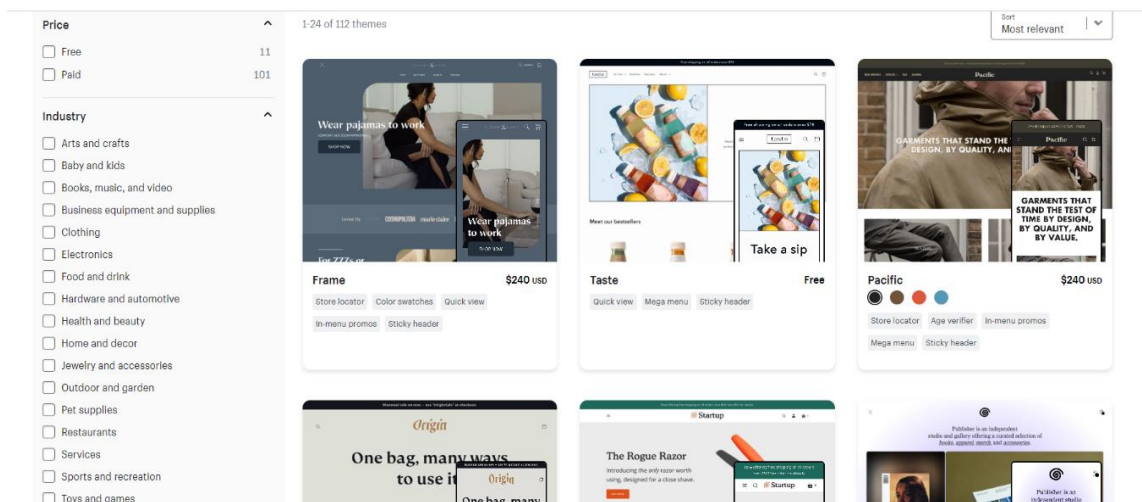
Figure 9. Shopify themes. Source: https://themes.shopify.com/themes

Some themes are more suitable for product catalogues with lots of products, and some for single-product businesses. There are also different types of themes according to the industry, which you can select in the menu on the left-hand side.

You can also make other choices for your theme in the menu, such as catalogue size and specific features (event calendar, store locator, stock counter, back-to-top button, etc.).
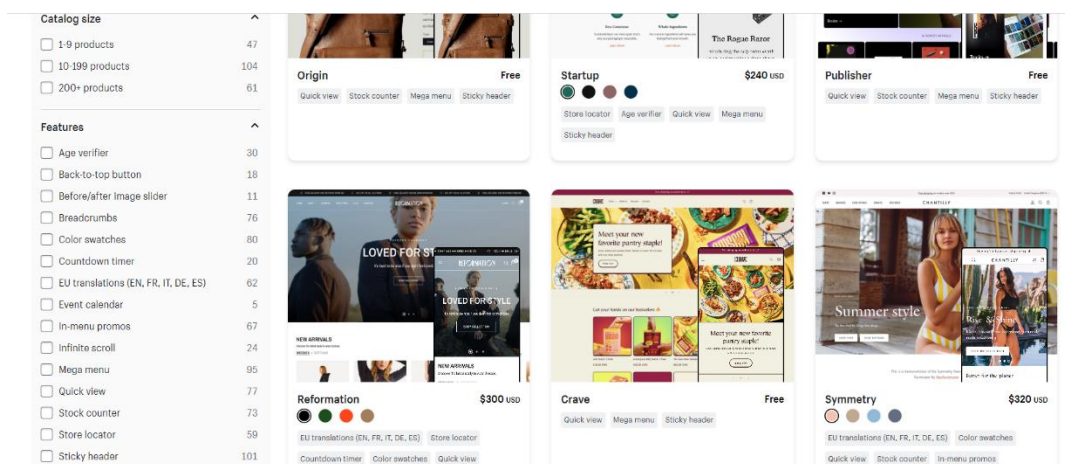
Figure 10. Shopify themes. Source: https://themes.shopify.com/themes

Each theme comes with multiple styles, so you have to spend some time choosing what kind of "look" you want for your e-shop.

> Make sure that the theme has the built-in features you need.

> You can always customise the colours or fonts later, so you should pick a theme mainly based on the overall structure and the features.

