MUDCRAFTS

Website or social media first? A checklist and a 30-day plan

Tick what applies to find out where to start, then follow a four-week plan that links your website and social pages together.

START WITH SOCIAL MEDIA FIRST IF

- [ ] You are still testing whether anyone wants what you offer and want to find out cheaply.
- [ ] You sell something very visual and want quick feedback.
- [ ] You have no budget yet, but you do have time and a phone.

START WITH A WEBSITE FIRST (OR AT THE SAME TIME) IF

- [ ] You are a service business and people need to know what you do, where and how to book.
- [ ] You want to be found when people search for what you offer.
- [ ] You want to look credible to new customers or partners.
- [ ] You sell online, take bookings or collect enquiries.
- [ ] You are about to spend money on ads. Do not pay to send people somewhere weak.

A FIRST WEBSITE CAN BE SMALL

- [ ] Home page that says what you do and makes the next step obvious.
- [ ] Your services, in the words customers use.
- [ ] A bit about you.
- [ ] Proof of your work (with permission from the people involved).
- [ ] A contact page.

MAKE THE TWO WORK TOGETHER

- [ ] Your website is in every social bio, and the page it opens is relevant to someone arriving from there.
- [ ] Your social links are on your website.
- [ ] Same name, logo, colours and tone everywhere.
- [ ] You collect contact details: a newsletter signup or a booking form, so you do not depend on one platform.
- [ ] If your customers chat on WhatsApp, your WhatsApp Business profile has your logo, description, hours and website link, plus a greeting message, an away message and quick replies.

YOUR NEXT 30 DAYS

- [ ] Week 1: write down what customers ask most. Gather your best photos and any reviews you can share with permission.
- [ ] Week 2: make sure your social bios say what you do, where, and how to contact you. Pick one link to share.
- [ ] Week 3: build or improve the website around those same questions: home, services, about, proof, contact.
- [ ] Week 4: link everything together and post about the new website. Ask a few customers to try it on their phones and tell you what is confusing.

Then keep it up. A small, current website and a steady, honest social presence beat a flashy launch that goes quiet.

WHERE THE FACTS COME FROM

WhatsApp Business app features: whatsappbusiness.com/products/business-app-features/

Want a second pair of eyes?

Tell us about your business at mudcrafts.com/contact/ or ask Muddy in the chat on the site.
We are MudCrafts. We build your brand... with love.