



HOW to: Build a website

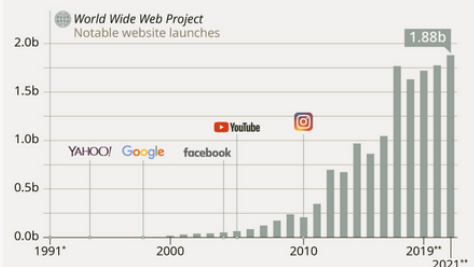
YOUR website Your ADDRESS

Businesses without a website could loose between **70% to 80%** of their potential customers.



How Many Websites Are There?

Number of websites online from 1991 to 2021



* As of August 1, 1991.

** Latest available data for 2019: October 28, for 2020: June 2, for 2021: August 6.

Source: Internet Live Stats

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BEFORE YOU START...

4 ESSENTIAL TIPS FOR A SUCCESSFUL WEBSITE

In today's digital world, having a website for your business is essential. A website can help you reach more customers, showcase your products or services, and build trust and credibility. A website can also help you stand out from your competitors and grow your brand. Whether you want to sell online, generate leads, or share your story, a website can help you achieve your goals and take your business to the next level.



Design

Your website should be visually appealing, easy to navigate, and optimized for mobile devices.

01



Content

Create engaging and valuable content that resonates with your target audience

02



SEO

Implement Search Engine Optimization (SEO) strategies to improve your website's visibility on search engines

03



Customer Acquisition

Develop a clear customer acquisition strategy.

04

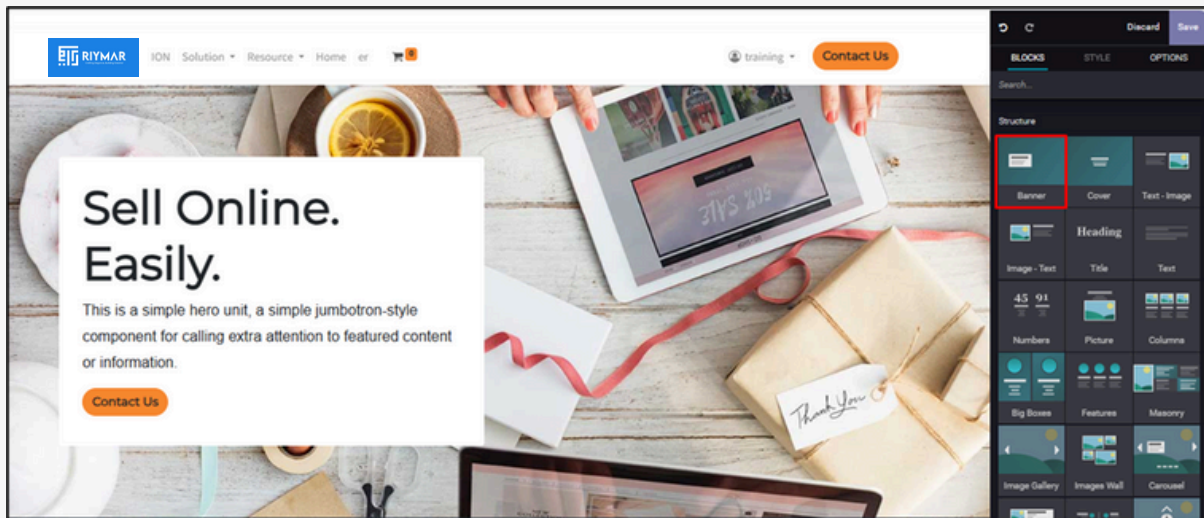
Website builder iON Basket Step by Step Instruction



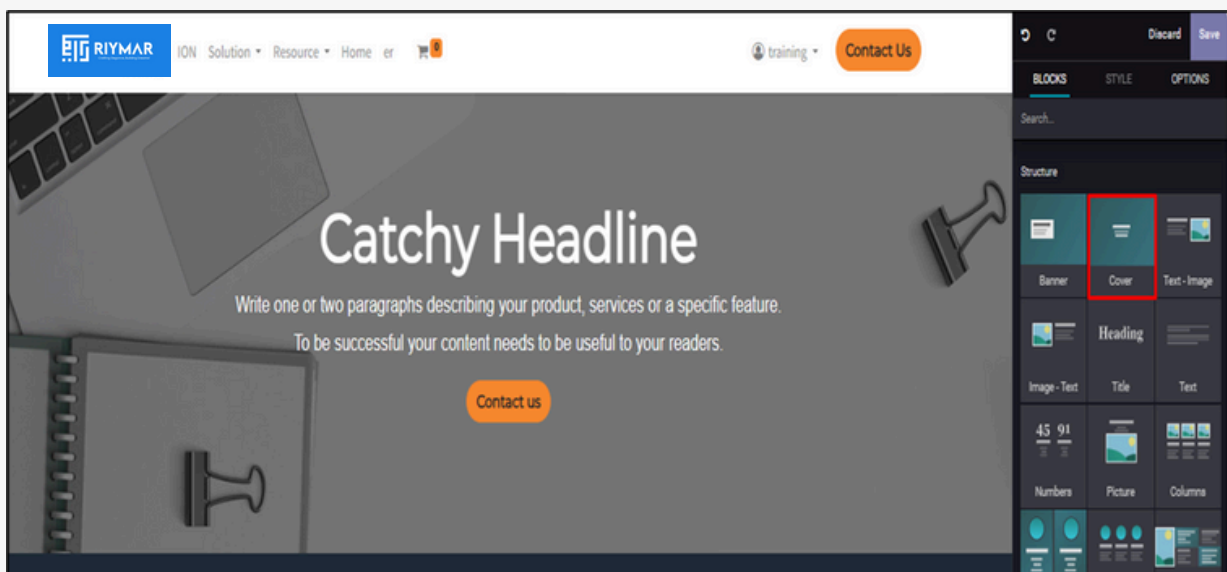
Visit Website



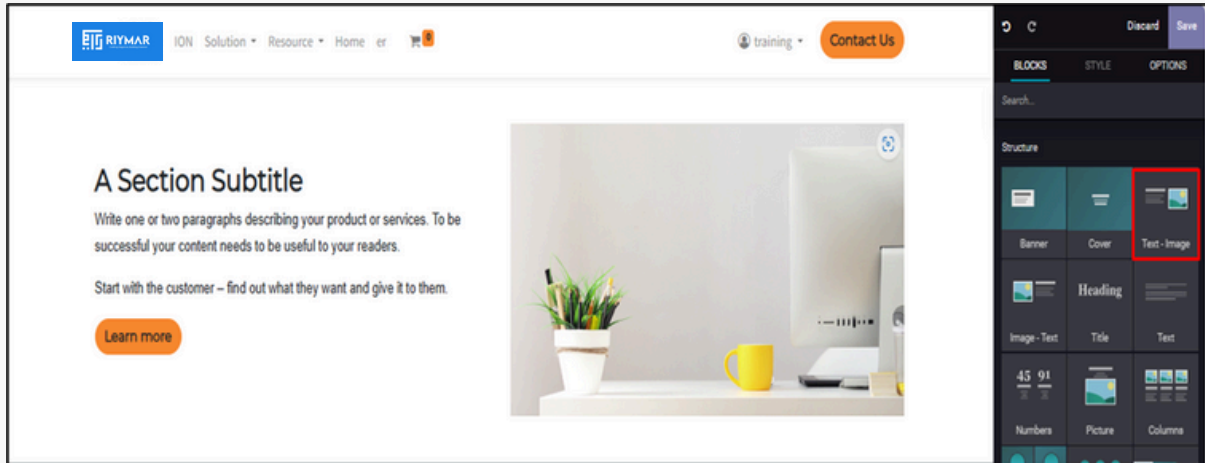
Banner: The banner block will help you to add banners to your website. When you open a website, banners will be the first element that appears on the homepage. You can use these blocks to grab extra attention to featured content or information.