> You can also try one theme and change it later.
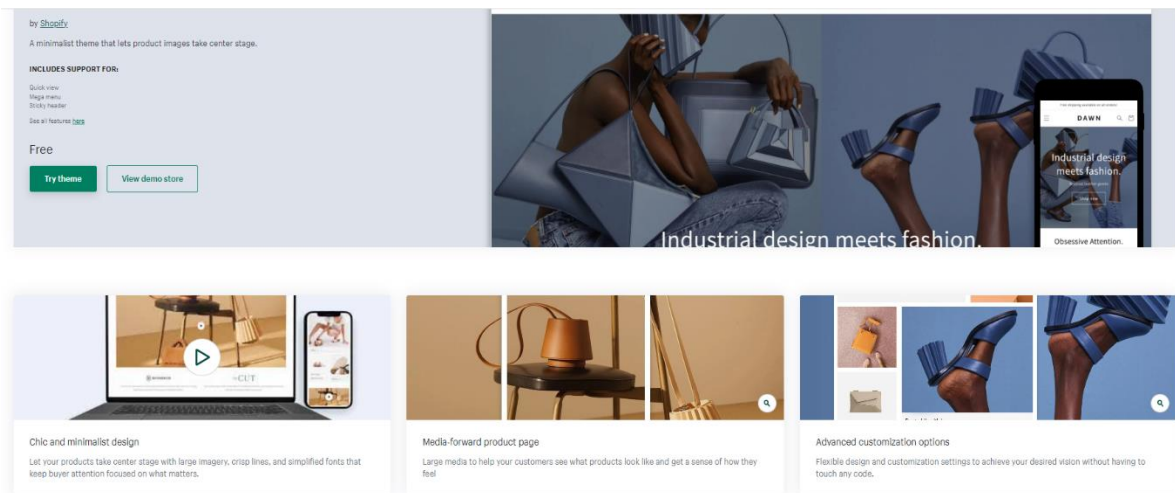
Customise your homepage

After you have chosen your theme, you can work on your homepage. You can rearrange, add and remove items from the theme to make it look most appealing to your customers. Here are some things to keep in mind:

> Keep it simple: help your new customers visiting the website understand your business and products easily

> Make it easy to navigate the products and the main information, such as quantities, prices and shipping options

> Create paths for your visitors to take based on their interests in the products

> Don't forget that many people will browse your website on different devices, so therefore it is important to make it also mobile-friendly

> You can include marketing tricks, such as a slideshow to display your products, a newsletter to get people to sign up to your mailing list, and a featured product package with a discount if a customer buys a few items together

Prioritise information on your homepage. Don't try to fit everything onto the first page, it is just for drawing in customers. You can direct visitors to supporting pages to find more information on your products and company.

Customise your navigation menus

In the **Header** section, you have your navigation menu, cart and logo. Here is an example of Tentree's homepage, which is a clear and simple model yet has a professional look. They have a simple header for navigation, as well as an introductory text about their mission statement.
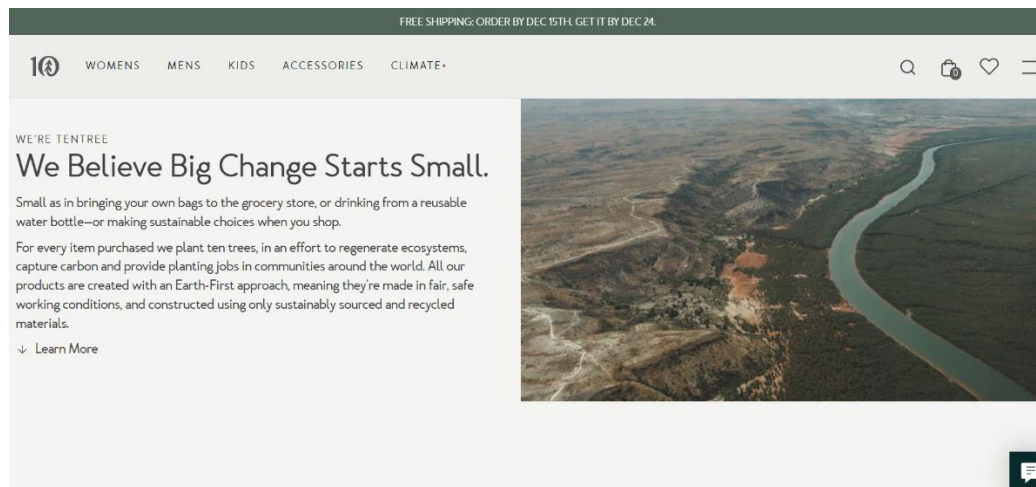
Figure 12. Tentree e-shop. Source: https://www.tentree.ca/pages/about

The navigation menu should be very clear, as it is important for people to find the information they want easily. The three navigation sections are:

Main navigation. Here is the top menu where you can prioritize the main navigation paths you want to offer customers.

Footer navigation. Here you can have links to secondary pages, such as contact page or different policies.

Search. You can enable the search bar in the header to help visitors directly navigate to what they are looking for. This is more useful if you have a large product portfolio.

