

WELCOME

THE

WEBSITE WORKSHOP

RYAN MILLER

Director | MVCC's ThINCubator
Founder | Rust Belt Startup



What's the Plan

Your Digital Home Base

Form/Function

Why, Who, What, Where, How

DIY vs Hire

Platforms and Planning (Baking The Cake)

Next Steps & Resources



THE
**WEBSITE
WORKSHOP**



5407

At a Minimum.....

Basic Contact Info

Digital Real Estate

Jump Off Point



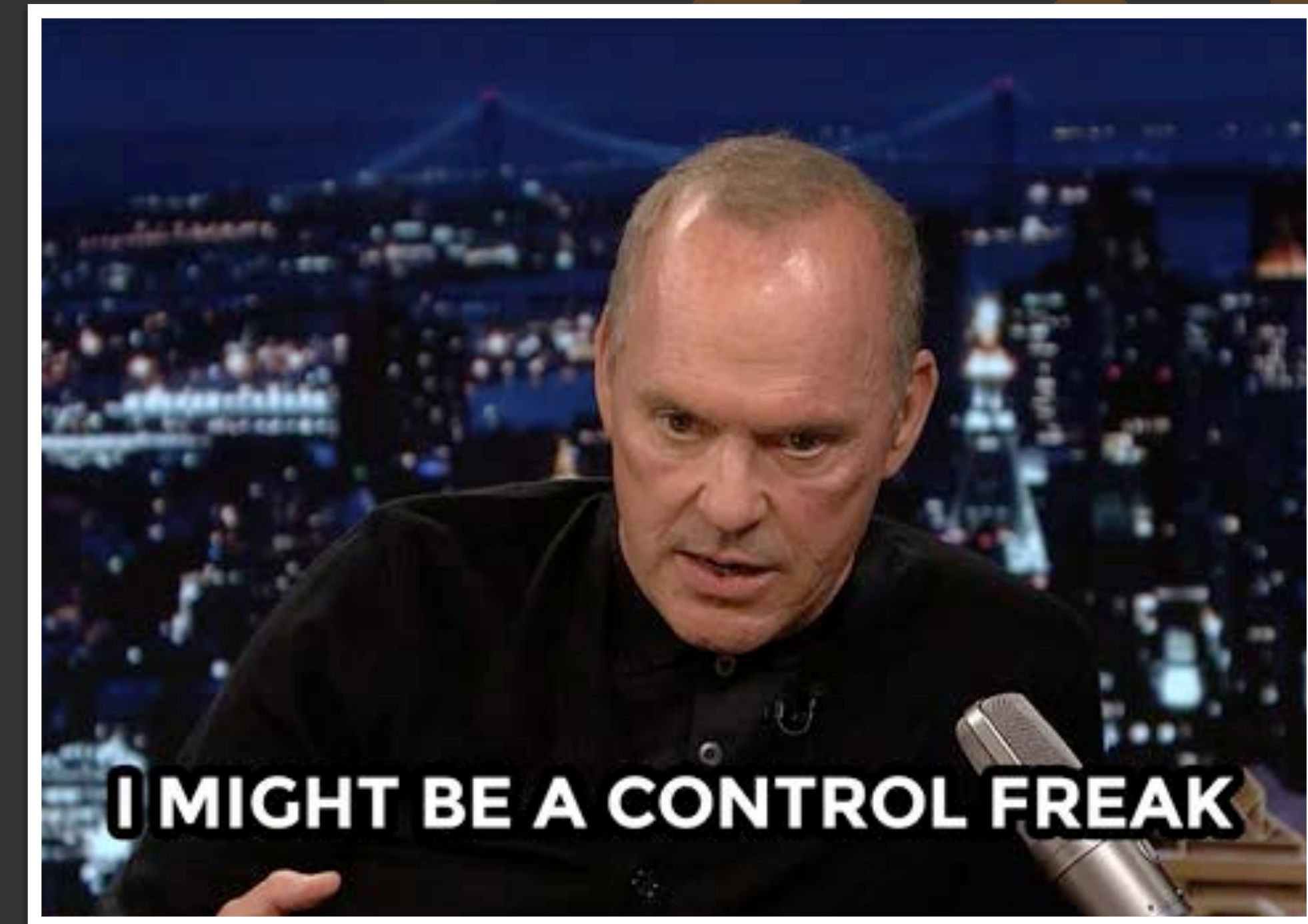
Domains Are About Authority

www.yourname.com



Domains Are About Control

- Build It
- Point It
- Email With It
- Jump Off Point



Everything Else is a Rental



Who | Why | What | How

WHO

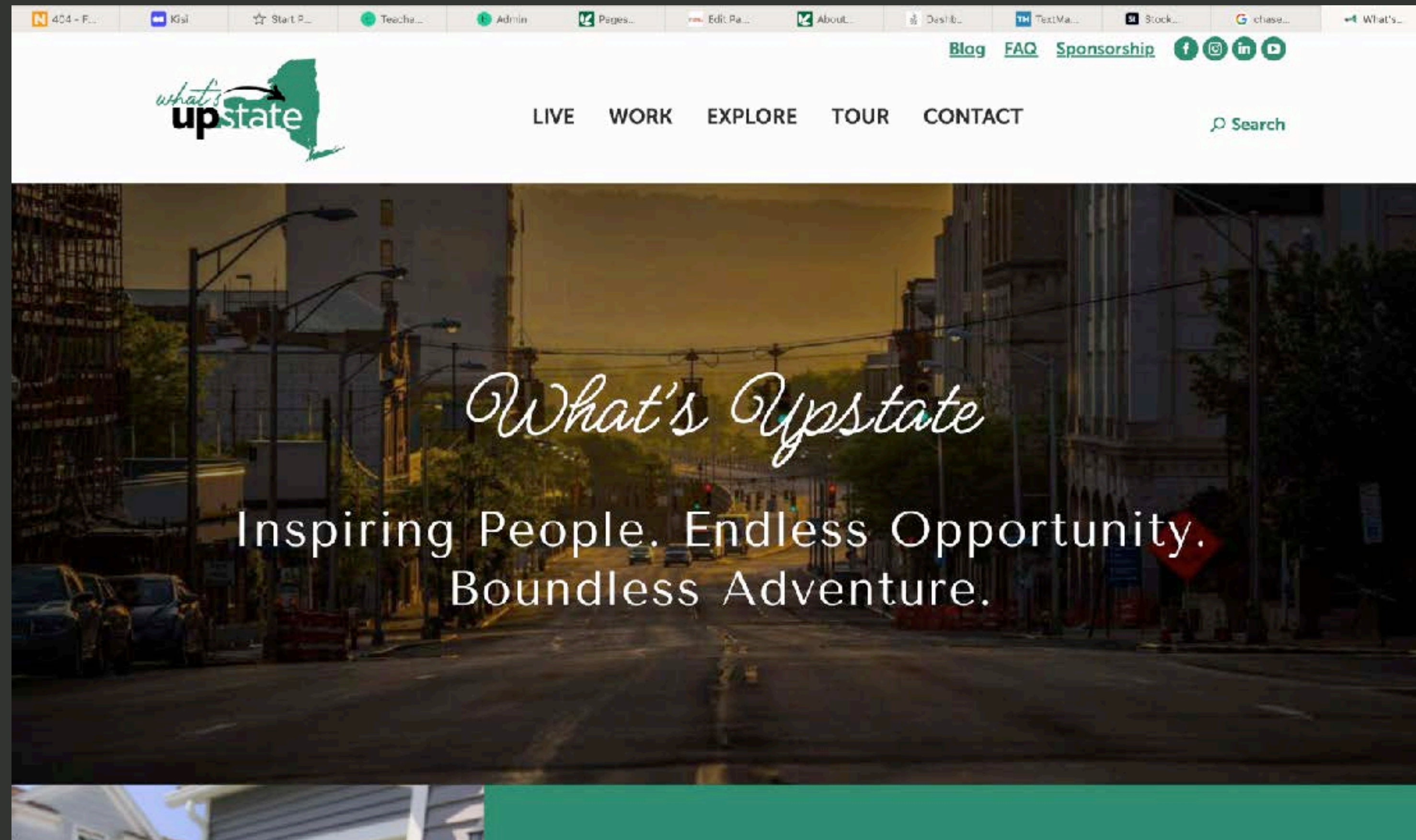


Who is it for?