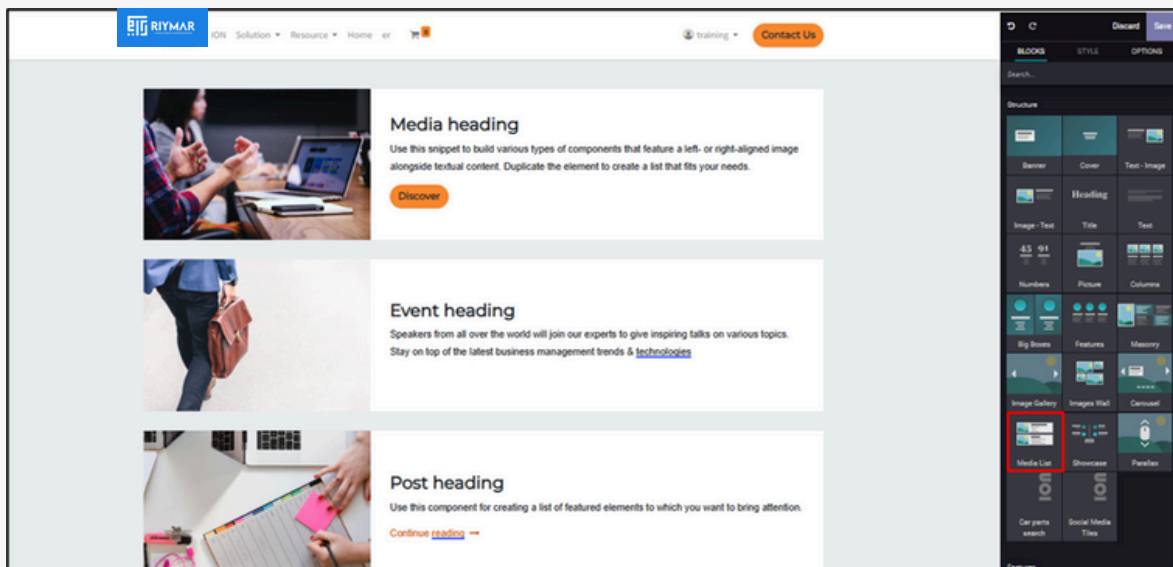
The cover block can be used as the main page designing block with a catchy headline and small description of the product, service, or main feature of your website



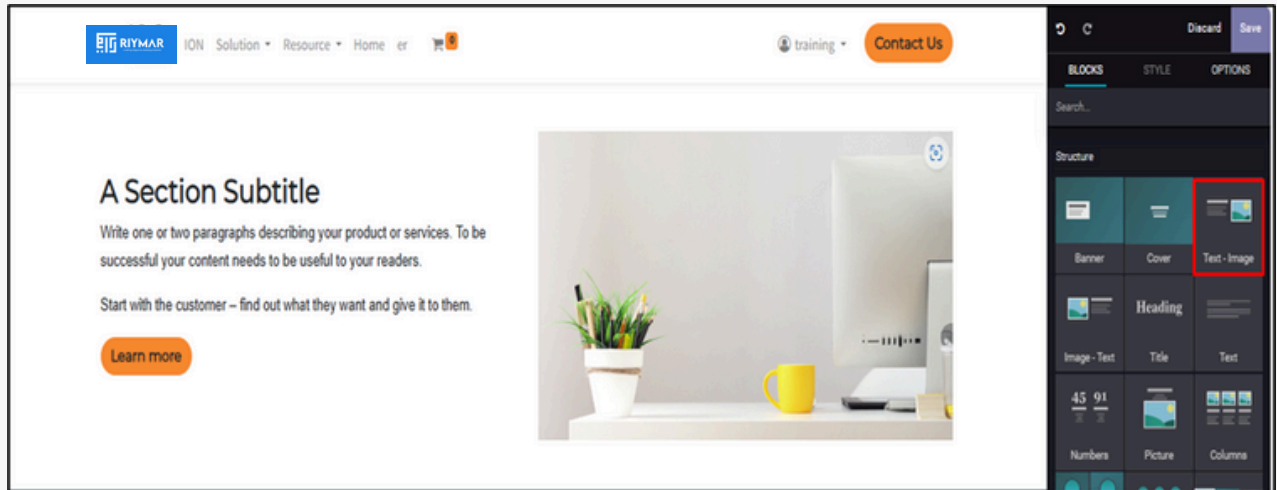
Features: This block will help you add the main features of your business to the main page. In clear words, you can give brief descriptions of the features using this block.



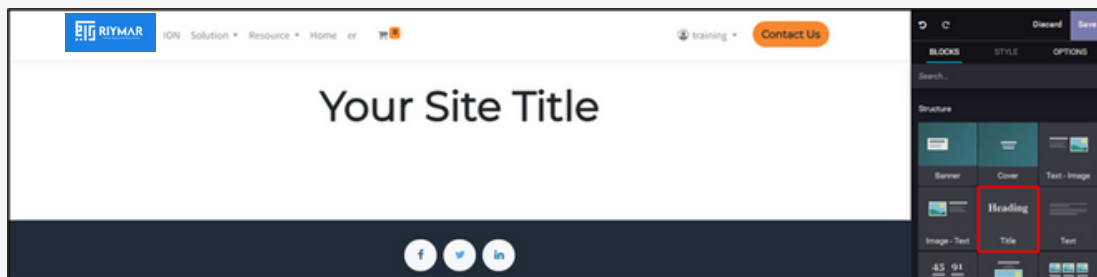
Media List: The Media List block will be helpful to add details about your business operations and media communication using a left- or right-aligned image with descriptive content.



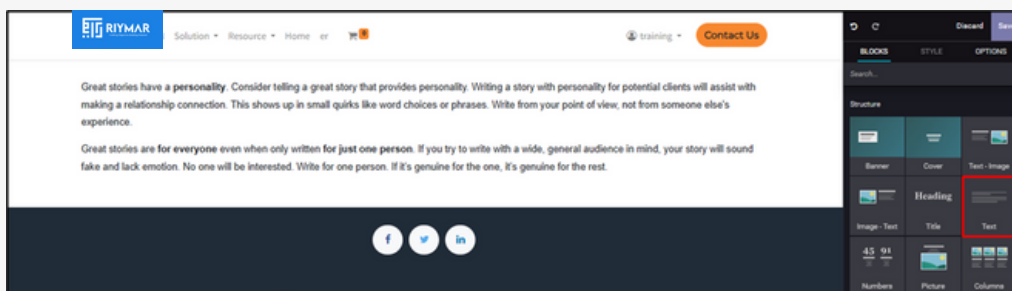
Text-Image and Image-Text: Using these types of blocks, you can add text and images together with related to the content of the web page.



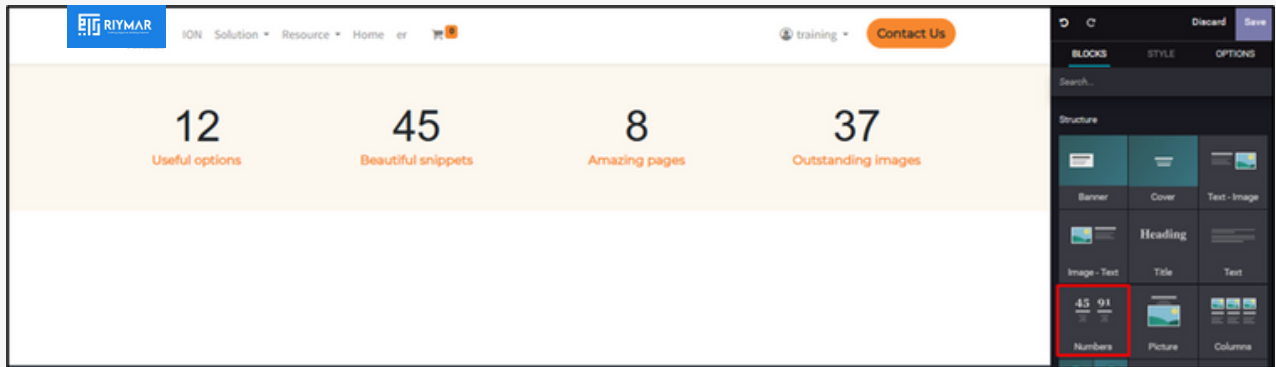
Title: As the name suggests, the title block is used to add a heading to your site.



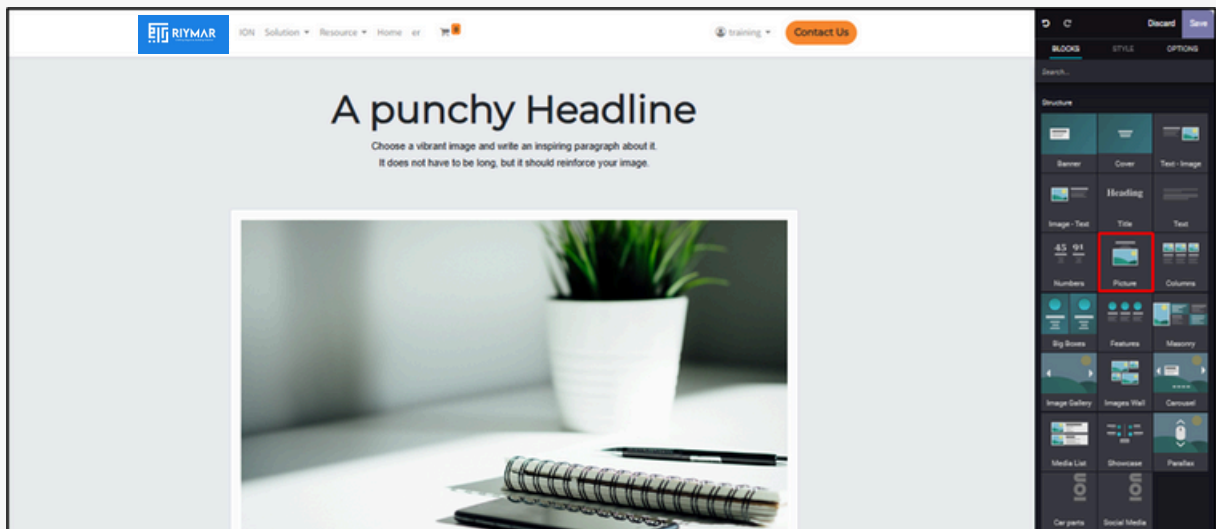
Text: To add text about anything related to your business on your website, you can use the Text block.