You can create a dropdown menu that you can hover over. As Tentree e-shop has done, as soon as you hover over one of the main navigation items, you will see a larger dropdown menu where you can choose your products. This way, the homepage does not appear too crowded.
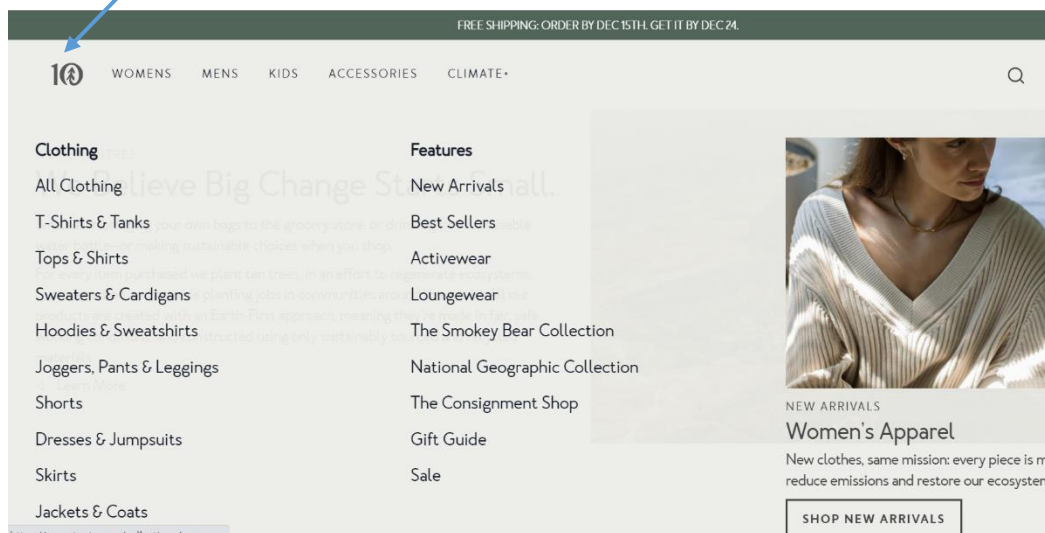
Figure 13. Tentree e-shop. Source: https://www.tentree.ca/pages/about

Colors and typography are important for your brand's visual identity, and should be one of your main considerations when you build your own online shop. Under the Theme Settings tab, you can customise the look of your shop.

Some tips:

〉 Think about the psychology of colours when you make your choices.

〉 Make sure that the colours make the page more clear and not less. Remember to highlight buttons and other important features.

〉 Do not use too many fonts, a maximum of three. Choose a font that makes the text easy to read.

2.3. Accepting payments

In order to set up your payment methods, go to **Settings > Payments** to set up your payment provider. For example, Shopify has made it easy to start accepting all major forms of payment with Shopify Payments.

As long as you operate your business in one of the supported countries and aren't considered a prohibited business, you can activate Shopify Payments in just one click. You can also from over 100 third-party payment providers or offer your customers additional payment options, such as PayPal. You can choose the payment options you prefer, such as credit cards, and one-click payment options, such as Apple Pay or Google Pay.

You can set up the currency in which you sell your products under Settings. You can also set up payments in multiple currencies, which will convert your prices into the customers currency.

You can add (toggle) extra fraud prevention measures such as CVV and postal/ZIP code verification to add an extra layer of security.

2.4. Launch your shop

When you have set up all of the above, you are ready to launch your e-shop. If you still want to fine-tune your shop, you can do the following steps:

Add a custom domain – A custom domain is a fully branded URL that replaces the default URL that was created based on the store name you chose at setup (e.g., you could buy yourstore.com to replace yourstore.myshopify.com as your public URL). You can easily do this on Shopify, Wix or most other platforms under Settings.

Install relevant sales channels – In many platforms such as Shopify, you can add many different sales channels for your shop. You don't have to connect them to start with, but you may want to consider using e.g. Shopify POS if using Shopify, social networks such as a Facebook shop, Instagram posts, Pinterest, and more. You can also check about selling through different marketplaces, such as eBay, Amazon, Bonanza.

Set up your store for marketing (tracking and analytics) – Shopify, Wix and many platforms offer Analytics for free. You can also set up Google Analytics for free. For enhancing your marketing, you can use Facebook pixel or search engine optimisation (SEO). You can find some more info in the articles below.

Search Engine Optimisation (SEO) means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines. The more visibility you gain in search engines, the customers will be attracted to your site.

Read more about SEO marketing in these articles:

https://www.shopify.com/uk/blog/seo-checklist-online-store

https://www.semrush.com/blog/seo-tips/

https://neilpatel.com/what-is-seo/

Sources:

"How To Start an Online Store in 2022 (Step-by-Step Guide) - Shopify UK." Shopify, Shopify, 15AD, https://www.shopify.com/uk/blog/start-online-store.

"50 Great Shopify Ecommerce Stores to Inspire Entrepreneurs (2022) - Shopify UK." Shopify, Shopify, 3AD, https://www.shopify.com/uk/blog/shopify-stores.

"Online Store Builder | Create an Online Store | Wix.Com." ECom OnlineStore GOT, https://www.wix.com/ecommerce/online-store. Accessed 15 Dec. 2022.

"10+ Best Ecommerce Platforms for Your Business in 2022 (List) - Shopify UK." Shopify, Shopify, 24AD, https://www.shopify.com/uk/blog/best-ecommerce-platforms.

Shopify themes. https://themes.shopify.com/themes

Shopify. "Setting up Google Analytics · Shopify Help Center." Shopify Help Center, https://help.shopify.com/en/manual/reports-and-analytics/google-analytics/google-analytics-setup. Accessed 15 Dec. 2022.