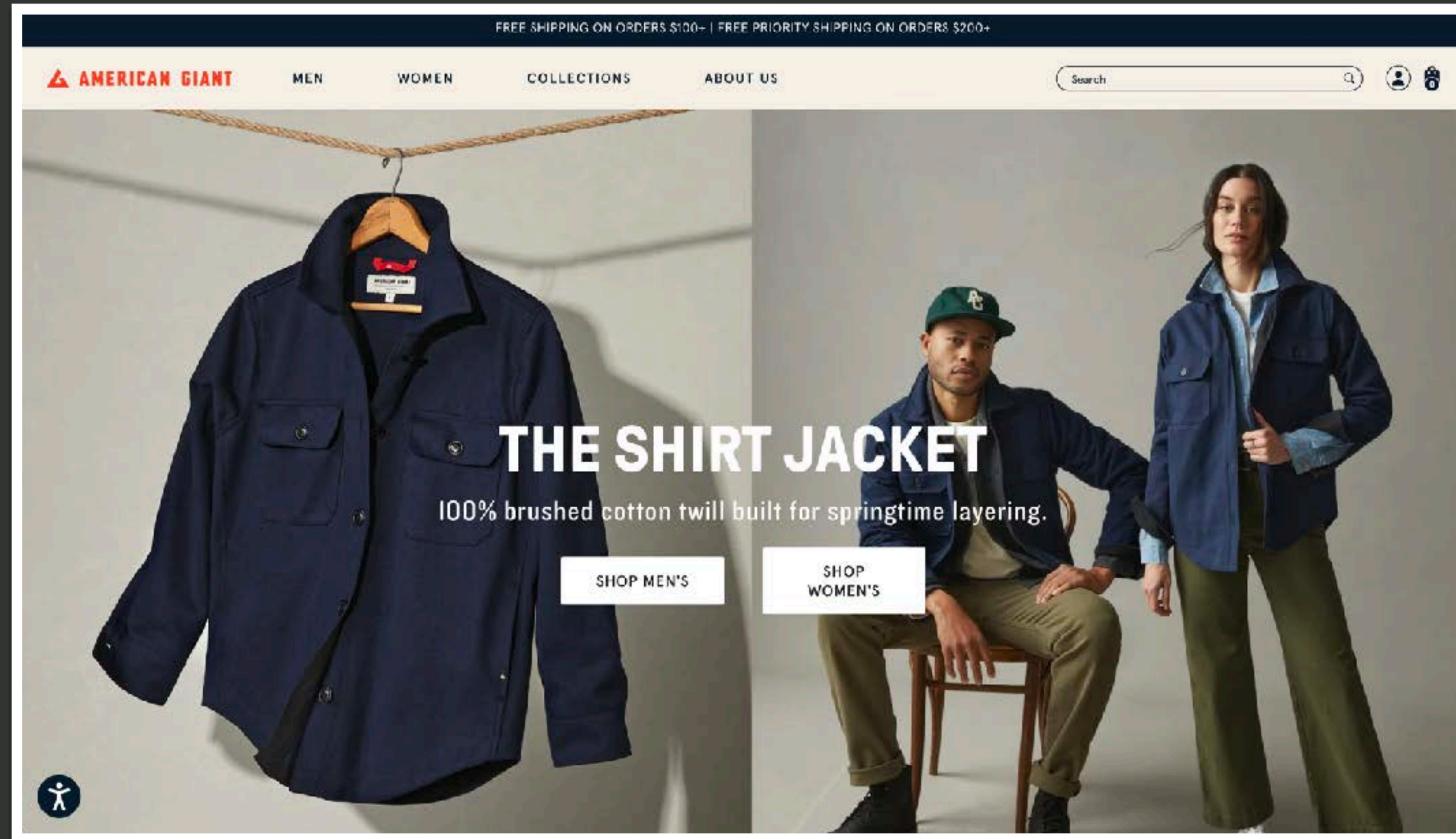


How Does it Change?

