



HOW TO **BUILD A WEBSITE** THAT WORKS FOR YOUR BUSINESS

**PRESENTED BY:
PATRICK MANIFOLD**

**NOVA  SOCIAL
MEDIA & MARKETING**

WELCOME!

HERE'S WHAT YOU'LL LEARN ABOUT TODAY

FREE WEBSITE AUDIT? EMAIL INFO@NOVASOCIALMEDIA.CA

ABOUT NOVA SOCIAL

**FULL-SERVICE
DIGITAL MARKETING
AGENCY & PRODUCTION
COMPANY BASED IN
AMHERST, NS**

**OUR MISSION:
HELPING BUSINESSES
& ORGANIZATIONS
FULFILL THEIR
FULL POTENTIAL**

**- WEBSITES
- SOCIAL MEDIA
- PHOTOGRAPHY
- VIDEO PRODUCTION
- BRANDING & DESIGN
- DIGITAL STRATEGY
& SO MUCH MORE!**



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THE FOUNDATION FOR DIGITAL SUCCESS



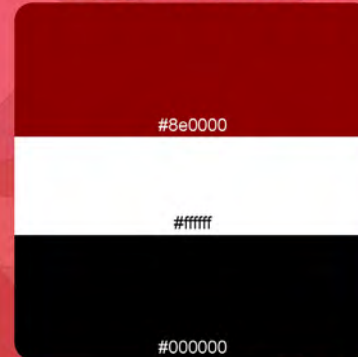
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BRANDING BASICS

LOGO



COLOUR PALLET



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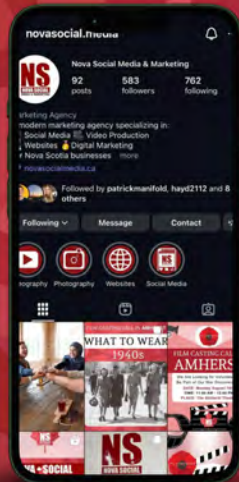
QUOTATION:
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BRAND VOICE