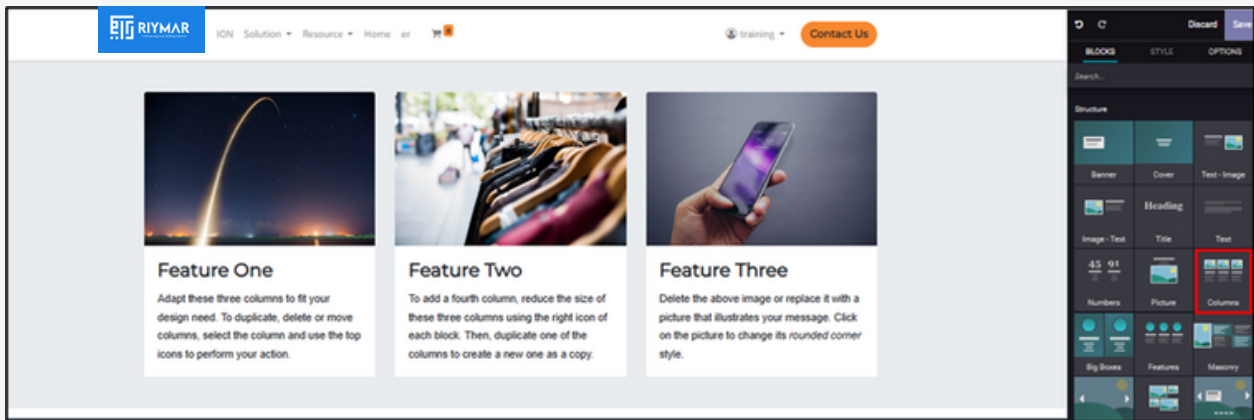
Numbers: The Number block is basically used to add numbers to your website. The count of products and features on your website can be displayed using this block.



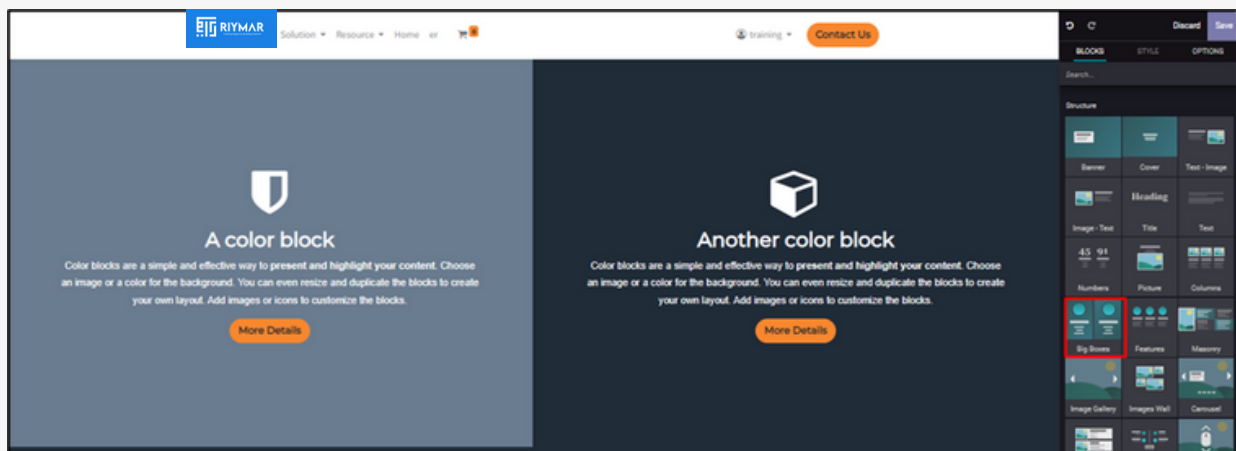
Picture: With the help of Picture block, you can easily add vibrant images to your site and add brief notes about the image.



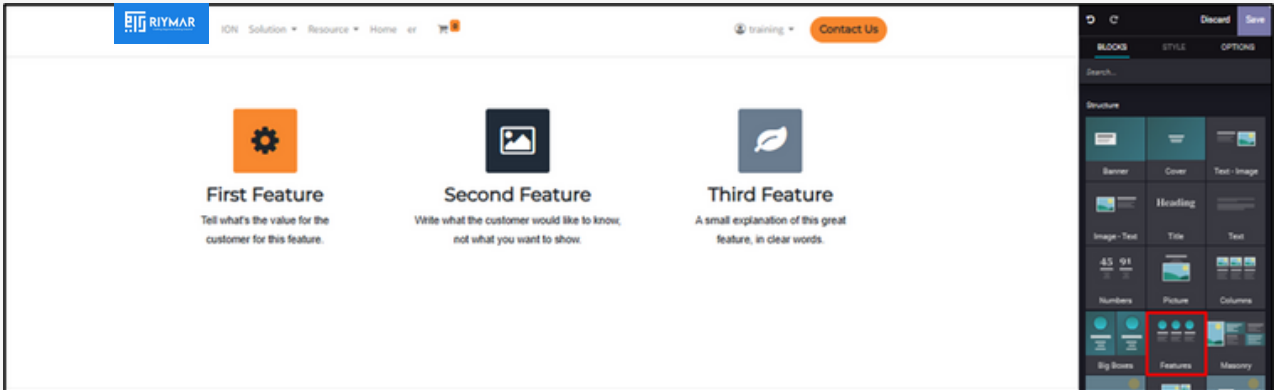
Columns: To add columns to your website, use the Columns block. You can add more columns to the site by simply duplicating one of the given columns.



Big Boxes: Big boxes can be used to highlight the features of your website inboxes. You can choose colors or images for the background to present the content in an effective way. It is possible to resize and duplicate the box to create your own layout.



Features: This block will help you add the main features of your business to the main page. In clear words, you can give brief descriptions of the features using this block.



Masonry: If you want to add additional titles for an illustration on your web page, you can use this block.

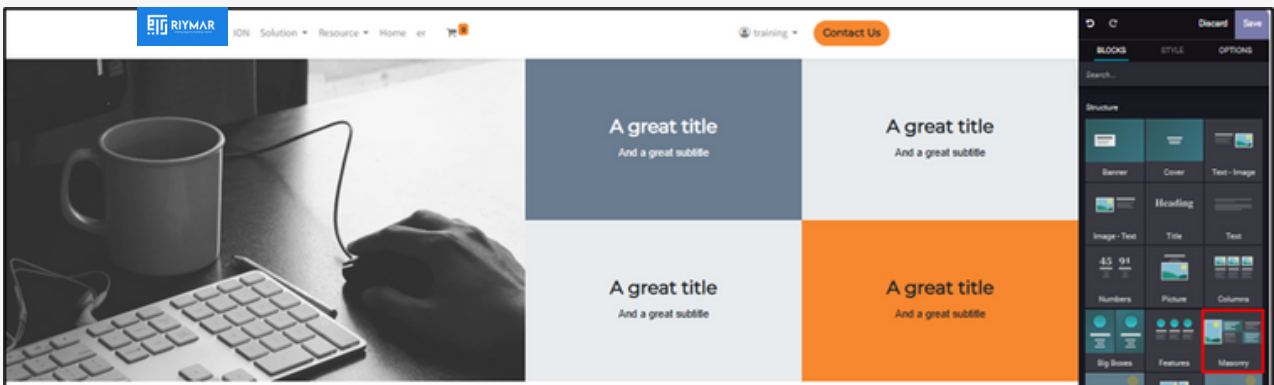


Image Gallery: Using this block, you can add multiple images to your website to showcase the products and services your company provides. You can add images on various aspects of your business as a gallery for visitors.