Telling a Story



Telling a Story



Telling a Story

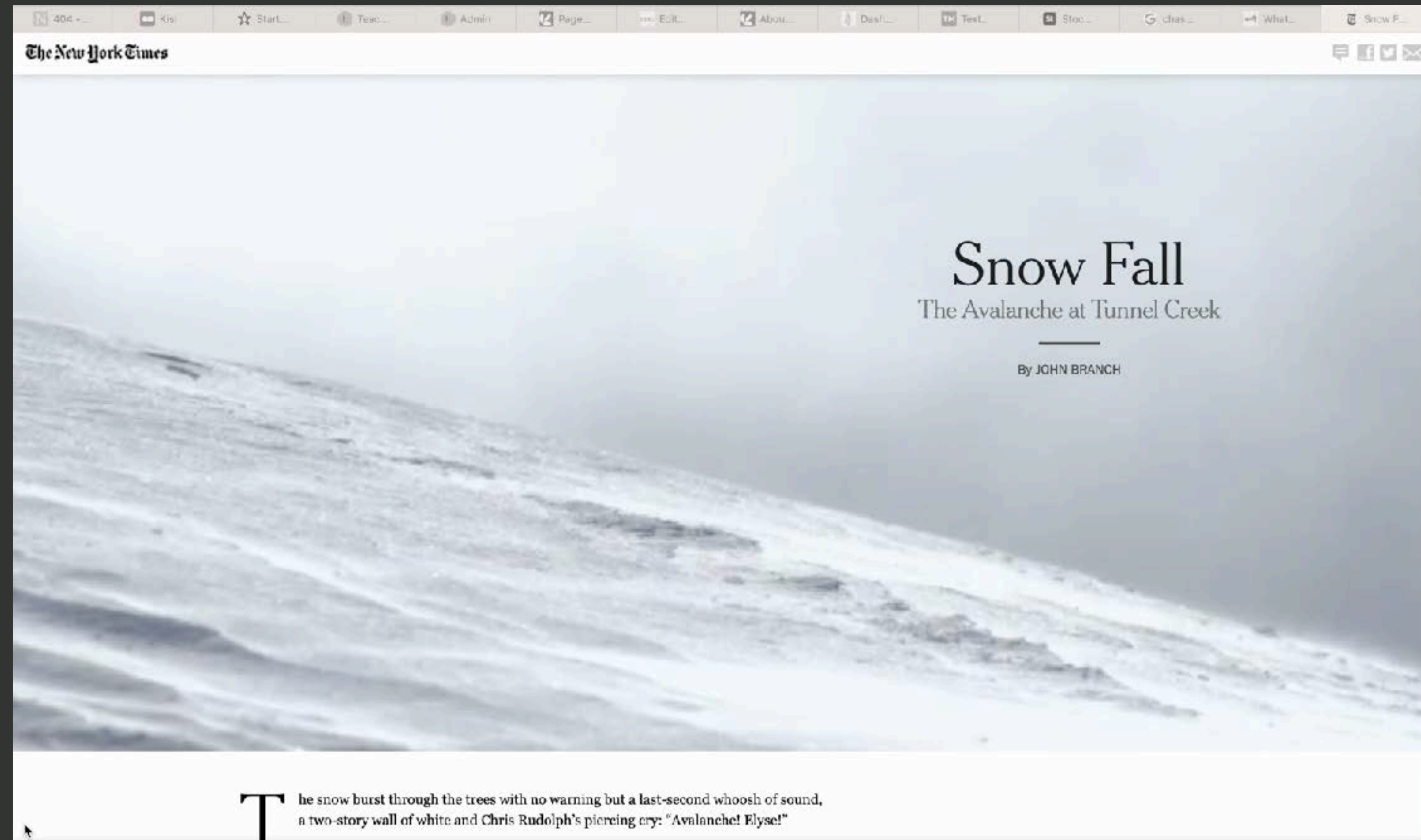
**MAKE THINGS BETTER
MAKE BETTER THINGS**

WE, THE DISSATISFIED

Maybe, like us, you've looked around and not liked what you've seen. Mega-corporations, obsessed with handing profits over to shareholders, grow bigger and bigger, churning out cheap stuff that leaves us all feeling empty. Meanwhile, working people are left behind. Communities hollow out. And junkyards fill with all that stuff. Maybe, like us, you've wondered if there is a better way. If you can do something to make things better. And where you might start.



Telling a Story



WHY

Education

Join Us & Get Wine 101 Course 75% Off [join free](#)


 WINE FOLLY

[Guides](#) [Grapes](#) [Regions](#) [Topics](#) [School](#) [Wine Club](#) [Tools](#)



Let's Learn About Wine

From beginner to pro, Wine Folly is your #1 trusted resource for wine education.

 What do you want to learn?

not sure?

[learn the basics](#)



as seen in

lifehacker

WINEENTHUSIAST

Decanter

Education



[Store](#) [My Library](#) [Foundations](#) [Accelerate](#) [About](#) [Contact](#) [Log In](#)

A photograph of two men standing in front of a colorful mural. The man on the left is wearing a dark jacket and a scarf, and the man on the right is wearing a dark jacket and glasses. They appear to be in conversation. The mural behind them features the word "CONTENT" in large, stylized letters, along with various abstract shapes and colors.

