



# ERASMUS+

en Fédération Wallonie-Bruxelles

[www.erasmusplus-fr.be](http://www.erasmusplus-fr.be)





# How to build a website

# Coming up

1. Why
2. Tools
3. Tips
4. Alternative

# Who are we?

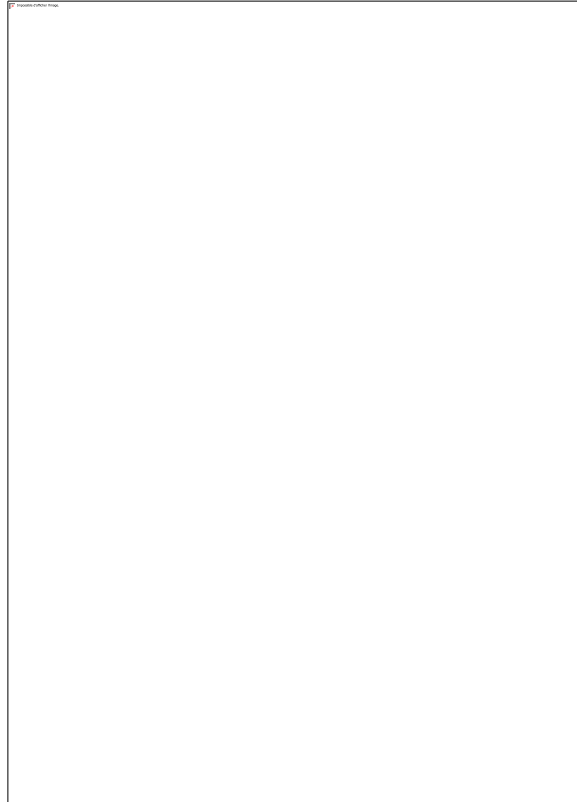
- Laura Claesen
- Social Media Manager @ **BLUE ZOO**  
Social Media Performance Agency



@lauraclaesen



@Laura Claesen



# Who are we?

- Laurien Celis
- Leading Lady @ **BLUE ZOO**  
Social Media Performance Agency



@lauriencelis



@Laurien Celis



# BLUE ZOO

Social Media Performance Agency

# Who are you?

# Why you need a website





# 1. *Attract target audience & get the support you're after*

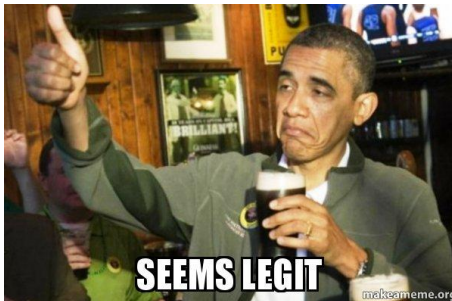


## 2. *Instant credibility*

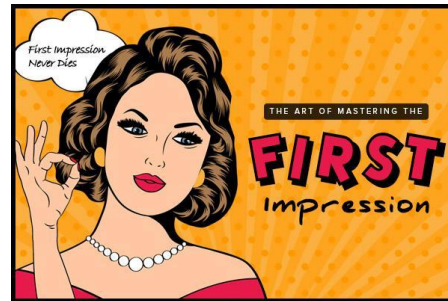
**56% of people stated that they won't trust a business or organisation without a website.**

@<https://www.beamlocal.com/5-reasons-every-business-needs-a-website/>

1.



2.



