**AYB Quick Tool:** Building the You, Inc. Business Website

**Description/Overview:** Discuss the vital importance of having a You, Inc. business website and a straightforward, inexpensive way to build it.

To be truly competitive in the current business environment, you must seriously consider that part of successfully launching You, Inc. as a new small business, requires that you also launch a You, Inc. website. As daunting and challenging as that might sound, my commitment to you is that At Your Best will continue to explore options and ways to help you launch You, Inc.’s website.

My current recommendation is that you sign up with Wix.com to build the You, Inc. business website. Wix is the service that I used to build [www.AtYourBest.com](http://www.AtYourBest.com). I am not particularly technical or skilled in technology beyond simple desktop PC skills and I found Wix to be relatively easy and intuitive to use.

Believe me that Wix helps you remove the mystique and technical mumbo-jumbo out creating a website. Using the Wix ADI, you can easily and quickly build a basic but professional looking by selecting a website template from a wide assortment, answering a few questions, and following easy instructions.

To learn more about Wix, my suggestion is that you watch a few YouTube videos to see how easy it really is to create a website with Wix.

* Go to: [www.YouTube.com](http://www.YouTube.com)
* In the Search line, type: “Wix for beginners” and “Wix Tutorial for Beginners”
* Click on all video(s) that you want or need to watch to become comfortable with moving forward with Wix

Now, you are ready to start building the You, Inc. website:

* Go to [www.Wix.com](http://www.Wix.com)
* Click on “Get Started”

Remember, the You, Inc. website really only needs to consist of a minimum of two or three webpages:

1. **A Home Page** – describes your service offering and how to contact you for a quote or service call. If you can offer some sort of call to action to prompt the visitor to contact you, all the better. The Home page is required.
2. **A Contact Page** – provides all the needed information (telephone number, email address, mailing address and directions, if applicable) for a customer, prospect, or vendor to get ahold of you with any pertinent information regarding when you are available. The Contact page is required.
3. **An About Page** – provides information about you, You, Inc. and why You, Inc. stands above the competition in your local market. This About page is optional but highly recommended.