Practical Toolkits for Small Businesses & Entrepreneurs

Let's get to work. Together.

Our courses are designed to give new entrepreneurs and 'want-trepreneurs' (those who want to start their entrepreneurial journey) the skillsets and mindset that they'll need to turn their ideas into real businesses.



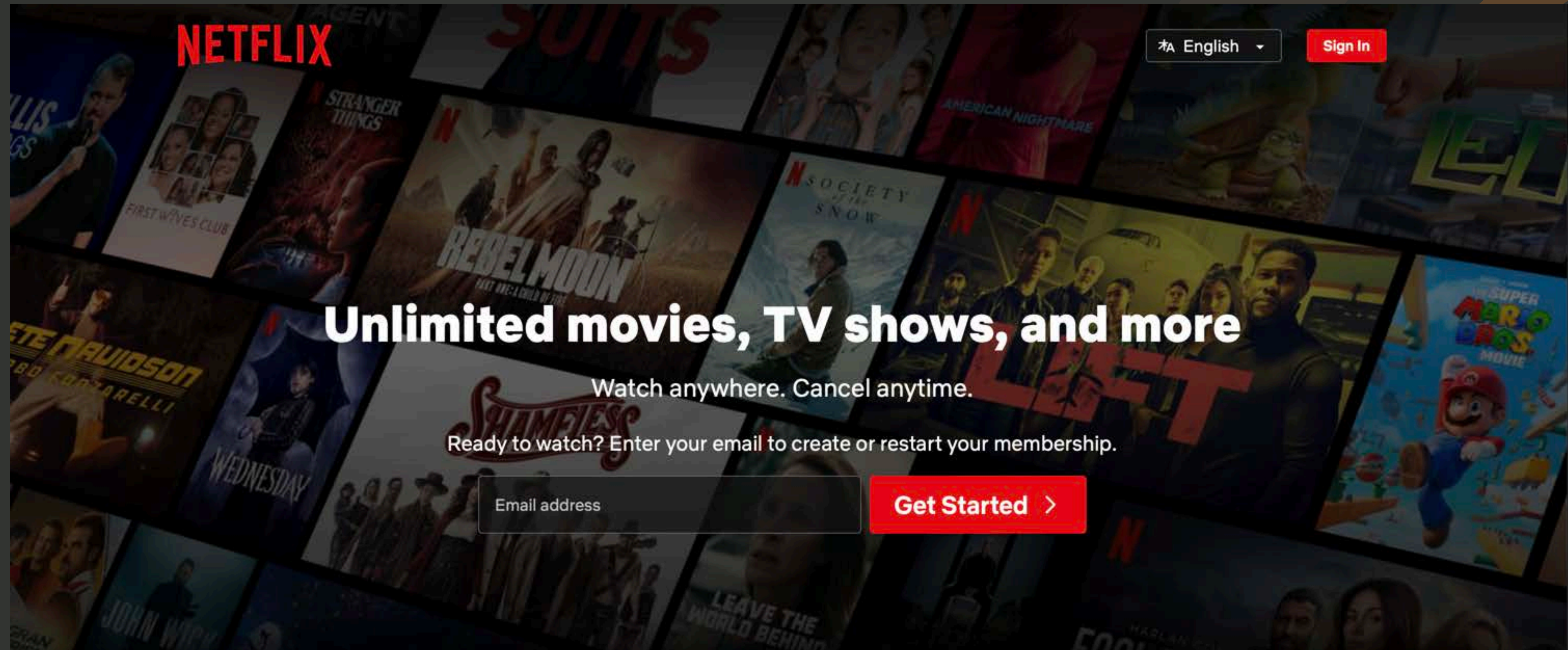
Time Machine

The screenshot shows the Amazon homepage with a navigation bar at the top. The main banner is titled "Gifts for her under \$20" and features a red bag and makeup products. Below the banner are four recommendation sections:

- Pick up where you left off:** Displays four USB-C adapters with titles like "WJESOG Displayport t...", "StarTech.com USB 3.0 t...", "Selore&S-Global USB...", and "Lemorele USB C to HD...". A "See more" link is at the bottom.
- Keep shopping for:** Displays four items: an automotive device, a treadmill, an audio component receiver, and exercise equipment. Each item has a "1 viewed" or "2 viewed" indicator. A "View your browsing history" link is at the bottom.
- Buy again:** Displays four items: a FLOUJION device, a COVID-19 antigen rapid test, a pair of socks, and wine glasses. A "Shop your everyday essentials" text is at the bottom. A "See more" link is at the bottom.
- Expertly refurbished products at great prices:** Promotes Amazon Renewed products, featuring a smartphone. A "Shop Amazon Renewed" link is present.