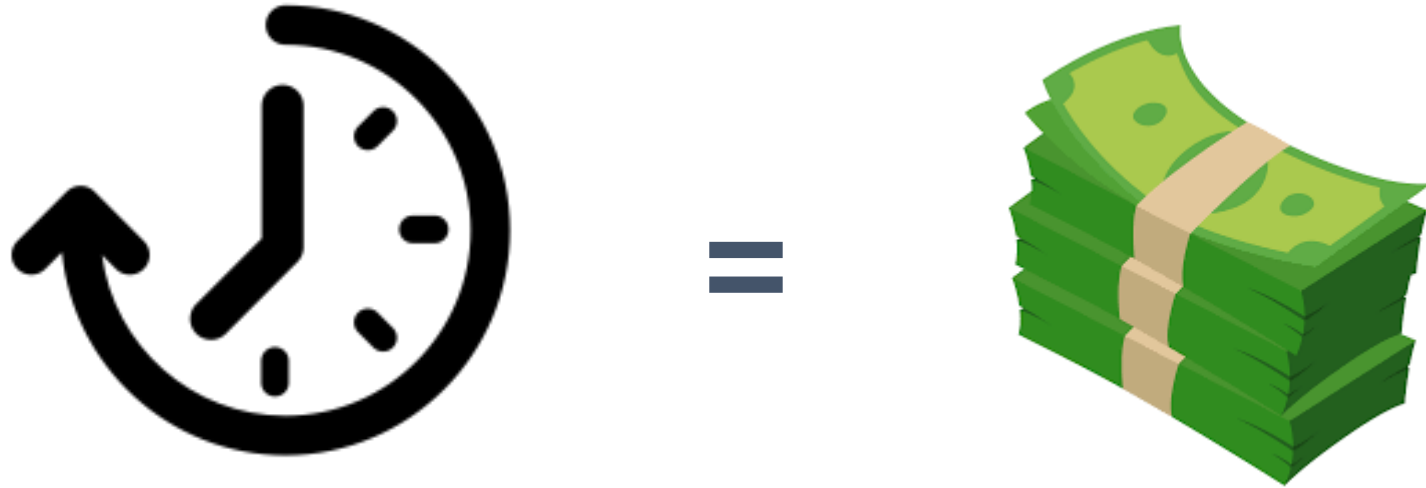
3.



### 3. *It's not hard, or as expensive as you think*



4. *A website saves you time*



## 5. *Position yourself & stay in control*

**79% of users who read online reviews, believe them.**

@<https://www.beamlocal.com/5-reasons-every-business-needs-a-website/>



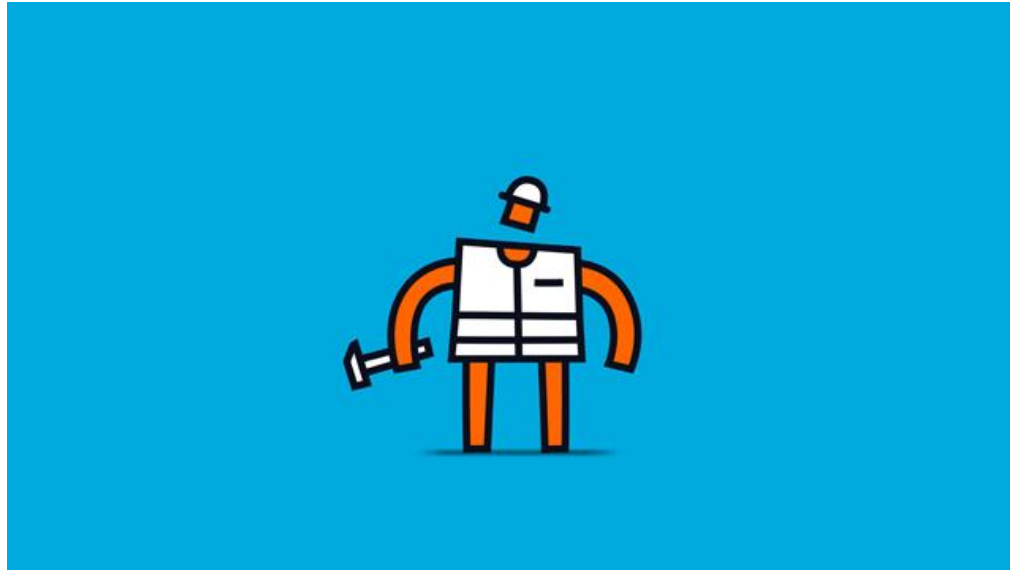
*Client Testimonials*



*Basically...*



# Build your own website





SQUARESPACE

weebly





# What do you use?

**“free”**



**not expensive**

- **domain name**
- **design**
- **plugins and extensions**

# 1. Wordpress



- + **Very SEO-friendly**
- + **Many developers and webmasters can work on the WordPress**
  - easy outsourcing
  - cost-efficient
- **Slower than other websites**
- **Templates are more difficult to update without a developer**

# Build a website, build a movement.

Whatever you want to create, share, or sell,  
we'll help you do it right here.

