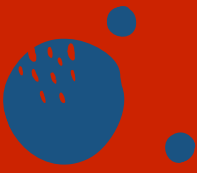# How to Use a Website for Business

Why is it important to have a website?

- A website allows more people to see what your business does and how they can support it or get involved in it.

Information Must Haves on your Website

- Hours of Operation
- Contact Information
- Address of your Business (if applicable)

Other Information Ideas

- Have an "about" or "our story" page to help cultivate a more personal connection with your website visitors
- Include testimonials to help demonstrate your credibility as a business

Have a Call to Action (CTA)

- A CTA is what you want your customers to do on your website for example:
  - Subscribe to an email newsletter
  - Order Food
  - View Products

Designing your Website

- Don't be afraid to play around with fonts, themes, and color!
- Make it user friendly so people are more likely to stay on and use the website

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