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Move Your
**OFFLINE BUSINESS
ONLINE**

**WHITE PAPER
WORTH INVESTING TIME**

Move Your Offline Business Online

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Introduction

In this book we will be discussing various elements associated with bringing an offline businesses online. Starting with very important considerations when building a website, then moving on to the value of social media/networking. We then discuss why hiring a Virtual Assistant (VA) could be the best decision you've ever made. The rundown of online appointments and finally, ClickBank or PayPal - what's best for you?

1. Two Simple Ways to Create a Great Website

Companies that seem to believe they can get by with just a Facebook page are doing themselves a great disservice. Having a business website allows proprietors greater engagement with their customer base, more visibility among competitors, and even the ability to make sales and appointments online.

This sort of engagement is critical in building a brand and will only grow more important as time goes on. Mobile Web use is growing, meaning that all businesses will need a responsive, well-designed site in the near future.

These kinds of websites can cost thousands of dollars and be tough for owners to manage. Luckily, recent advances have given us Content Management Systems, which allow business owners to take the creation and maintenance of their website into their own hands.

WordPress is perhaps the most famous and certainly the most widely used Content Management System. A large part of this is its longevity; WordPress has been in use since 2003, although regular updates have kept it at the forefront of technology. There's also the fact that it has a variety of themes and plugins to choose from.

Hosting for WordPress sites can be a hassle though, particularly with all the backups, updates and security concerns, so using a hosting provider like WP Engine is a fantastic option for this platform, which makes setting up the site and choosing the right plug-ins a breeze. Once again, the major potential issue with WordPress is security; most owners don't take precautions with their sites seriously and run into issues down the road. While the solution can be (in some situations) as simple as having a strong password and username, Sucuri CloudProxy will provide firewall and DDOS protection on any WordPress site for a very reasonable monthly fee -