[Get Started](#)



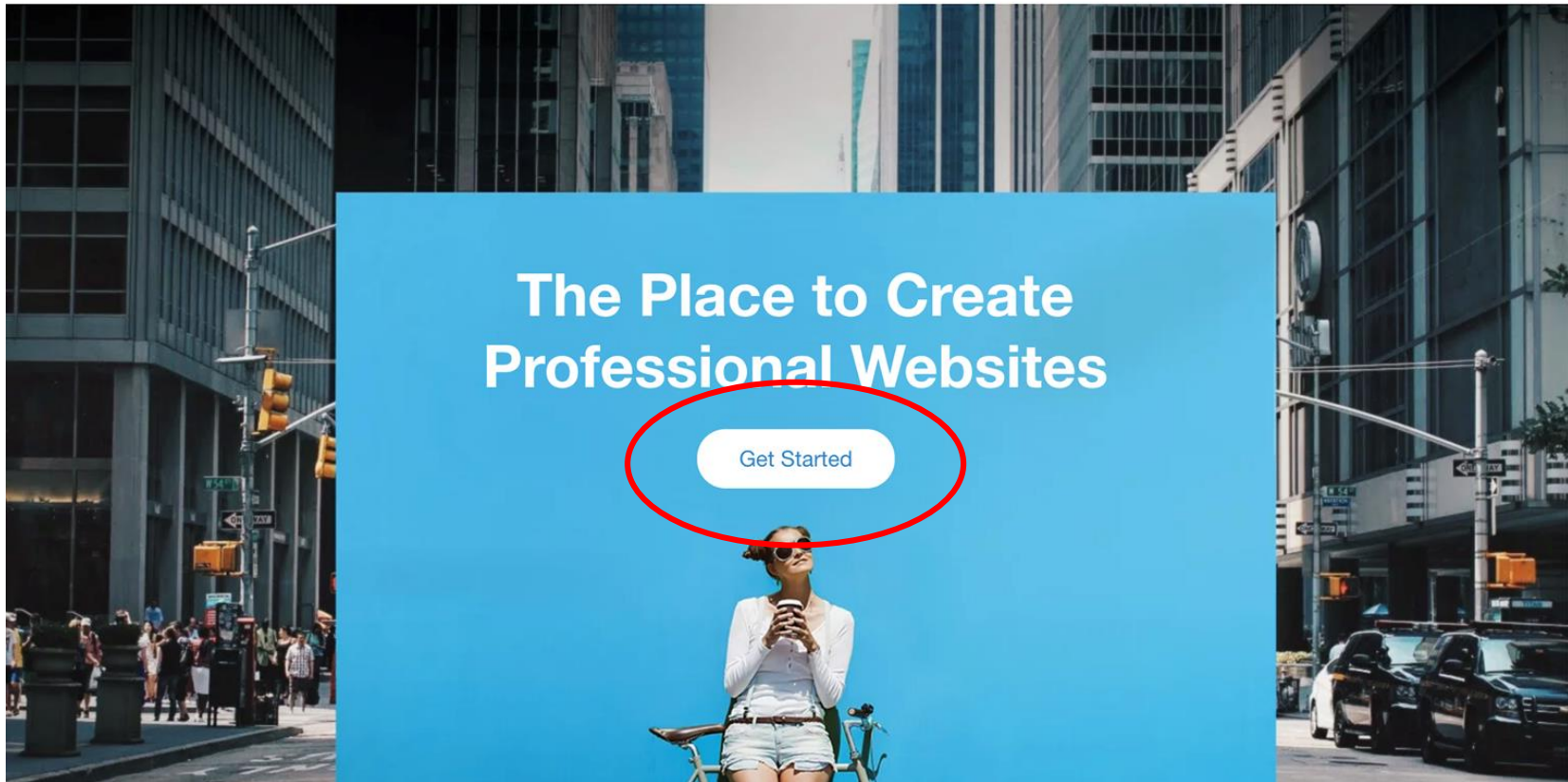
Watch Annette's story

## Free to start, with room to grow.

## 2. *Wix*



- + **Easy drag-and-drop website templates for all types of businesses**
- + **Regular tool and design updates**
- **Slower than other websites, might function badly**
- **Impossible to change template after initial creation**