Wix.com. Link: https://www.wix.com/ecommerce/online-store

TOPIC 4 HOW TO CREATE YOUR BUSINESS WEBSITE

Exposure to your business, regardless of its size, is a crucial element for boosting its marketing, building your brand, and attracting potential customers. The post-pandemic world taught us that more than ever we need to be reachable using the internet and its free tools for our professional development.

Launching your online presence can be daunting if you have little knowledge in the digital world. Luckily, we have many free website builders to choose from that require no experience at all to experiment little by little with what works best for your business idea and expectations.

Here are the few steps to follow for creating, designing and managing a website:

1. CREATE - Create a new account or use an email that you used previously

2. BUILD - Build and customise a site fully optimised for desktop and mobile.

3. MANAGE - Run your business with built-in features and analytics.

4. GROW - Boost traffic and engagement with robust SEO and marketing tools.

We will explore how to create a website on a budget and with no coding skills needed.

3.1. Prepare your content

Create a logo: it gives identity to your business, so customers associate a design, emblem, or symbol with your business mission. Keep it simple: in pages such as Canva.com, you can sign-up for free and experiment yourself with design creation of a logo without previous knowledge on the matter. It is easy and fun!
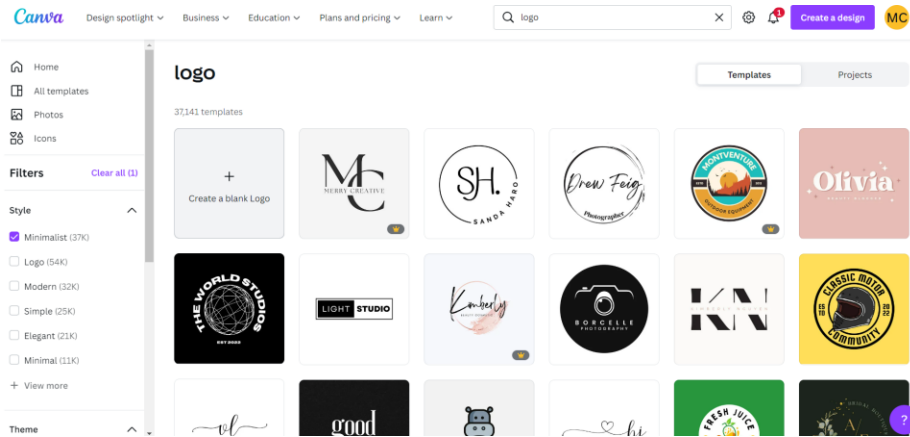
Figure 14. Canva templates. Source: www.canva.com

Choose a colour palette: again, online free tools such as Coolors.co give you the chance to play around with different color combinations that reads the *mood* and *feeling* of your business idea. Do not forget to save your color codes so you can apply them later while building your website (or at any other design made for social media, for example).
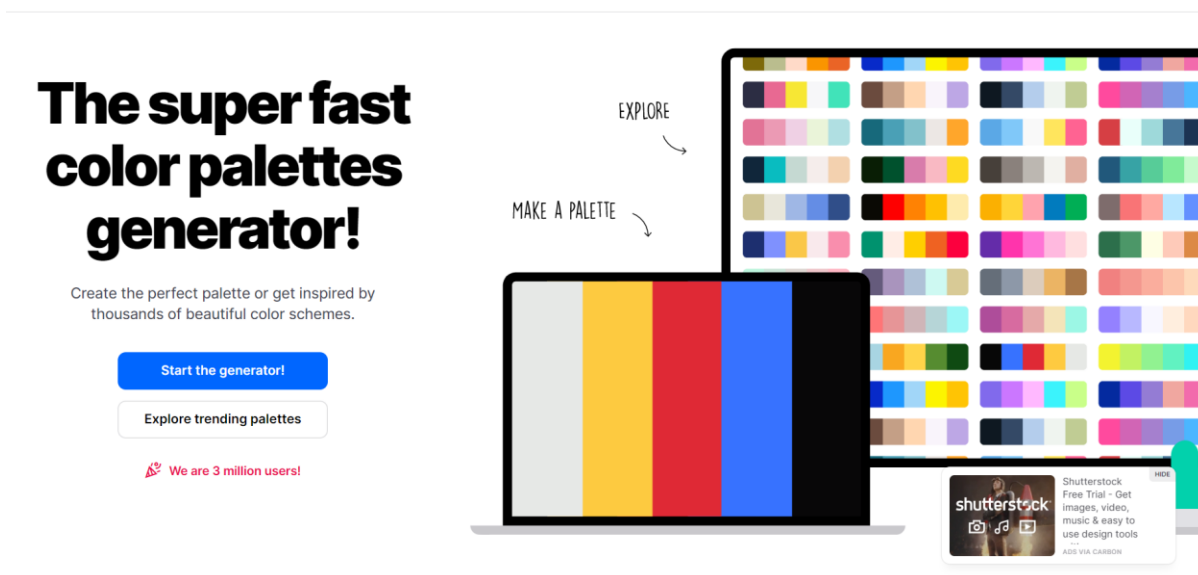
Figure 15. Coolors.co website. Source: https://coolors.co/

A description of your Mission and Vision: to the best of your abilities, put together a few sentences of what your business does, who are your customers and what core values do you believe in. This exercise could be useful to give you clarity on what you want to do and how.

