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Foundational Business Resources





Website Management & DIY Support

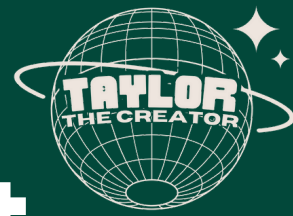
Website Management & DIY Support

Wix Help Center: support.wix.com — step-by-step instructions on everything from design to SEO.

Wix YouTube Channel: youtube.com/user/Wix — video tutorials for visual learners.

Wix Blog: wix.com/blog — branding, design, and marketing tips tailored for Wix users.

Google My Business: google.com/business — claim and optimize their business listing for local SEO.



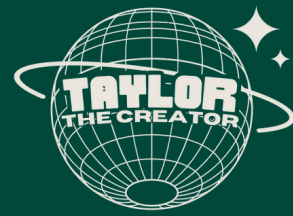
Marketing & Launch Essentials

Help clients get visible and promote their new website or offer.

✓ Launch Checklist:

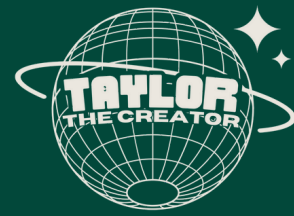
- Create a launch email to announce the new site.
- Schedule a 7–14 day social media launch campaign.
- Add the website link to all platforms (IG bio, FB page, email signature).

Ask close supporters to share the site on their platforms.



Tools:

- Canva: canva.com — for making branded graphics and social media posts.
- META, Later or Buffer: schedule Instagram and Facebook content.
- MailChimp or Wix Email Marketing — send newsletters and promotions.
- Linktree (or a Wix version) — create a smart link hub for Instagram bios.

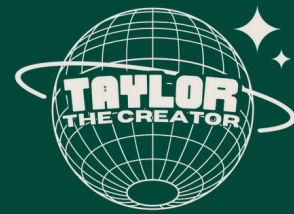


Branding & Visibility Resources

Build brand trust and grow your audience consistently.

- Brand Kit Template (customizable in Canva): Define colors, fonts, tone, and logo uses.
- Content Calendar Template (Google Sheets or Notion): Plan out 30 days of posts in advance.
- Free Stock Photo Sites:
 - Unsplash
 - Pexels
 - Pixabay

Instagram Reels + Story Prompt Guides (great for personal brands).

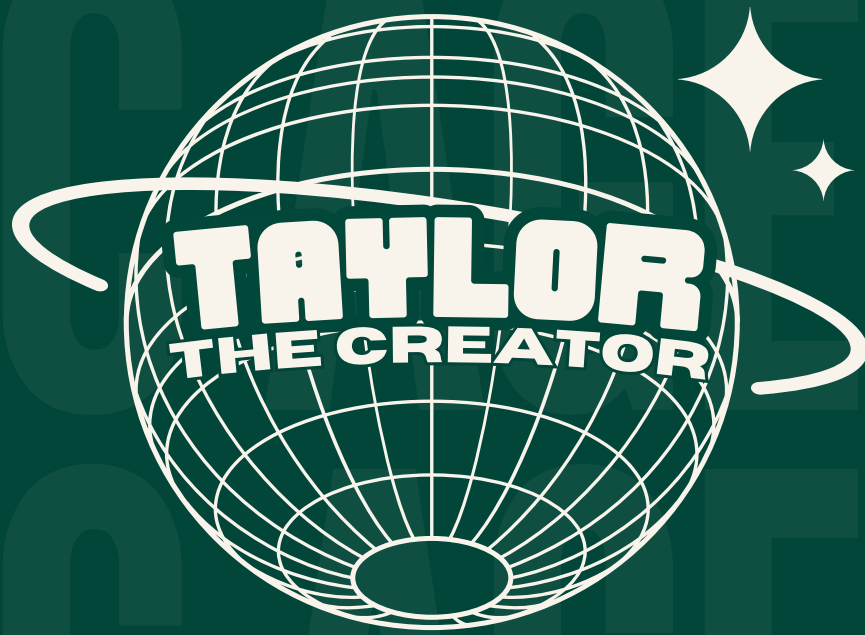


Ongoing Success & Strategy

Planning & Productivity:

- ClickUp / Trello / Notion: for task and project management.
- The Launch Roadmap: A printable or digital guide that outlines weekly action steps leading up to a launch.
- Quarterly Marketing Planner: Set goals, campaigns, content, and key performance metrics.

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