# The Place to Create Professional Websites

Get Started

### 3. *Squarespace*



SQUARESPACE

- + **Rich, expensive looking templates**
- + **Excellent customer support**
- **Best option for a visual industry (ex. boutiques)**
- **Difficult style editor for first-time website builders**

FALL/WINTER  
COLLECTION

[SHOP NOW](#)

INSPIRED BY LONG SHADOWS AND HAZY DAYS...

Squarespace is the all-in-one platform  
to build a beautiful online presence.

GET STARTED



## 4. *Weebly*

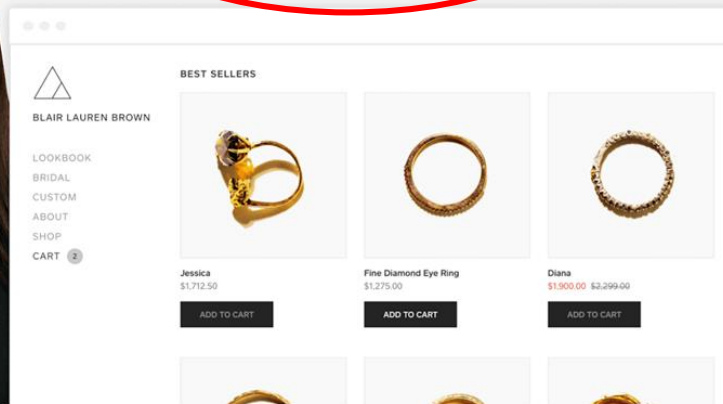


- + Large selection of website templates
- + Great features for first-time website owners (ex. one year free domain)
- Basic designs, less customizable
- Few third-party applications or plug-and-play tools

# Professional eCommerce tools for entrepreneurs, all in one place

Create your online store

[Or, build a professional website >](#)



Blair  
blairlaurenbrown.com

# Website must haves



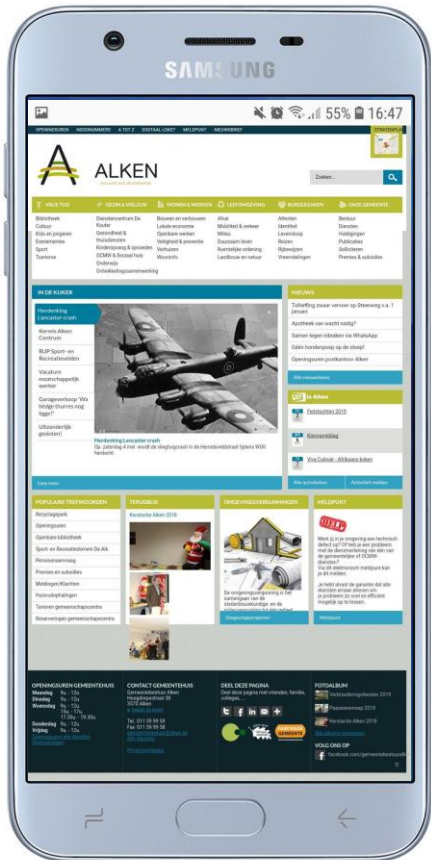
What do you think?