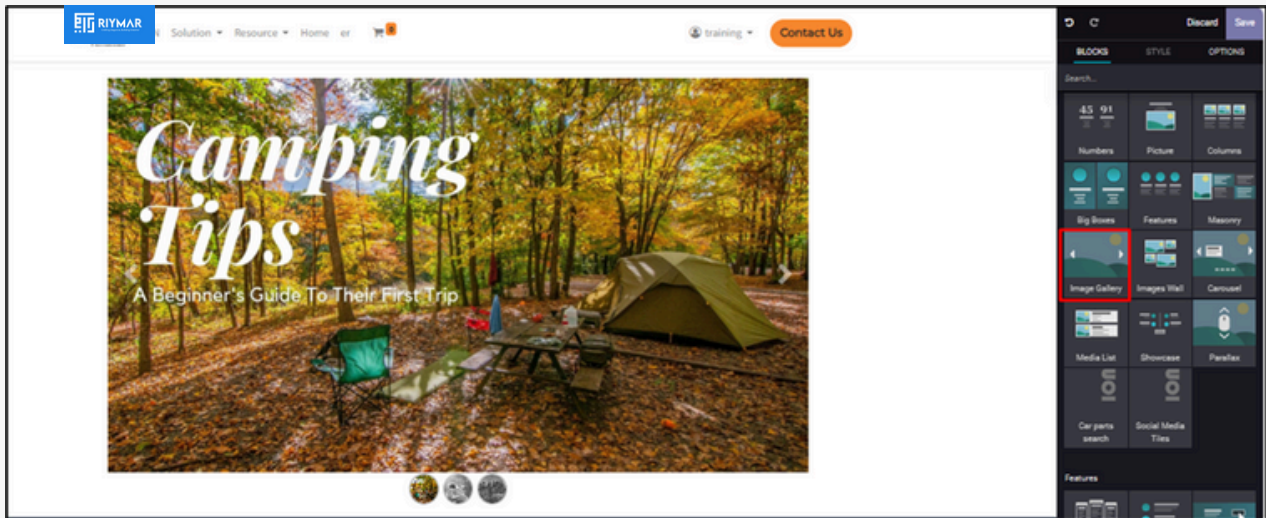
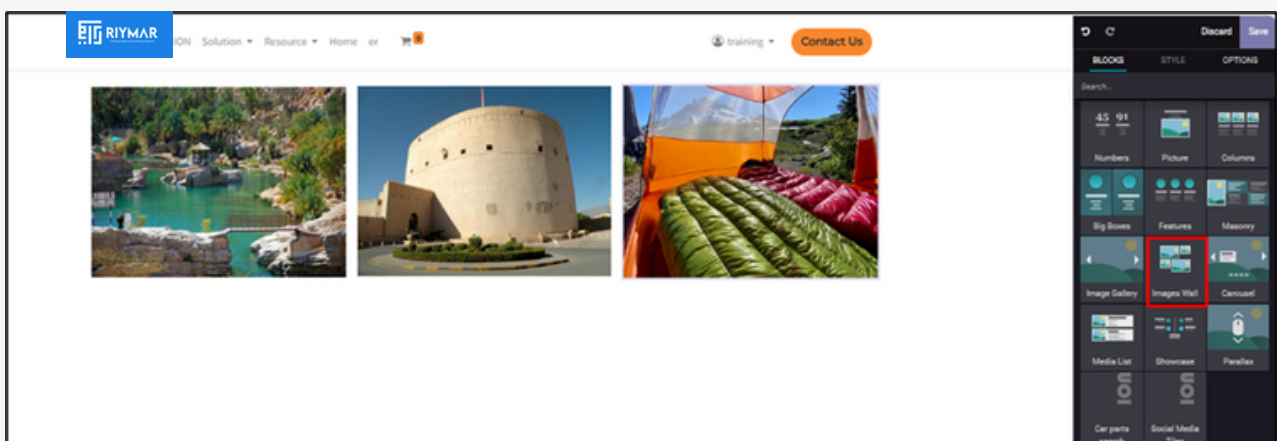
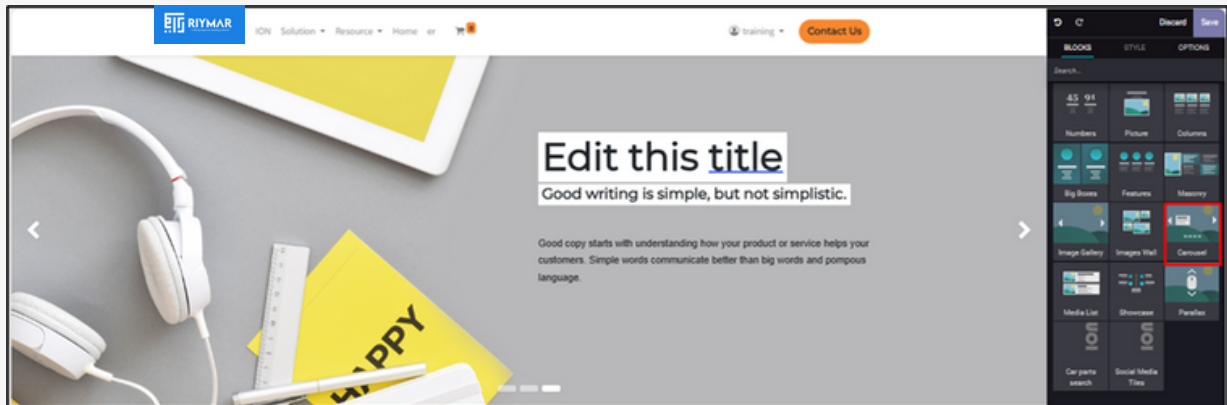


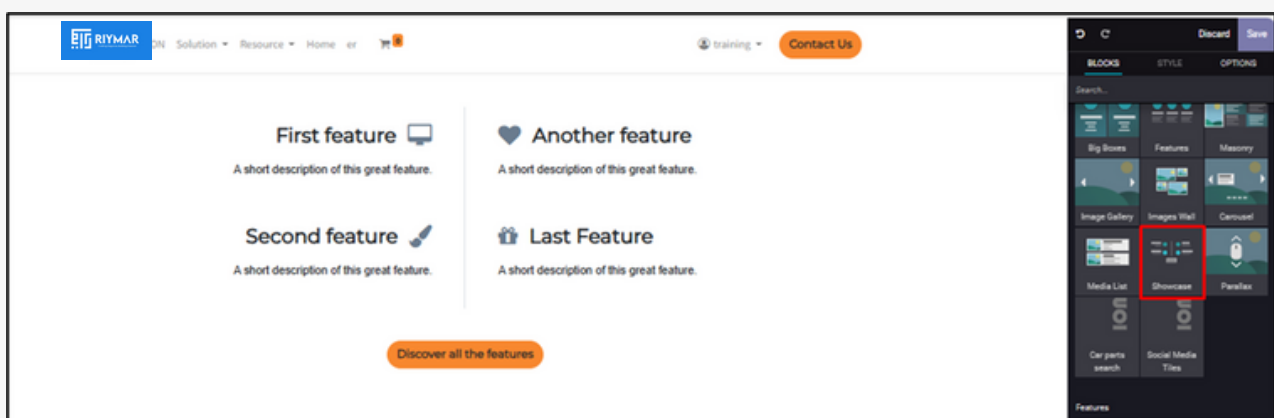
Image Wall: This block is also used to exhibit the pictures of your company's products and services. A set of images can be added together on your website using this block.



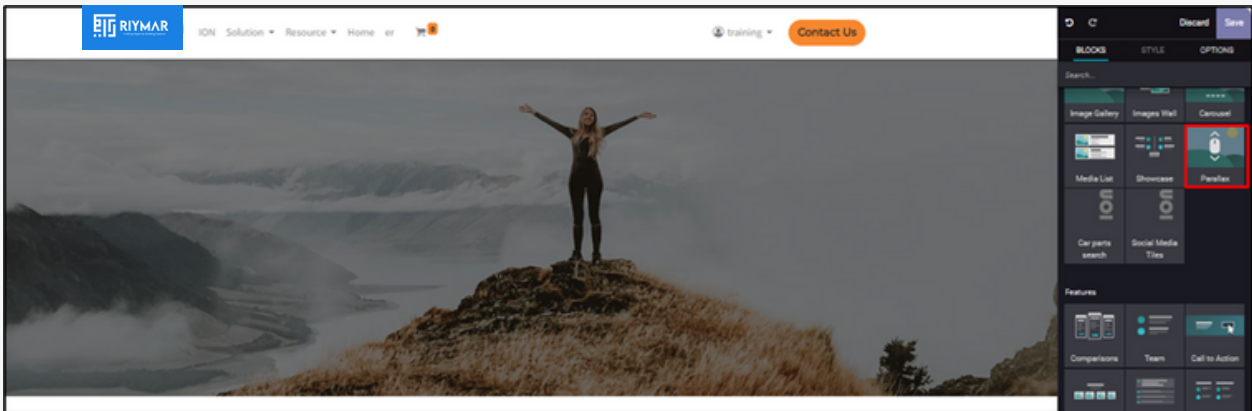
Carousel: Use this block to show your content in a slide-show-like format. You will get three carousels to scroll between which can be edited or deleted as per your demand.



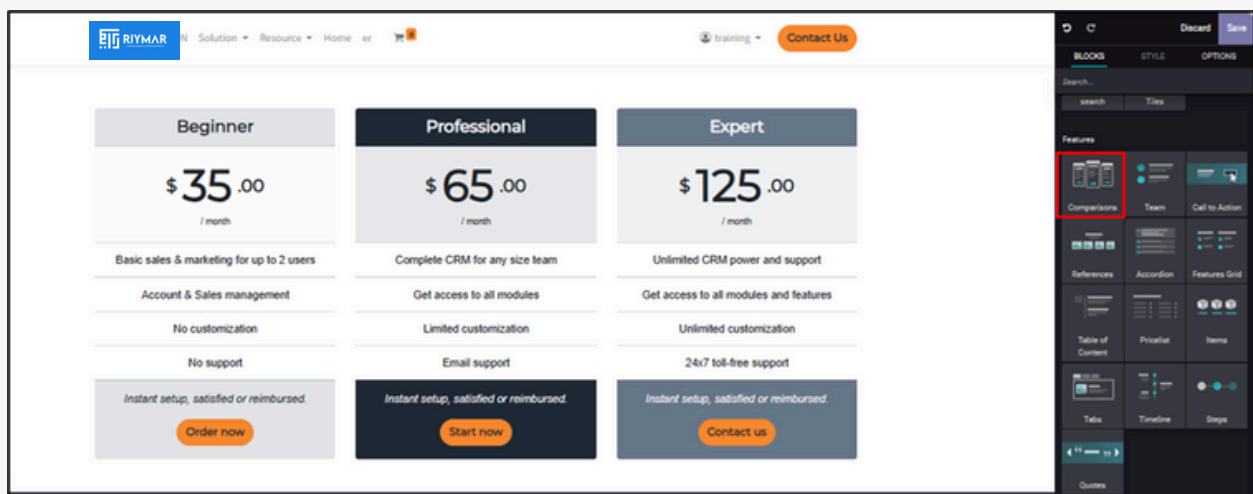
Showcase: This block can be used to illustrate the specific features of the products or services of your company. The special features can be highlighted along with a short description.