If you need inspiration, study the mission and vision of business in similar industries. At the beginning, there is no need to strive for a perfect statement for your mission and vision. Your goals can and should develop as your business grows.

A short biography of who you are as a business owner: people create stronger connections with real stories of hardworking people they can relate with. This is especially relevant if you are starting to grow your brand. It is advisable to write some text about how your business started, milestones and even some challenges you have encountered. Real customers engage with real business owners.

Collect pictures, images, or videos: again, think about the kind of pictures you would like to share on your website. If you are selling products, clear images of their end appearance are a must on your website. Images of customers using it is also a good idea. Advisable to collect pictures of the *behind-the-scenes* of your business operations and other real-life images that could give more authenticity to the vibe of your website.

Most websites offer free photo libraries. Make sure you use pictures and videos that are free of royalty. Some websites such as Pexels.com offer that option.

Contact information: The best way for customers to get in touch with you is to create a dedicated email address for your business, a phone number, and if possible, social media pages. This Moodle is not guiding you to incorporate e-commerce, chatbot and shopping carts into your website, therefore, we are aiming for your customers to contact you and get your products and services more traditionally.

3.2. Free website builders for small businesses

A website builder is any site using a platform that provides hosting at no charge. Furthermore, it is possible to obtain a subdomain also free of charge.

So, do I need to pay for a customized domain? Do I need to buy a hosting service? As mentioned, it is possible to build a website without investing money, but please keep in mind the following considerations:

- Visitors might have less chances to find your site, because you will be using a free subdomain.
- The custom subdomain might be long and not very appealing if you paste the link on social media for example. Sites like bitly.com can help you to shorten your long URLs.
- Presence of adds on your website.
- Customer support might be limited

Despite this, we are aiming to create a modest website on which you can initially experiment and learn easily. If you are getting started with your IT skills, we still recommend building a website with a free builder which works fine in beginner's stage.

There are many free website builders to choose from. Here are some of the most popular ones:

- Wix (examples are from this web builder)
- Weebly
- WordPress
- Squarespace
- JIMDO
- Google sites

A website builder is any site using a platform that provides hosting at no charge. There are many free website builders online to choose from that require no experience at all and help you build and customize your website in some easy steps, from choosing a theme, colours and style to adding different features and content.

After deciding which website builder is good for you, sign-up using your business email address.

Figure 16. Wix.com website. Source: https://manage.wix.com/account/sites?referralAdditionalInfo=Route

3.3. Website templates

The template is the structure of your website. A plethora of website templates can help you identify color palettes, visual styles and designs that resemble the most with your business idea.

Ask yourself, what is the "vibe of your business"?

Are you the owner of a gardening shop? Then something colorful and joyful might be for you.
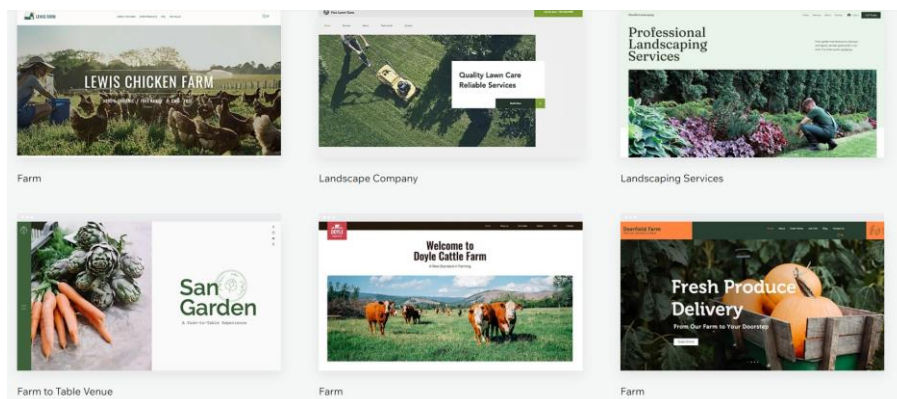
Figure 17. Wix.com website. Source: https://www.wix.com