At the bottom right, there is an advertisement for ergotron with the text "Liven up (or down) any workspace. Find the arm that fits you." and a "Shop Now" button.

Time Machine/Entertainment

A screenshot of the Netflix homepage. The background is a collage of movie and TV show posters, including 'Stranger Things', 'Rebel Moon', 'The Society of the Snow', 'Wednesday', 'The Super Mario Bros. Movie', and 'John Wick'. The Netflix logo is in the top left. In the top right, there is a language dropdown set to 'English' and a 'Sign In' button. The main text reads 'Unlimited movies, TV shows, and more' followed by 'Watch anywhere. Cancel anytime.' Below that is a form with the text 'Ready to watch? Enter your email to create or restart your membership.' and a 'Get Started >' button.

NETFLIX

English Sign In

Unlimited movies, TV shows, and more

Watch anywhere. Cancel anytime.

Ready to watch? Enter your email to create or restart your membership.

Email address **Get Started >**

Make a Purchase



[Home](#) [About Us](#) [Our Products](#) [EV Accessories](#) [Order Status](#) [Contact Us](#)

Welcome to EV Extend... Extending Electric Vehicle Capabilities!

Our current products include an affordable Level 1 charging enclosure for businesses that minimizes the electrical infrastructure needed, charging reference magnets for public charging, and auxiliary/emergency backup power inverter kits for various electric vehicles. These kits can provide power to essential appliances in an emergency, or provide power in recreation settings such as a tailgating event, car camping, or other activities that require power away from the grid.

Featured Products

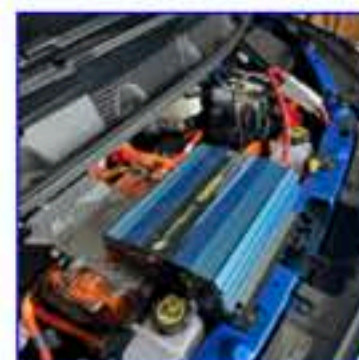
240V Home Back-up Power System



Our [240V Home Back-up Power System](#) can be used standalone (no electric vehicle or EVEX-1xxx kit required) or as an add-on to one of our EV Extend wiring kits. This backup power system (item EVEX-6000W) provides a larger, 2 phase inverter that can be used to directly power a larger portion of your home's electrical wiring during frequent or major power outages. This can replace the need for a large backup generator for a home, without all the pollution and maintenance required from a typical combustion based generator. And unlike a generator, it can even act as an uninterruptible power supply! Combined with an included, affordable, and small battery bank, this solution provides up to 6kW of continuous power to a sub-panel/transfer panel of your home's electrical wiring. During extended outages, the small battery bank can optionally be kept charged using an EV Extend inverter kit and a battery charge controller (select EVEX-6001W or EVEX-6002W when ordering), leveraging the fact that average power needs shouldn't exceed the power rating that our kits (and your vehicle) can provide.

[View More Information...](#)


Chevrolet Bolt EV/EUV Inverter Kit (Model Years 2022-2023)




The [Chevrolet Bolt EV/EUV Inverter Kit](#) is a do-it-yourself wiring kit designed to provide off-grid or emergency backup power from your Chevrolet Bolt EV or EUV. The kit is custom-designed for the Chevrolet Bolt EV/EUV (model years 2022-2023), to allow for a hidden installation with power connector access under the front hood of the vehicle. The kit includes a fuse holder with fuse, heavy duty wires cut to length with pre-installed wire terminals, and a heavy duty connector set to allow quick connections to the inverter of your choice whenever needed.

[View More Information...](#)

Make a Purchase

EMPATHY 

SHOP WINES ▾ GIFTING ▾ OUR STORY ▾ OUR CLUB ▾ RECIPES CONTACT US LOG IN 

SUBSCRIBE & SAVE

When you subscribe, you'll receive 20% off every order — just pick how much Empathy you want and when you'd like it delivered to your door and we'll take care of the rest.

[SUBSCRIBE & SAVE >](#)

EMPATHY FOR EVERYONE

We source our grapes directly from our growers. Then we blend, bottle and ship our high-quality Red, White, and Rosé directly to you.