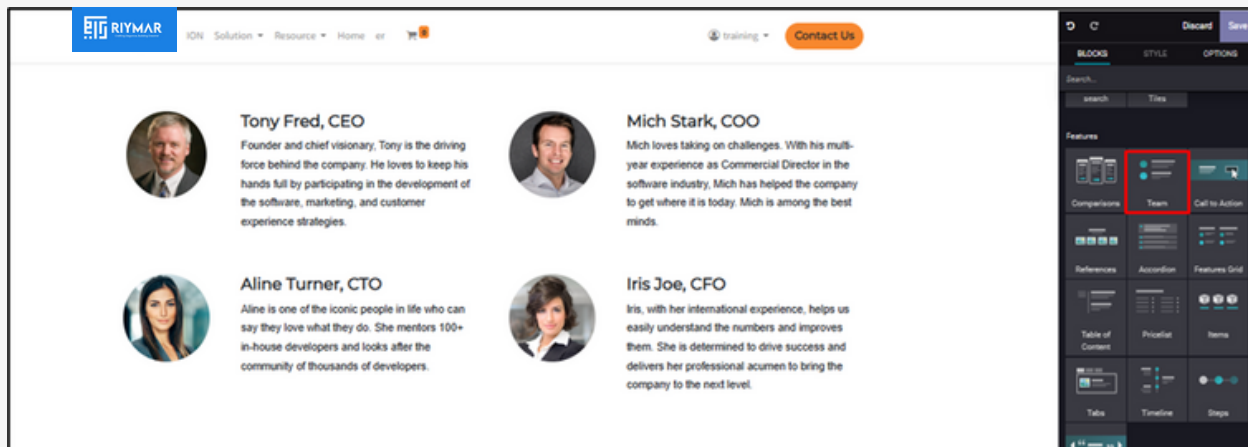
Parallax: At the end of the web page, you can use this block to give an illustration of the operations of your company.



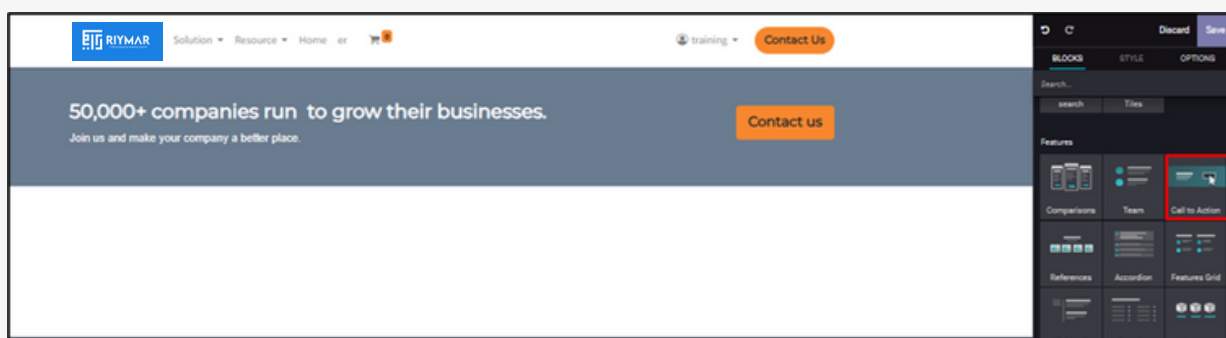
Comparisons: Comparison of products and services of your company can be easily done by using the Comparisons block. It will be beneficial for visitors to understand the product and services in a better way.



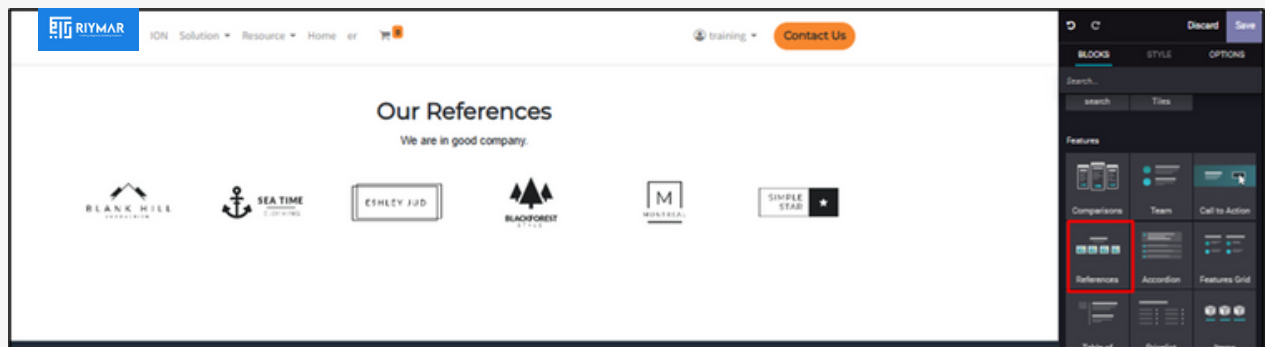
Team: The Team block can be used to describe the team that runs the company. Using this block, you can highlight the qualifications, experience, and contributions of your employees.



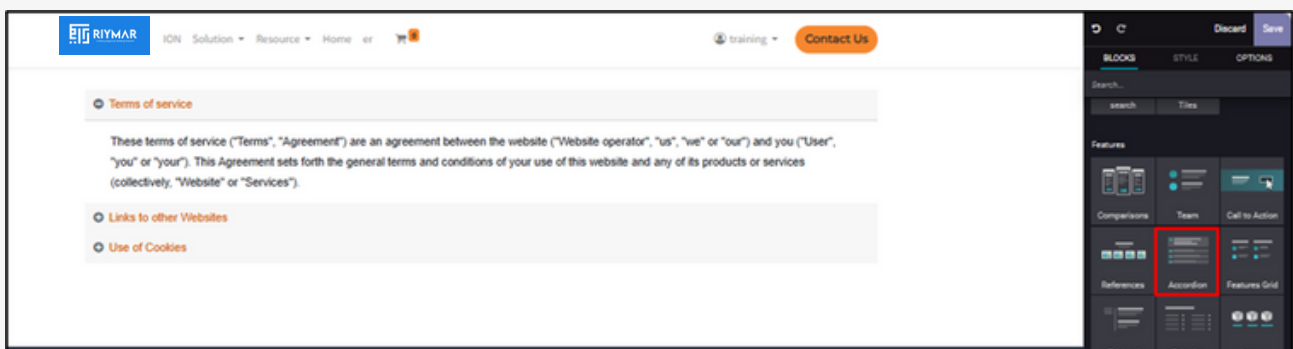
Call to Action: This block can be used on a web page to direct the visitor to different pages. It will provide corresponding options to select on the web page.



References: Your company references can be mentioned using this feature block.



Accordion: Accordion block will help you to specify certain policies of company operations or the website. You can include Terms & Conditions, Link to other Websites, and Use of Cookies in this block.



Features Grid: Major features of your business can be highlighted using the Feature Grid. you can change colors and add a background to this block to make it more attractive.