1. Friendly & Approachable
2. Confident & Knowledgeable
3. Professional but Not Overly Formal
4. Clear & Action-Oriented

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SOCIAL MEDIA ESSENTIALS



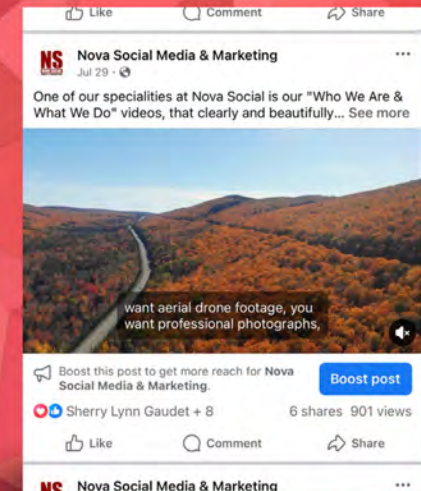
PROFILE OPTIMIZATION



**CONSISTENCY IN
POSTS AND VOICE**



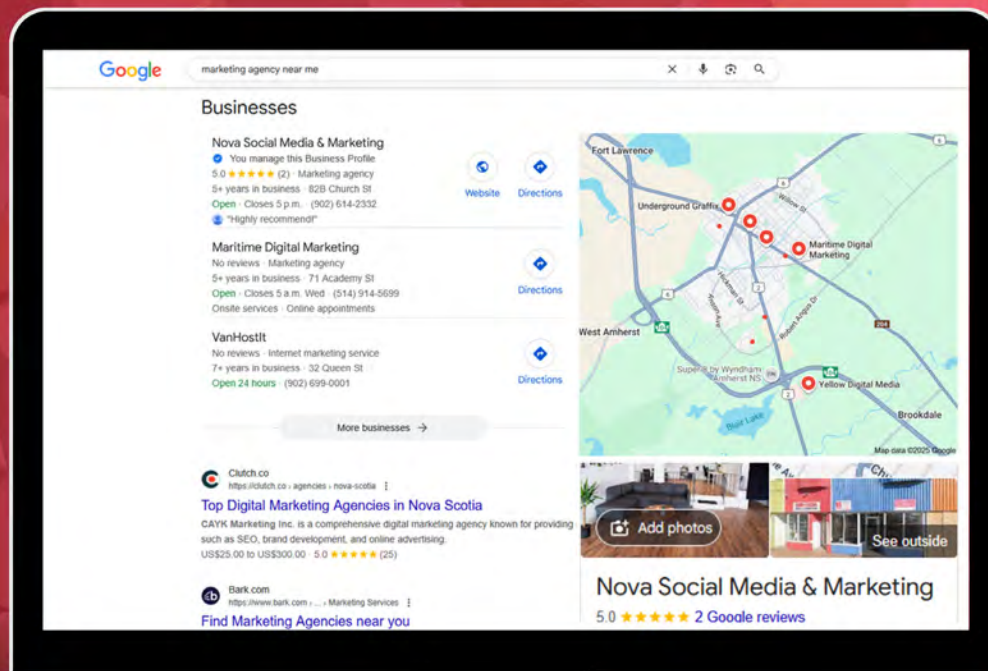
THOUGHTFUL CONTENT



**PAID ADS DIRECTING
TO YOUR SITE OR
PURCHASE PAGE**

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ONLINE LISTINGS



- PROFILE OPTIMIZATION
- BE WHERE YOUR CUSTOMERS ARE
- GOOGLE MY BUSINESS
- TRIPADVISOR, YELP, ETC.
- ENSURE ACCURATE, UP-TO-DATE
INFO EVERYWHERE