## 1. *A unique design*

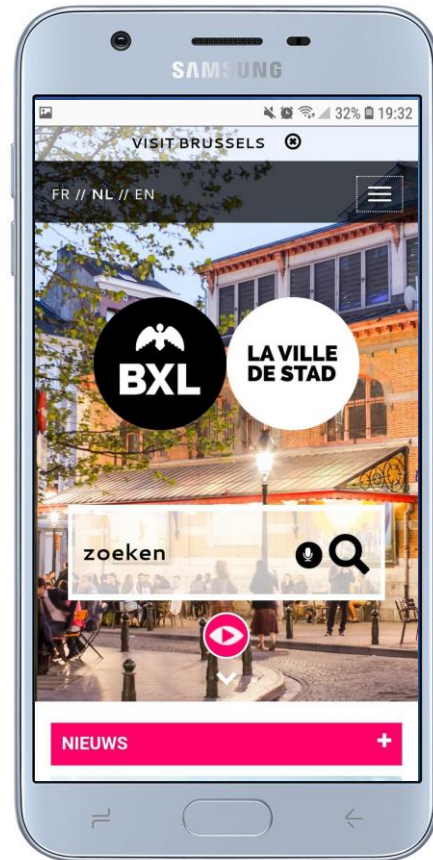
- **Mobile thinking first**

**61% are more likely to contact a local business  
or organisation with a mobile site.**

@<https://www.brightlocal.com/research/61-of-mobile-users-more-likely-to-contact-a-local-business-with-a-mobile-site/>



VS.



# *1. A unique design*

- **Fold is most important**
- **Simple landing page**
  - **Clear message**
  - **Limited amount of copy**
- **Visuals**
- **Custom design**



HOME

PROJECT

PARTNERS

RESULTS

CONTACT

SoMExNet space



## *SoMExNet space*

The SoMEx project ended the 31st of August 2017 but the adventure goes on with SoMExNet!

[\(http://www.somexproject.eu/\)](http://www.somexproject.eu/)







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## *SoMEExNet space*

The SoMEEx project ended the 31st of August 2017 but the adventure goes on with SoMEExNet!

(<http://www.somexproject.eu/>)



## 2. *Buy your own domain*

- You don't want someone else to have it
- It's an online business card
- Sets the tone



www.lauraclaesen.com|

VS.



www.lauraclaesen.wordpress.com|

## 4. *Copywriting*

- **Relevant information**
- **Clever copy, based on your goals**
- **Build trust (on your homepage)**
  - **trust icons**
  - **customer reviews**
  - **awards**
  - **partnerships**



HOME

EXPERIENCE INS

SCHOOL DETAILS

ACCOMMODATION

APPLICATION

CONTACT



21.SEP.2019

FATHERHEART  
MINISTRIES

INS  
*The Journey of*  
**SONSHIP**

06.DEC.2019

ORAMA, GREAT BARRIER ISLAND  
NEW ZEALAND



A unique experience

<https://www.inheritingthenations.com>

(Wix: <https://www.inheritingthenations.com/>)





## A unique experience found nowhere else in the world

**INS | The Journey of Sonship** has been a place of new beginnings for many people around the world. Those who have been searching for a deeper life with God have found it here, on Great Barrier Island, New Zealand.



[APPLY NOW](#)



(Wix: <https://www.inheritingthenations.com/>)

## School details

Which speakers are attending? What are the dates, the costs? What is life going to be like on Great Barrier Island? Find out all you need to know about the INS | The Journey of Sonship.



### Curriculum

An overview of the teaching and subjects of the INS Curriculum.

[FIND OUT MORE >](#)

### Speakers & Staff

Find out more about the INS speakers and the staff that run the school.

[FIND OUT MORE >](#)

### Community Life

One of the most powerful dynamics of the INS is Community Life.

[FIND OUT MORE >](#)

### Dates & Costs

Find out more about the dates, the cost and other necessities of the INS.

[FIND OUT MORE >](#)

*"Passing on the flame  
to the next generation"*

BY DENISE JORDAN

[READ ARTICLE](#)

## 5. *Be Useful, Produce Great Content*

- **Content**
  - **engaging**
  - **accessible**
  - **relevant**
- **Refer to your project**
- **Pleasant to read**
  - **articles**
  - **videos**
  - **foto's**
  - **infographics**

News

Events

## News

Share this page



Facebook



Twitter



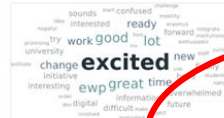
e-mail

More share options



Extension of submission deadlines on several KA2 projects

Fri, 22/03/2019 - 15:41



"Erasmus goes Digital" webinar attracts record number of Higher Education institutions

Mon, 18/03/2019 - 11:56



10 Erasmus+ projects that empower women

Thu, 07/03/2019 - 10:44





> News

> Events

## 10 Erasmus+ projects that empower women



Published: 07/03/2019



### For women's day, we're highlighting some Erasmus+ projects which work towards gender equality and women's empowerment.