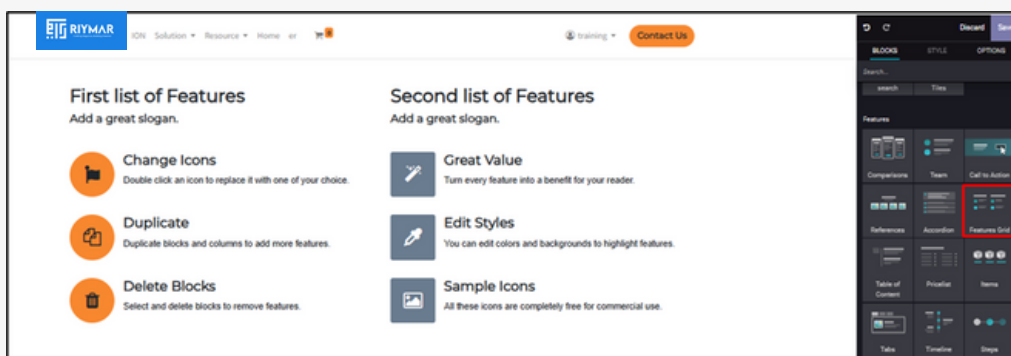
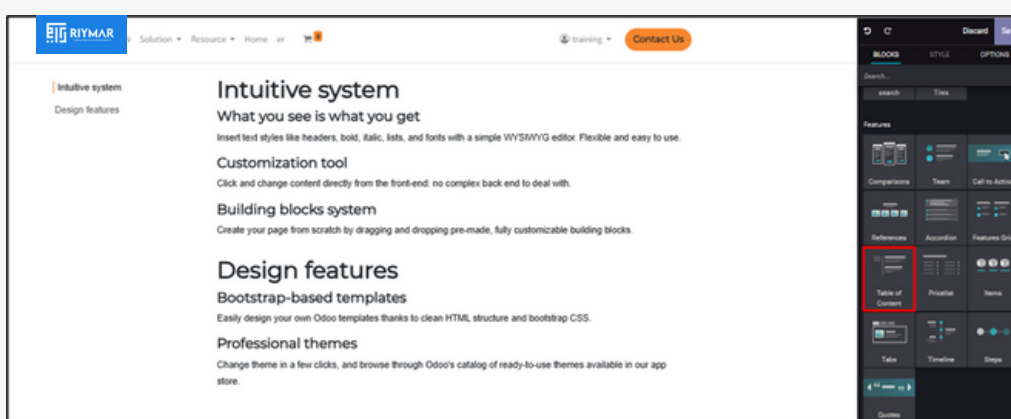
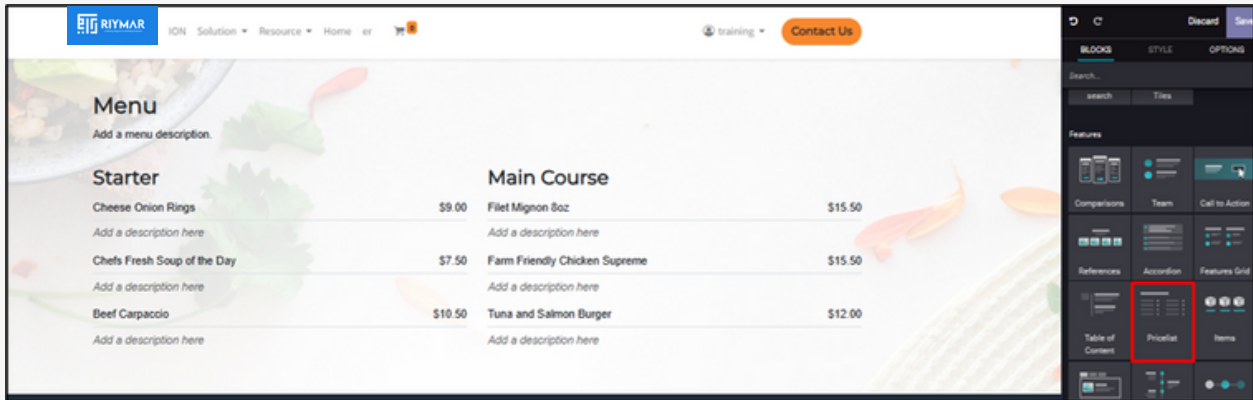


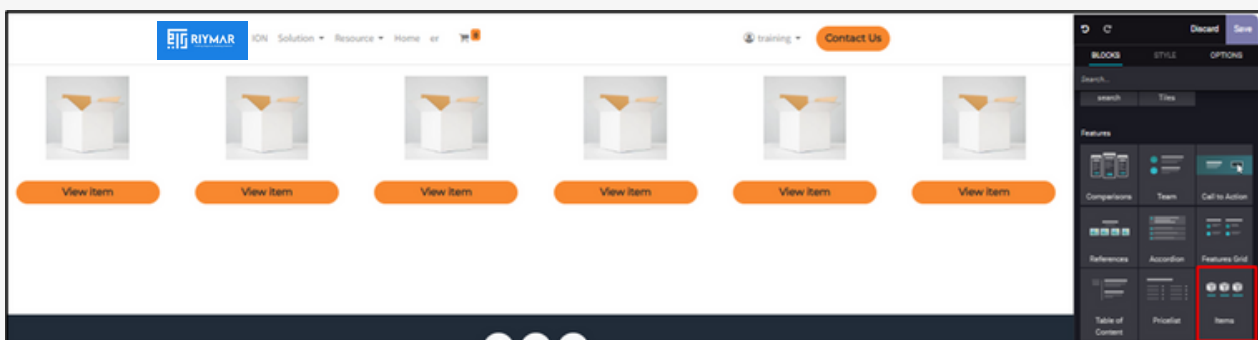
Table of Content: The content of your web page can be listed using the Table of the Content block. This will be helpful for visitors to explore the content they want on your website.



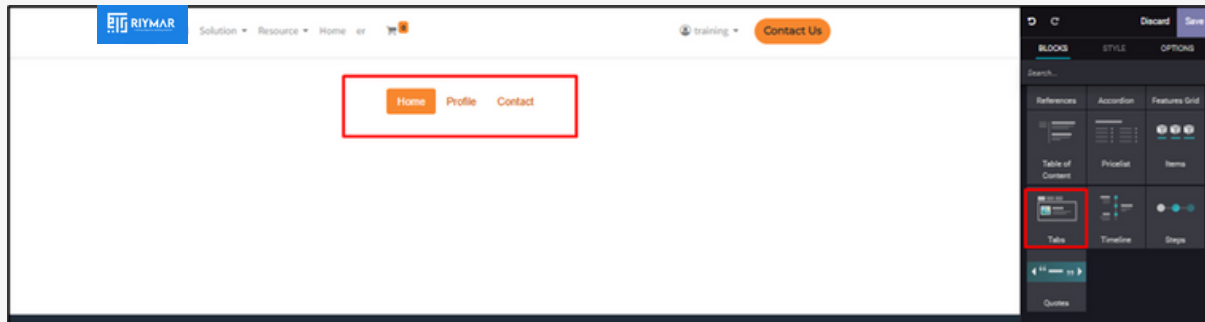
Pricelist: The list of products and their prices can be added to the website using the Pricelist block. You can effortlessly configure the price list of products with the help of this block which will help the visitor to get an idea about the price of each product from the website.



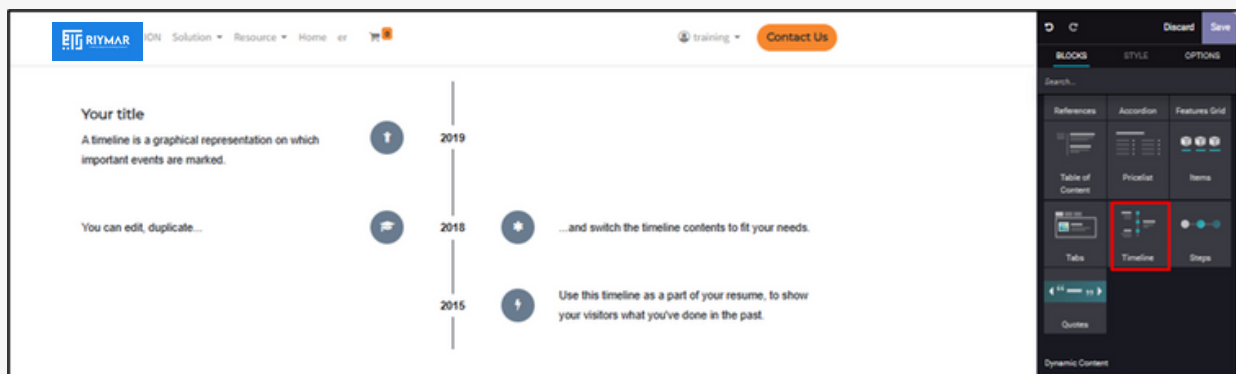
Items: You can categorize the products and services of your company using the Item block on your website. By using this block, you can arrange separate fields for each item defined on this platform. It is also possible to describe their features and functionalities inside the options along with suitable images.



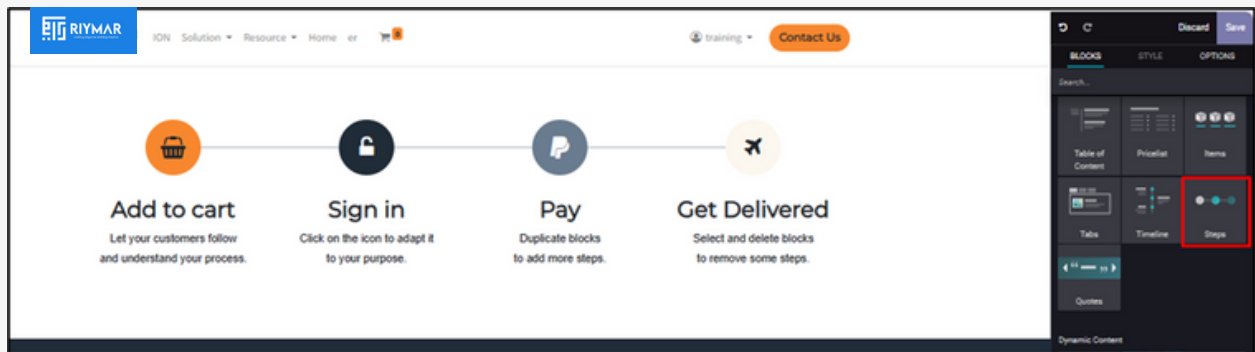
Tabs: On a short note, you can explain your business using the Tab block. This tab is used to add descriptive content regarding your products and services with contact information.