[SHOP NOW >](#)

SHOP OUR BEST SELLERS

What

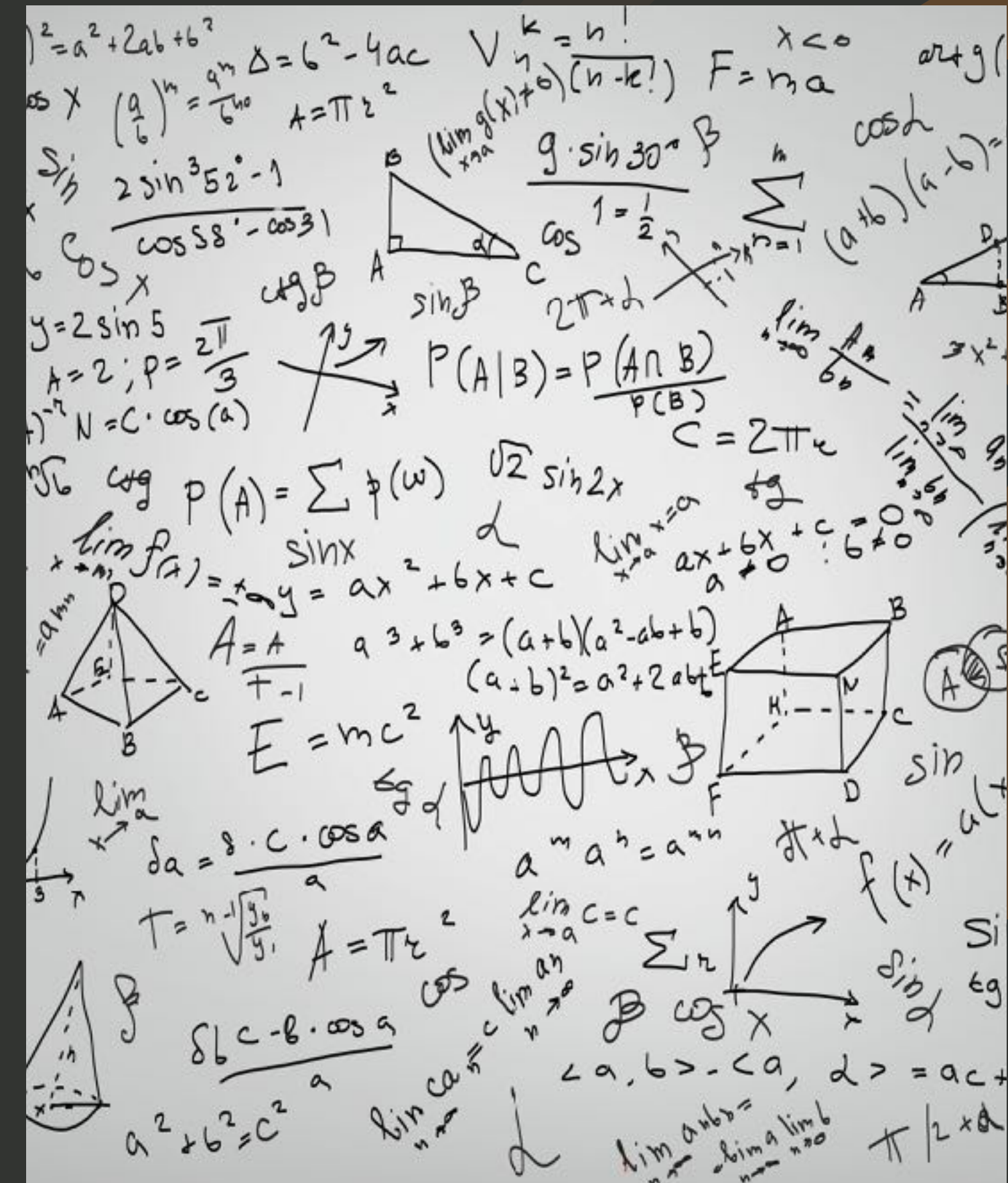
What Do You Want Them To Do?

Contact You?

Learn More?

Convey Expertise?

Make a Purchase?



HEY, I'M DANA SNYDER

Let's Grow Your Nonprofit's Visibility & Impact

*Choose your
own adventure*



I TEACH NONPROFITS HOW TO RUN

Social Media Ads

The Facebook and Instagram algorithm isn't against you. It's just speaking another language. Thank goodness I also speak ads manager lingo.