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WATCH/LISTEN TO LEARN MORE

digital
nova scotia

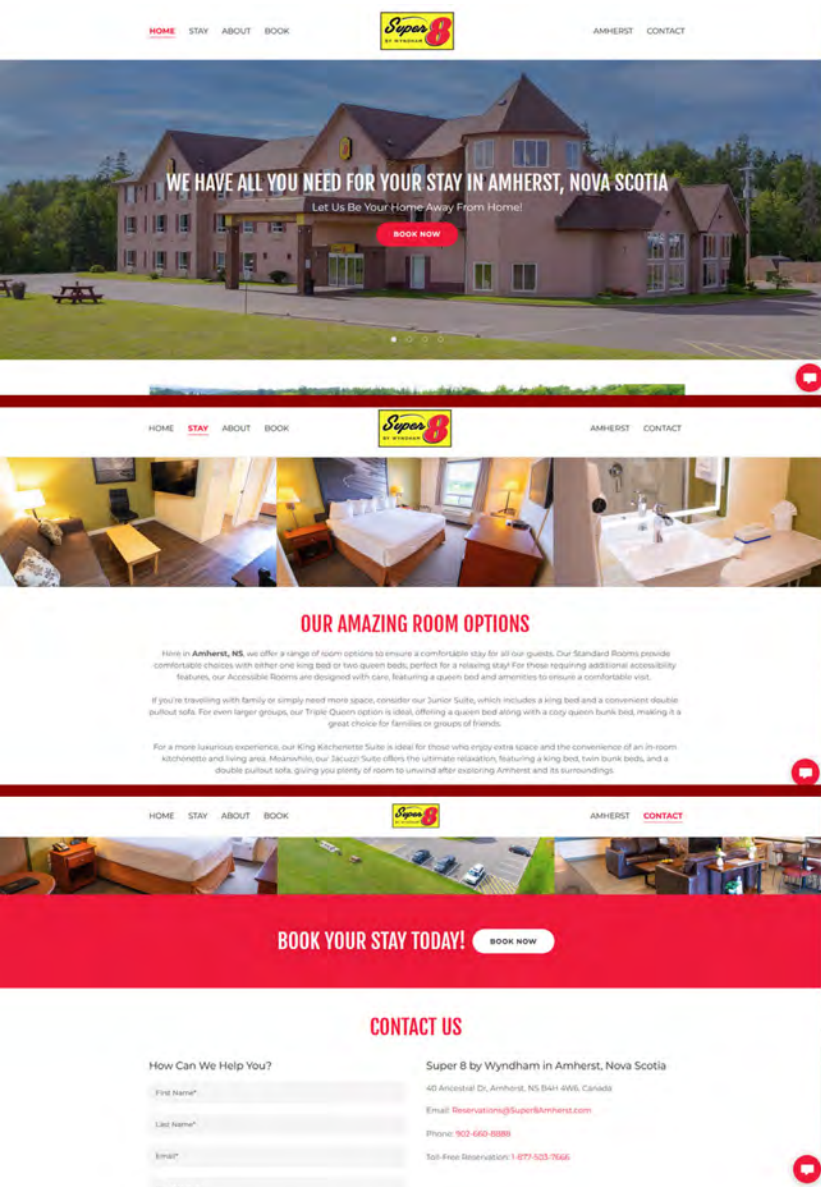


WHY YOU NEED A PROFESSIONAL WEBSITE

- YOUR FIRST IMPRESSION
- IT IS YOUR HOME ONLINE
- BUILDS TRUST & EDUCATES
- RED FLAG IF YOU DON'T HAVE ONE
- SEO BENEFITS ARE ENDLESS
- 24/7 LEAD GENERATOR



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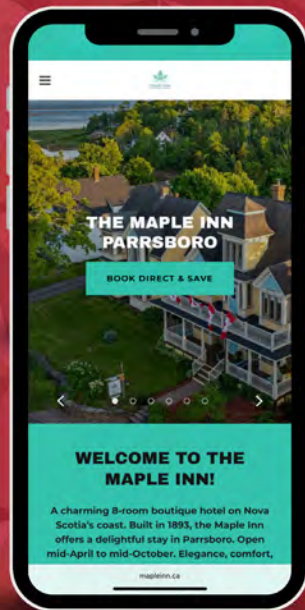
THE FUNDAMENTALS OF A GREAT WEBSITE

- INTUITIVE NAVIGATION
- CONSISTENT BRANDING
- PROFESSIONAL PHOTOGRAPHY
- ENGAGING, CLEAR COPY
- WORKING LINKS & CTAS

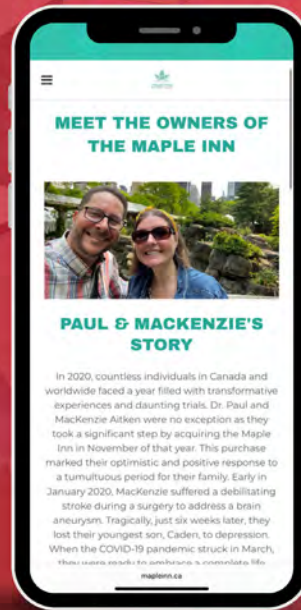
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BASIC WEBSITE LAYOUT