Is your business run by family members or are you into food and restaurants? Then definitely we need to have a cozy and friendly visual site.
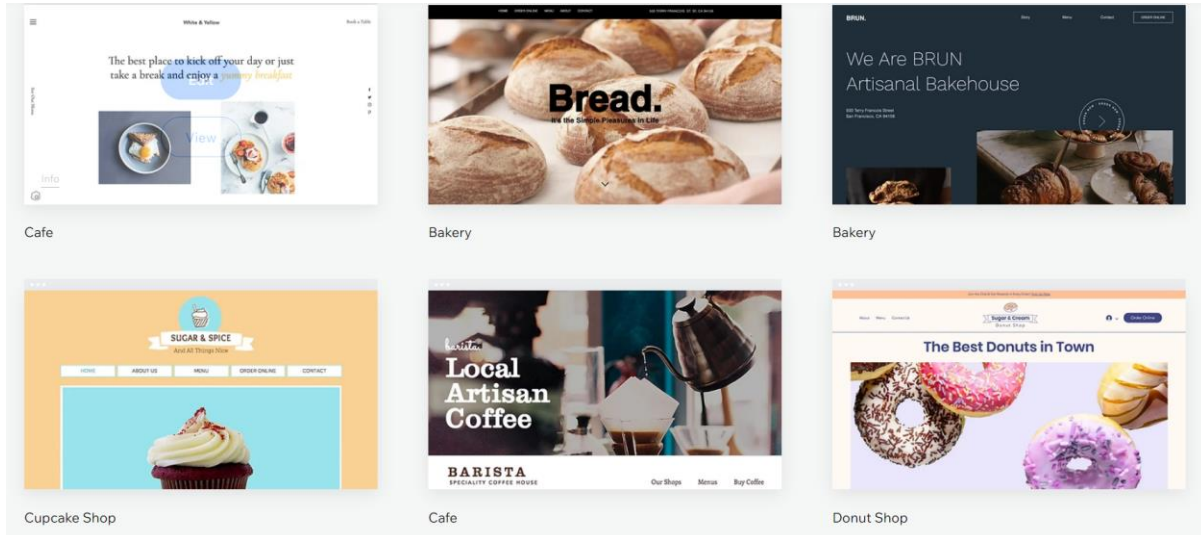
Figure 18. Wix.com website. Source: https://www.wix.com

Are you selling elegant and unique home décor? A minimalist or artistry template could be for you.
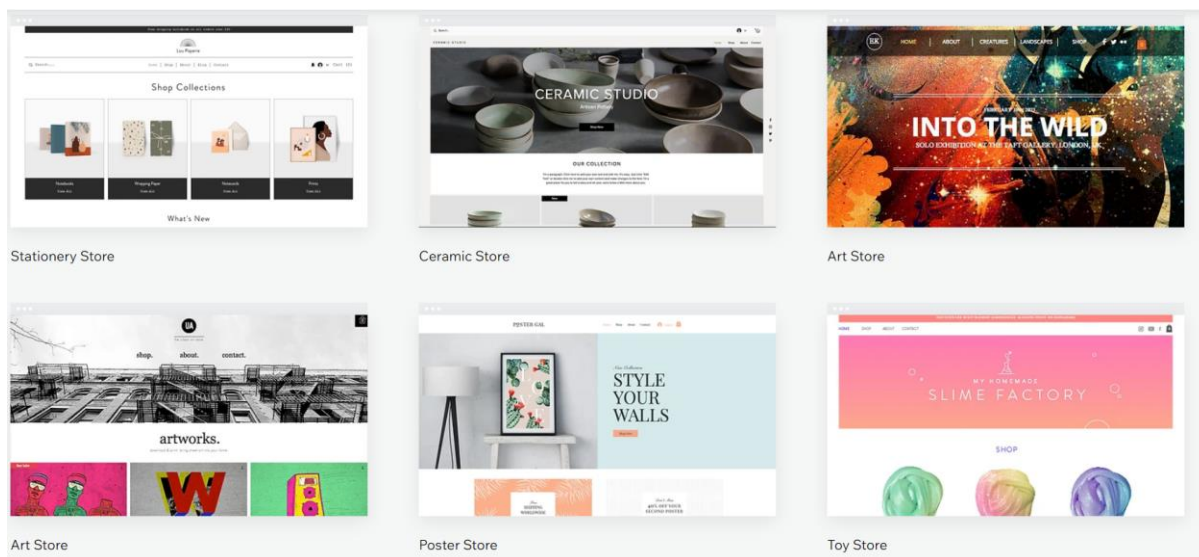
Figure 19. Wix.com website. Source: https://www.wix.com

Regardless of the template you chose, keep in mind that it is possible to modify their existing text, font, images, the background, columns, animation, slide shows, etc.