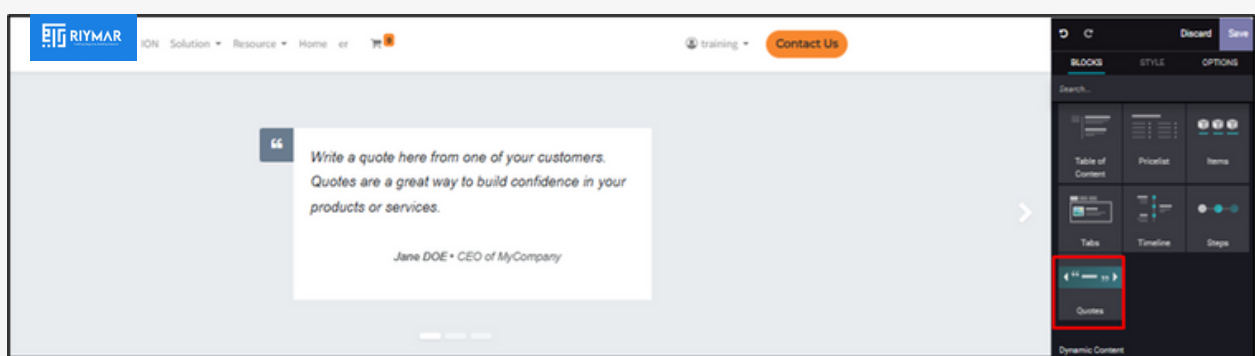
Timeline: The Timeline block can be used to mark important events and upcoming functions in a graphical representation. This will help you to show the visitors what you have done in the past as well as the dates of marketing events and product releases.



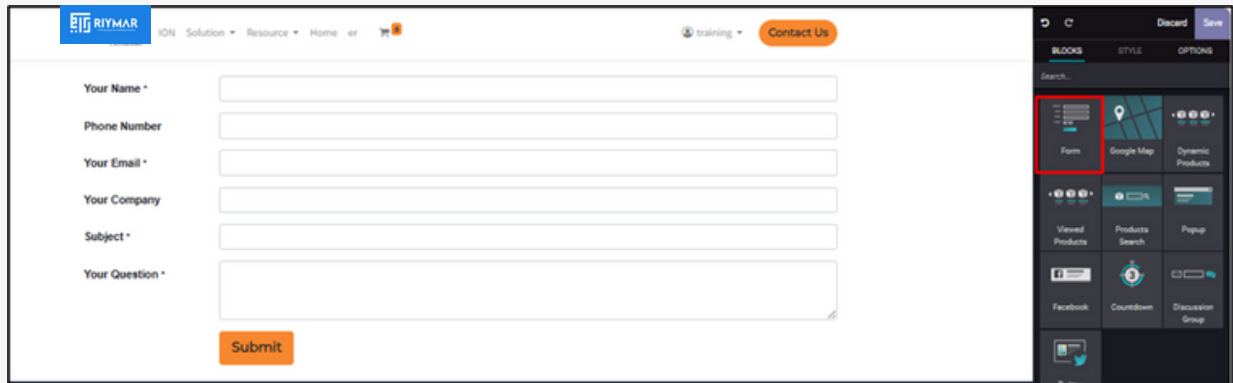
Steps: The Steps block is useful to give directions to a visitor about doing a particular operation on your website. You can explain the process step by step using this feature. This will benefit a user to follow and understand the procedures.



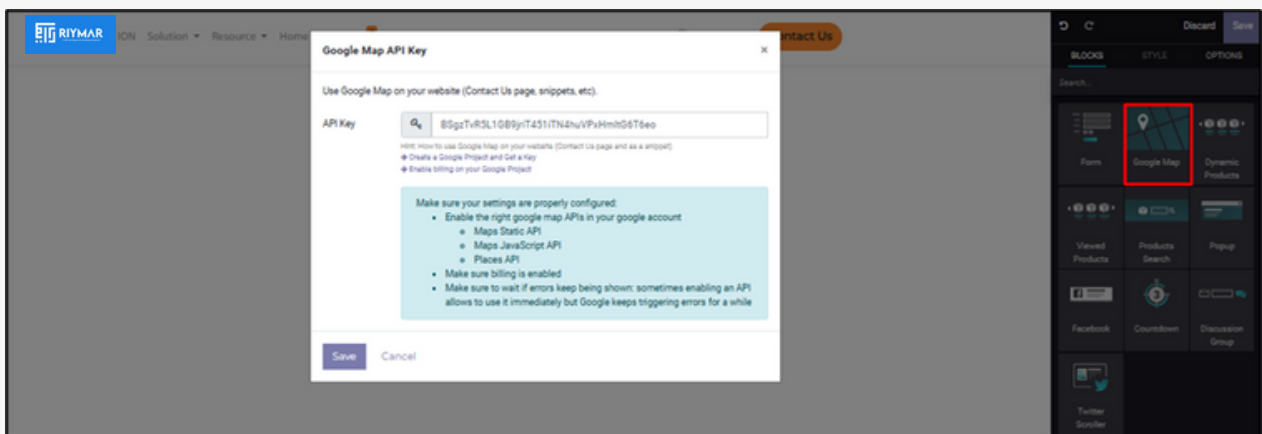
Quotes: This feature can be utilized to add quotes to your website. You can add attractive quotes to your website which will help you to build confidence in your business.



Forms: In order to create forms on your website, you can use the Forms block from the Dynamic Content. This will help you to collect important information regarding a specific topic from your website visitors.



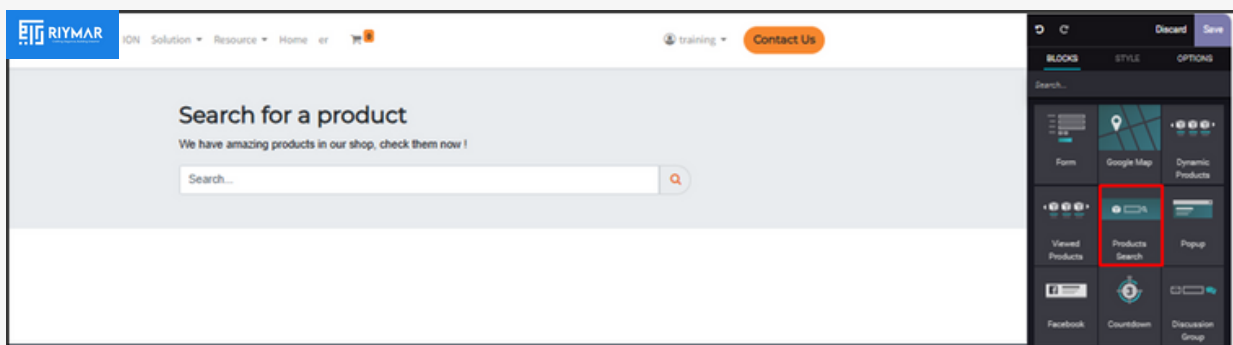
Map and Google Map: This feature will be helpful to configure various locations of your business on your website.



Dynamic Products: You can showcase different products on your website using this feature. With suitable pictures and price details, you can make it more attractive. In a slide format system will display the configured products and the user can easily select required products.



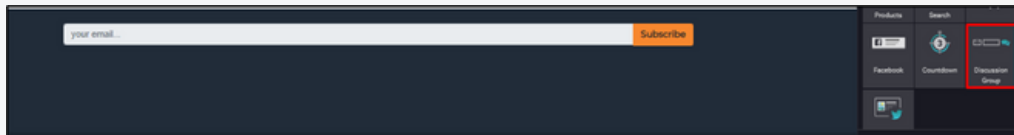
Search: The Search block can be used to add a search bar on your website so that the customers can easily search for the things they want on the website. You will get results from the published content on the site.



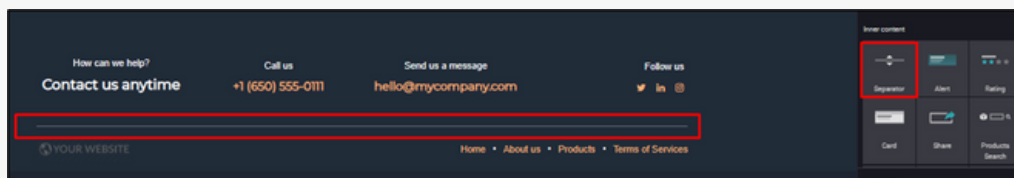
Countdown: Countdown is one of the attractive features in the website builder in system that allows you to add countdowns to your website. For new product launches, upcoming events, or anything like that, you can use this block to add a countdown.