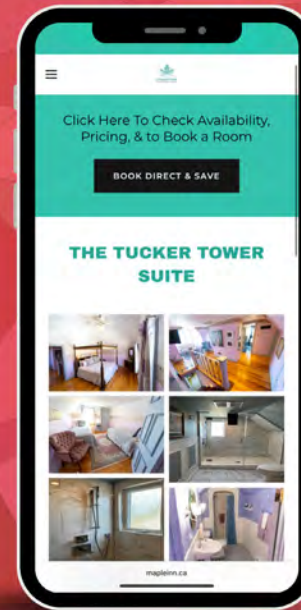
HOME PAGE



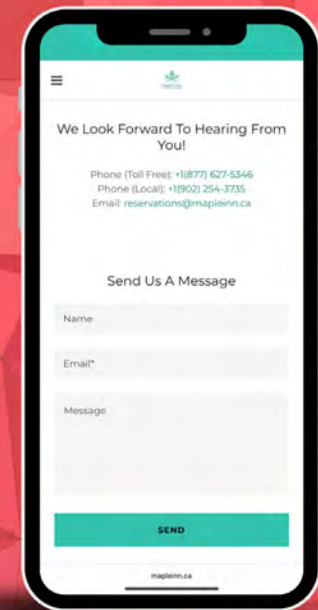
ABOUT PAGE



OFFERINGS PAGE



CONTACT PAGE



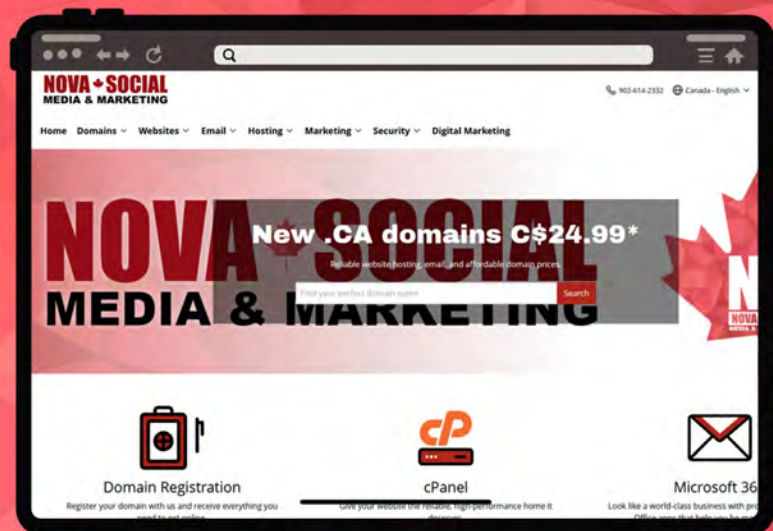
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TIPS & TRICKS FOR WEBSITE SUCCESS

- SPRINKLE CTA'S THROUGHOUT
- USE GOOGLE ANALYTICS
- ADD A BLOG FOR SEO
- SEASONAL IMAGE UPDATES
- USE PROFESSIONAL PHOTOS
- CORRECT LINKS ON ALL PLATFORMS
- PROFESSIONAL EMAIL ACCOUNT
- INCLUDE VIDEO CONTENT

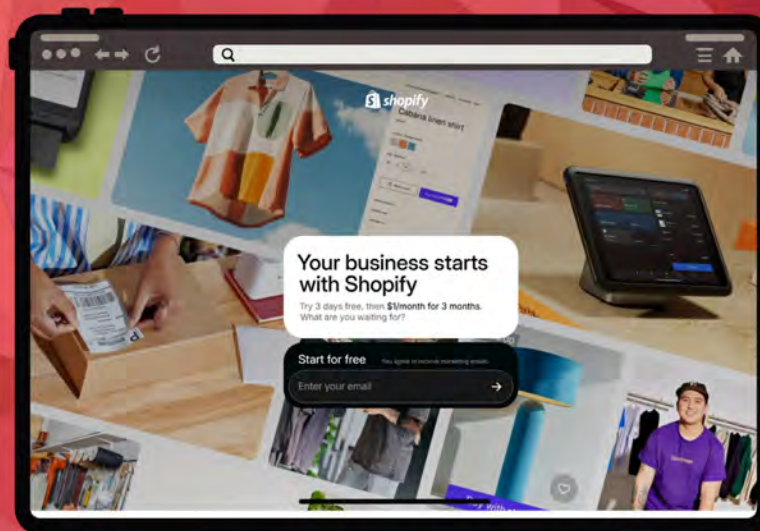
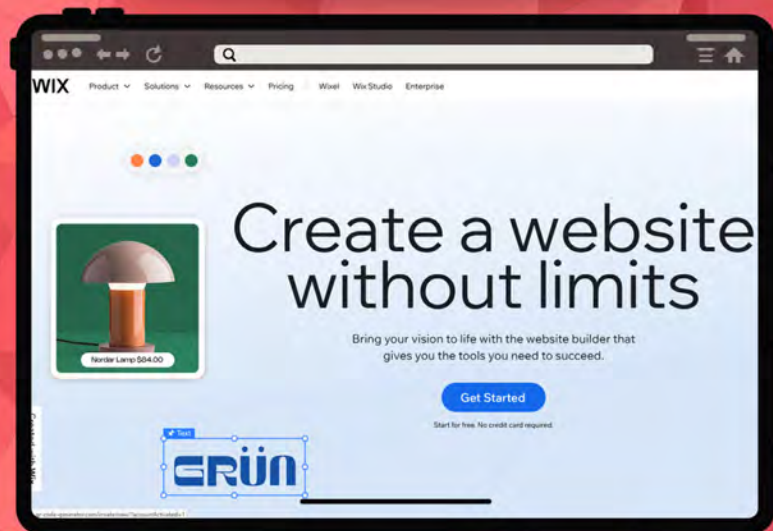
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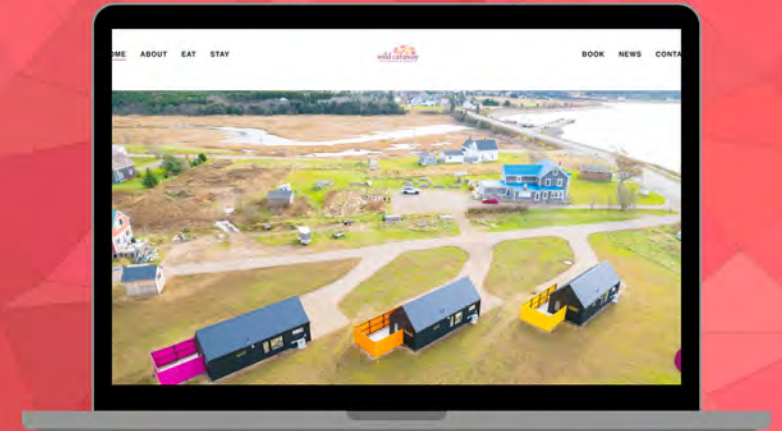
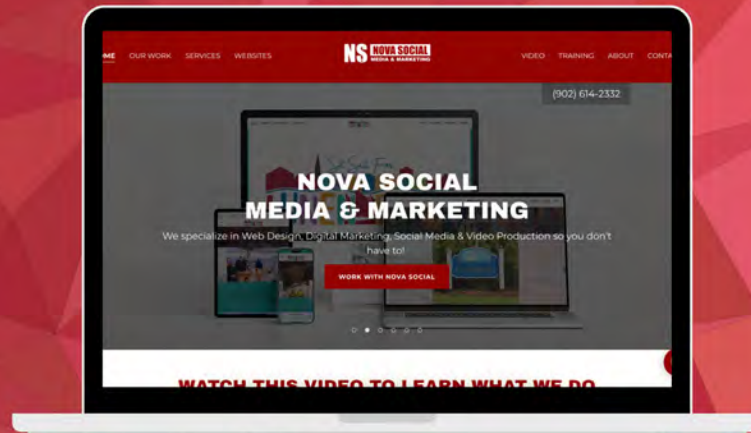
DIY OR OUTSOURCE?