How do I edit existing content on the template? Most free website builders use drag-and-drop system that has a smooth user experience. Drag and drop is a straightforward method of moving computer text, images, files etc., from one place to another by clicking on them with the mouse and moving them across the screen. No coding skills are needed, it is as easy as dragging elements around your screen!
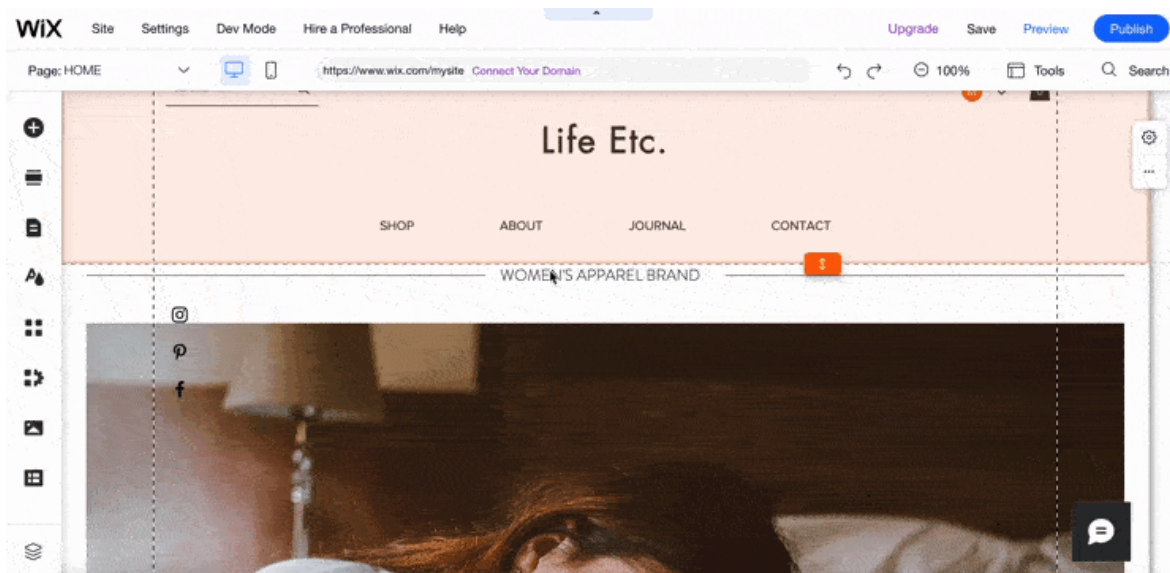
*Figure 20. Example of Drag and drop GIF, taken from this Fit Small Business website*

3.4. Website pages

Free website builders might have limitations of the number of pages available to incorporate, but this should not be an issue if you are just getting started. Which type of pages are crucial to have?

Home: your mission and vision goes here.

About: remember your biography as business owner? It goes there.

Contact: email and phone number at least. Opening hours and social media links.

Products / Services / Order: depending on your business type, there should be a dedicated page for customers to take action and acquire what you are selling and know their price.

As you can see from the following examples, most of the pages are located at the **navigation header** at the top corner of a website.

Ponto Pet

Home   Services   About   Contact   Log In

The Best Pet Groomers in Town

For a pawfect look and feel

Let's Chat!

TSP

Order Now | Contact Us   Log In

THAT SANDWICH PLACE

The best sandwich you'll ever have.
Nothing more, nothing less.

Order Now

TAKE A BITE TAKE A BITE TAKE A BITE

BRW BAR inc.   Log In

ABOUT   TREATMENTS   PACKAGES   CONTACT

WE CHANGE THE WORLD
ONE EYEBROW AT A TIME

Book an Appointment →

3.5. How do I accept payments on my website?

Accepting debit and credit card payments is the most common means of accepting payments online, regardless of the nature of your business.

Before you start accepting credit cards online, however, you'll need a <u>merchant account</u>.

Also known as credit card processing, a merchant account is a type of bank account which enables your store to accept online payments. The procedures to obtain one are different from country to country; therefore, we advise you to browse online about the steps to get a merchant account in your country of residence.

Read more on the matter by clicking to this link.