For over thirty years, the EU has funded the Erasmus programme, which has enabled over three million students from all walks of life to expand their horizons through study and training. The programme has also become a cornerstone of equal opportunity, with many of its projects directly invested in building a society that celebrates gender equality. On Women's day, we'd like to highlight some Erasmus+ projects that are empowering women to lead the way.



Content only available in English



( [https://ec.europa.eu/programmes/erasmus-plus/news\\_en](https://ec.europa.eu/programmes/erasmus-plus/news_en) )



## 6. *Get Found: Search Engine Optimization*

- **SEO**

# HOW **SEO** WORKS



## 6. *Get Found: Search Engine Optimization*

- **On-page optimization**
  - **Title tags**
  - **Meta Descriptions**
  - **Alt text**
  - **keyword density checks**
  - **content**

## 7. *Social media*

- **Empowers trustworthiness**

**... more on that later**

# Alternative



Ongeveer 633.000.000 resultaten (0,57 seconden)

### Blue Zoo: Social Media Performance Agency

<https://www.bluezoo.be/>

Een sterke aanwezigheid op social media begint met de juiste kennis van zaken en performance based (leren) denken.

### About Blue Zoo

<https://www.bluezoo.be/aboutbluezoo>

We focussen ons op het resultaat dat je kan boeken met content creatie, community management en social advertising.

### Blue Zoo Team

<https://www.bluezoo.be/teambbluezoo>

Een gedreven team van social media experts? Dat is Blue Zoo.

### Blue Zoo | Corda Campus

<https://www.cordacampus.com/nl/bedrijven/blue-zoo>

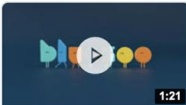
Dat is Blue Zoo. Met onze ervaring en motivatie willen we bedrijven aanleren hoe je moet communiceren, via sociale media, zodat het begrijpbaar en bijgevolg ...

### Blue Zoo CG Character Animation Production Studio, London UK

<https://www.blue-zoo.co.uk/> [Vertaal deze pagina](#)

SAY HELLO. Blue Zoo Animation Studio Chesterfield House 385 Euston Road London NW1 3AU. Email: [info@blue-zoo.co.uk](mailto:info@blue-zoo.co.uk). Phone: +44 (0)20 7434 4111 ...

### Video's



1:21

Blue Zoo Animation Studio Showreel 2018

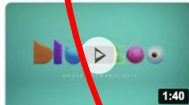
Blue Zoo  
Vimeo - 18 apr. 2018



0:57

Blue Zoo Animation Showreel

Blue Zoo  
Vimeo - 12 feb. 2016



1:40

Blue Zoo Animation Showreel 2015

Blue Zoo  
Vimeo - 24 feb. 2015



Studio - Blue Zoo CG Character Animation Production Studio, London ...



## Blue Zoo

[Website](#) [Route](#) [Opslaan](#)

5,0 ★★★★★ 2 Google-reviews

Communicatieadviesbureau in Hasselt

**Adres:** Corda Campus Kempische Steenweg 311 bus 1.02, 3500 Hasselt

**Openingstijden:** **Gesloten** · Opent op vr om 09:00

**Telefoon:** 0486 12 78 52

[Bewerking voorstellen](#)

[Ken je deze plaats? Beantwoord korte vragen](#)

### Vragen en antwoorden

[Stel als eerste een vraag](#)

[Een vraag stellen](#)

[Verzenden naar je telefoon](#)

[Verzenden](#)

### Recensies

2 Google-reviews

[Een review schrijven](#)

[Een foto toevoegen](#)

### Van Blue Zoo

"Blue Zoo helpt je met je social media strategie en stelt je communicatie scherp om de targets te behalen. Analyse, strategie, community management, content creation en advertising hebben voor ons, en binnenkort ook voor jou, geen geheimen meer. We... [Meer](#)

### Posts van Blue Zoo

[Bekijk eerdere posts op Google](#)





- **Free**
- **essential for local SEO**





- **Already listed? → claim it!**
- **No account yet?**
  - 1. Go to “Google My Business”**
  - 2. Click “Start now”**



Question time!