- NOVA SOCIAL WEBSITES VS. SQUARESPACE VS. SHOPIFY VS. WORDPRESS VS. WIX ETC.
- PROS & CONS DEPEND UPON USE CASE
- TIME, TRUST, COST, CONTROL, CUSTOMIZATION



DOES YOUR WEBSITE WORK FOR YOU?

- EVALUATE: IS YOUR SITE PERFORMING OPTIMALLY?
- IS IT CONVERTING? IS IT PRODUCING REVENUE?
- IS IT ACTING AS A 24/7 SALES PERSON?



BOTTOM LINE:

A PROFESSIONAL, HIGH-PERFORMING WEBSITE IS ESSENTIAL TO SUCCESS

- IT BUILDS TRUST AND MAKES A STRONG FIRST IMPRESSION
- IT CAPTURES LEADS AND DIRECTS TRAFFIC WHERE IT MATTERS
- IT WORKS 24/7 TO GROW YOUR BUSINESS—EVEN WHEN YOU'RE NOT
- IT'S ONE OF THE MOST POWERFUL TOOLS IN YOUR MARKETING TOOLBOX



Q & A

THANK YOU FOR WATCHING



**GET YOUR FREE WEBSITE AUDIT BY EMAILING US AT:
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www.NovaSocialMedia.ca

WELCOME



How to Build a Website That Works for Your Business

We will begin shortly!

WELCOME



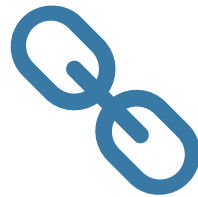
How to Build a Website That Works for Your Business

September 4, 2025

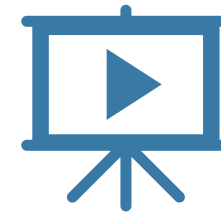
HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



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PRESENTER

Patrick Manifold

Patrick Manifold is the President and CEO of the Manifold Group Inc. and is also the founder of Nova Social Media & Marketing, which is an ad agency that specializes in social media management, content creation, website design, video production and digital marketing for businesses, organizations and brands in and around Nova Scotia, New Brunswick and PEI, Canada.



UPCOMING WEBINARS

- **Thursday, October 2nd at 10:00 am:** Plan It. Post It.
Show Up: Social Media Systems That Save Time. (Presenter:
Kerra Aucoin Mansfield of KA Social Media Consulting)



See recordings of previous webinars
and related tip sheets:

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