If you cannot obtain a merchant account, do not worry. It is also possible to display on your website just information about your products/services. This also means information about their price and a contact detail (phone and email) to order, book an appointment or how to buy them. Take a look to the following examples:
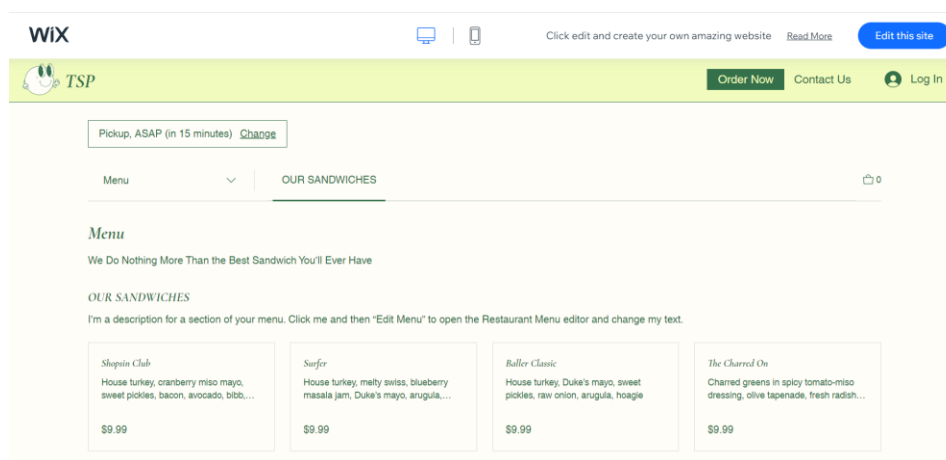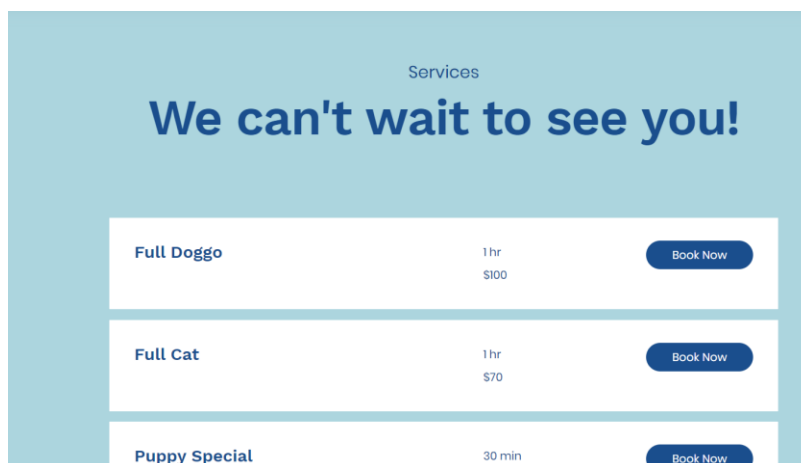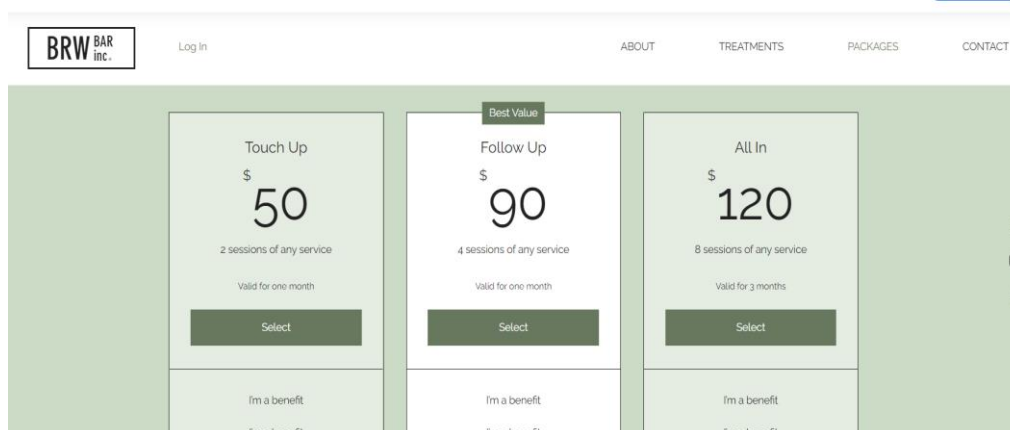
As you feel more comfortable editing your existing website, you might build confidence to take it to the next level. The possibility to add a customized subdomain and better hosting services is an open alternative to every free website builder.

Buying a customized domain is a natural next step to elevate the credibility and search optimization of your website. The cost of a customized domain gravitates around €10 - €15 per month. Other benefits from incorporating a customized domain are access to:
- E commerce
- Add a CRM system to your website
- Shopping cart solutions
- More storage capacity
- Different plugins.

Good luck with your website building experience!

Sources:

Wix.com. Link: https://manage.wix.com/account/sites?referralAdditionalInfo=Route

Carey, H. 2021. What is a merchant account? Link: https://www.nerdwallet.com/article/small-business/what-is-a-merchant-account

LESSONS LEARNED

Curriculum Vitae (CV) or resume is the main document when applying for a new job. It is list of education and prior work experience and other merits and skills. It should cover clearly the career objectives, work experience, education and other skills of the candidate.

A Europass CV is a CV format that is well-known in most European countries. The Europass CV can be created, stored, downloaded and shared in 30 languages. First you have to create a Europass profile with your education, training, work experience and skills and then you can share it with EURES or other job boards.

LinkedIn is the largest social professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. It also serves as a CV and portfolio of your work experience where your future employers can see all your relevant information.

An e-shop platform lets you build and start an online store experience, make sales, and fulfill orders. When customising your e-shop, it is important to remember to keep it simple, easy to use and visually appealing.

Building your own website is easy with a website builder. There are many free website builders online to choose from, and they help you build and customise your website in some easy steps.

GLOSSARY

CV: A Curriculum Vitae (CV) is a brief account of your education, qualifications and your previous work experience, usually used when applying for a job. It is one of the most important documents when looking for work.

LINKEDIN PROFILE: A LinkedIn profile is a profile on www.linkedin.com social professional network that allows you to present your education and work experience online and to be seen by possible employers and to network with other users.

E-SHOP PLATFORM: An e-shop platform lets you build and start an online store experience, make sales, and fulfill orders. It is not just a website builder where you take payments for products, but it can act as the control center for your entire business, from inventory to marketing, giving you all the tools you need to sell online and provide customer support.¨

SEO: Search Engine Optimisation (SEO) means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines. The more visibility you gain in search engines, the customers will be attracted to your site.

WEBSITE BUILDER: A website builder is any site using a platform that provides hosting at no charge. There are many free website builders online to choose from that require no experience at all and help you build and customize your website in some easy steps, from choosing a theme, colours and style to adding different features and content.

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