

# The Digital Playbook

## Smart Plays

### Play Sheet: How to Create a Website for Your Agency

#### What it is

A website is the foundation of your web presence and a place potential and current customers will go to interact with your agency online.

#### Why it's important

The accelerating e-commerce trend means it's become imperative for small businesses to have a website. According to the [Ecommerce Foundation](#), 88% of consumers research a product online before buying in-store. So making a good first impression with a well-designed, professional website is critical.

#### How to do it

To create a basic website for your agency, follow these steps:

1. **Choose a reliable hosting provider and website building platform**—The hosting provider allows you to establish a website and publish it on the web. The building platform is the tool you use to design your site without manual coding. There are many options for these services, and some offer both hosting and building.
2. **Choose a domain name**—This is your address on the web. It's ideally based on your business name, for example, [www.bestinsurance.com](#). See Google's tips for how to come up with a good domain name.
3. **Choose a design theme**—The popular building platforms offer design templates that help you create an attractive and consistent visual theme across your site. Good themes are simple and fresh, allowing you to showcase your brand and agency offerings.
4. **Consider plug-ins**—Popular building platforms also offer plug-ins (sometimes called extensions) that allow you to add functionality to your site easily.
5. **Create content**—At a minimum, you'll need content for a welcoming homepage, a products and services page, an about us, and a contact page.
6. **Preview, proofread, publish, and promote**—Make sure your site is accurate, error-free, and includes the content listed in #5. Once published, remember to add your domain name to your marketing material, email signature, and Google My Business listing.
7. **Stick to a maintenance schedule**—Periodically review your website to ensure everything continues to work. Add new content as needed.

#### Who can help

As a Progressive agent, you have access to professional web design and management services from our preferred vendor, Search Influence. Working from scratch or your existing site, they can build a high-quality, custom website with content designed to drive customer leads. website, and track reviews to help you find areas of improvement for your business.

[Learn more about agent websites from Search Influence.](#)