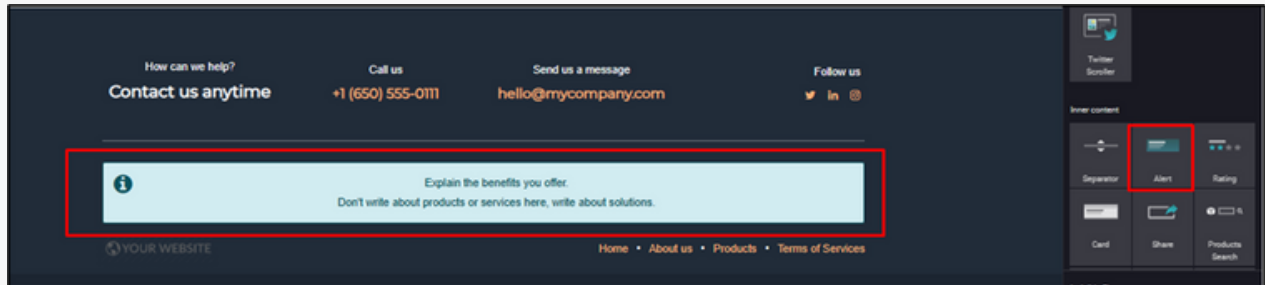
Discussion Group: Add a section for discussion on your website using the Discussion Group block.



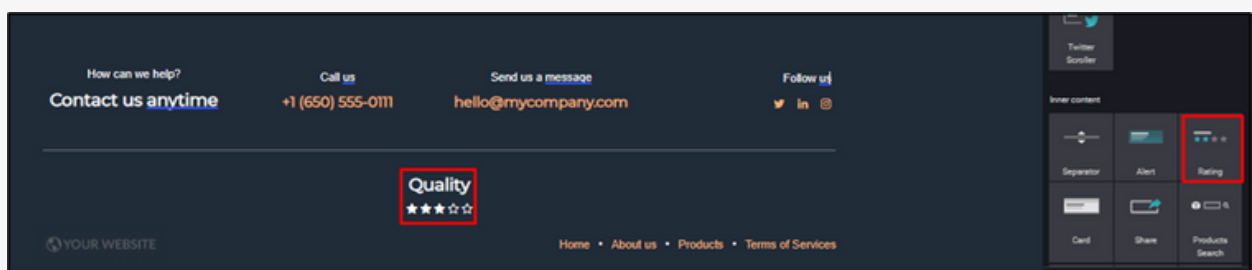
Separator: As the name indicates, the Separator block will help you to separate content on your website. You can use this block as a separating line that will avoid mixing of content.



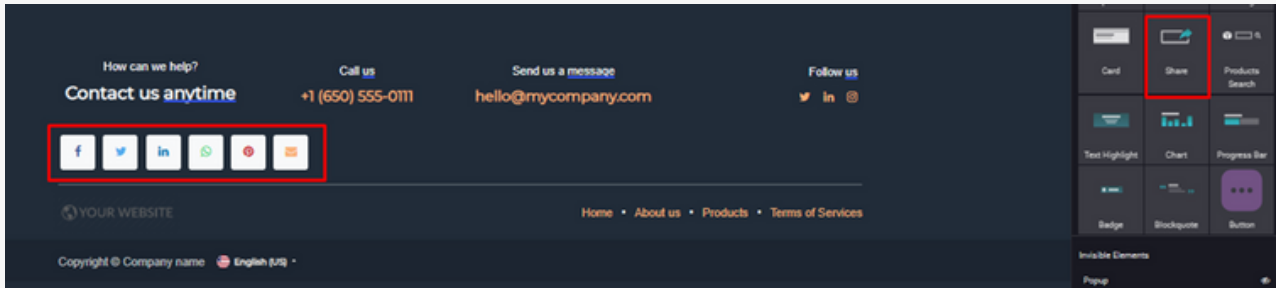
Alert: To grab the attention of your audience into important notifications, you can add alert blocks on your website. You can explain the benefits of offers using this block.



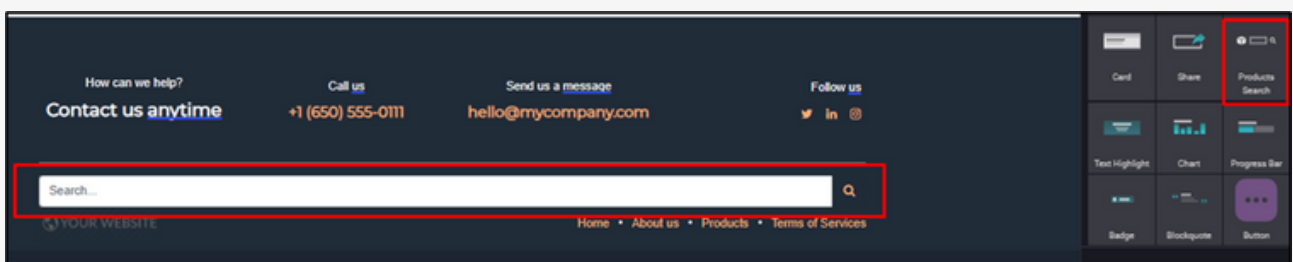
Rating: The Rating block permits you to add a field on your website to collect ratings from customers for the products and services you offer. You can set ratings for the content of your website also.



Share: You can allow sharing the link to your website on popular social media platforms by using the Share block. This will display different social media accounts on your platform for customers to share the link with.



Search: A search bar can be provided on your website using this block to enable customers to search about your company and the products & services you provide for them.



Text highlight: The Text Highlight block can be used to add the texts that you want to highlight on your website. You can highlight important news using this block to get attention from customers. Add a catchy headline and a subtitle that compliments the headline to make it attractive.

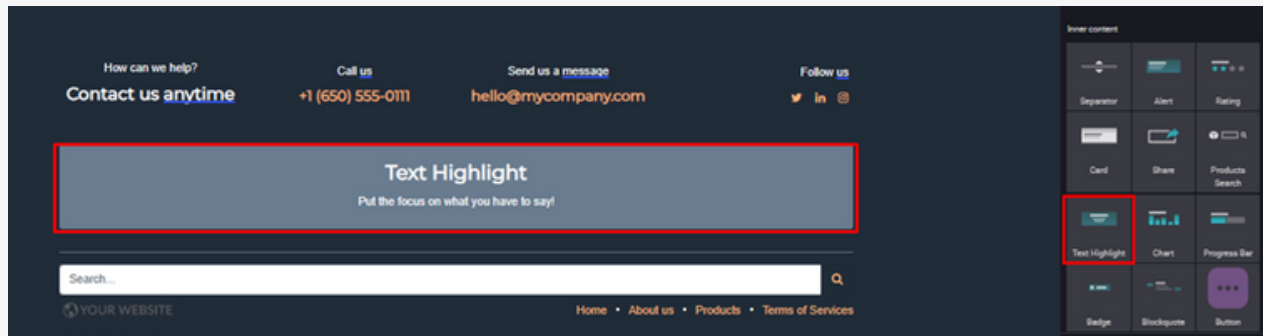
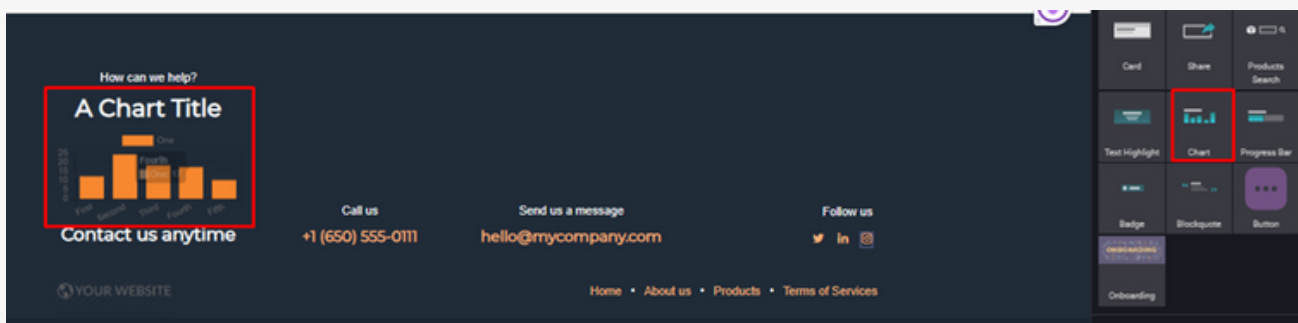
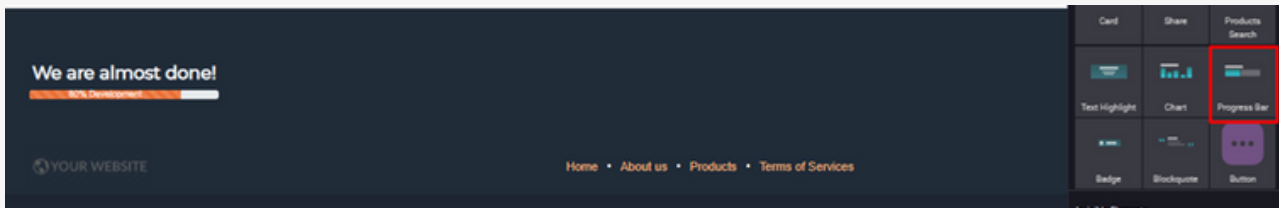


Chart: In order to add charts to your website, this block can be used.



Progress Bar: The Progress Bar can be added to your website to show the progress of any company operation or event to your customers.



Card: The Card block can be considered as a flexible and extensible content container. You will get options for arranging header and footer, background color, and advanced display options in this block.