GET STARTED WITH ADS



I WORK WITH NONPROFITS TO BUILD

Monthly Donor Programs

Creating a sustainable flow of recurring gifts is possible. Our DREAM team is fluent in turning missions into movements.

YES! I WANT A MONTHLY
GIVING PROGRAM



RUSTBELT
startup by Ryan Miller

Watch my training



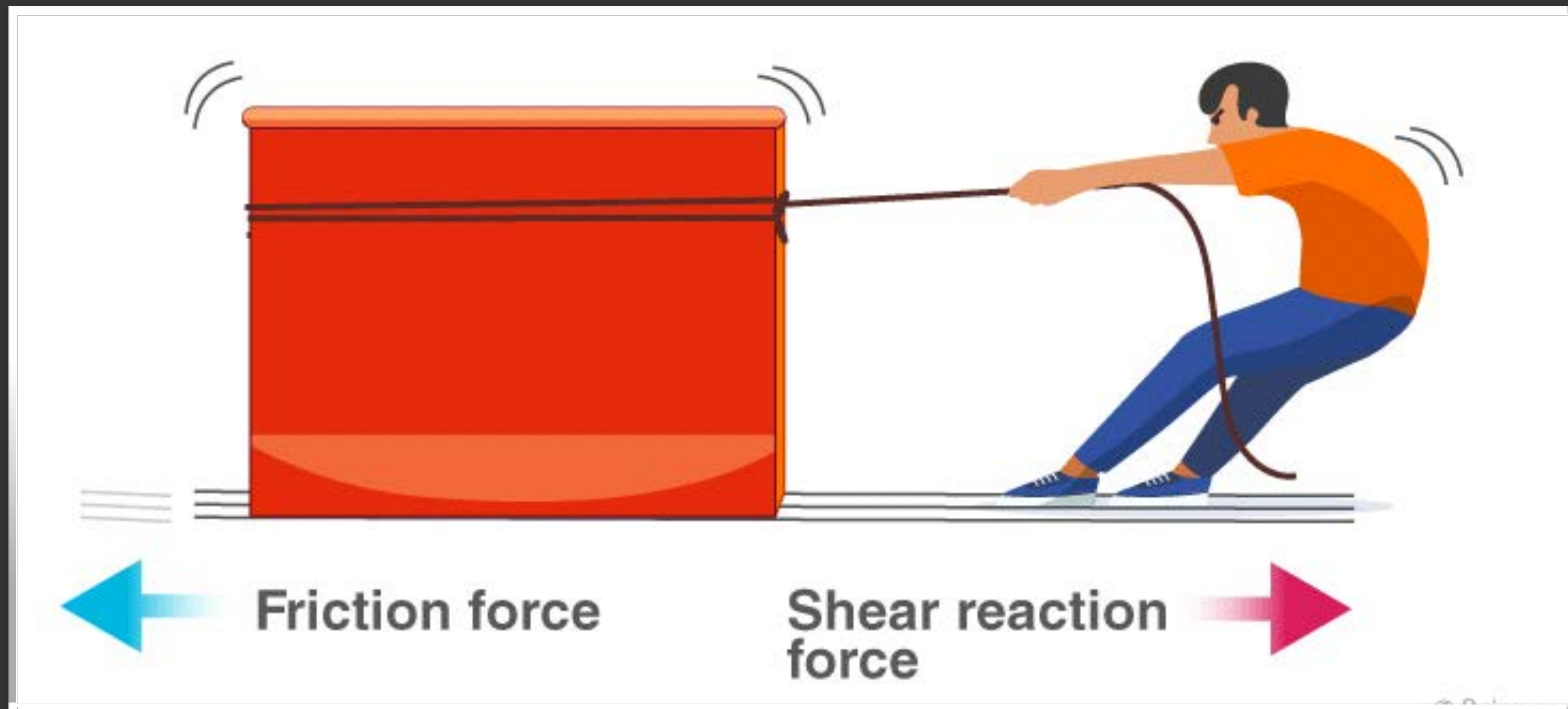
Want To Attract Donors With Social Media Ads? Here's how.

Enter your email below and I'll send you an action-packed video with simple strategies you can implement RIGHT away to see your ads working to find and attract new donors!

WELCOME TO THE WEEK OF FEBRUARY SIXTH!

Here's everything to *cook*, *watch*, and *read* this week.

Does Your Site Reduce Friction?



Does it Reduce Friction?

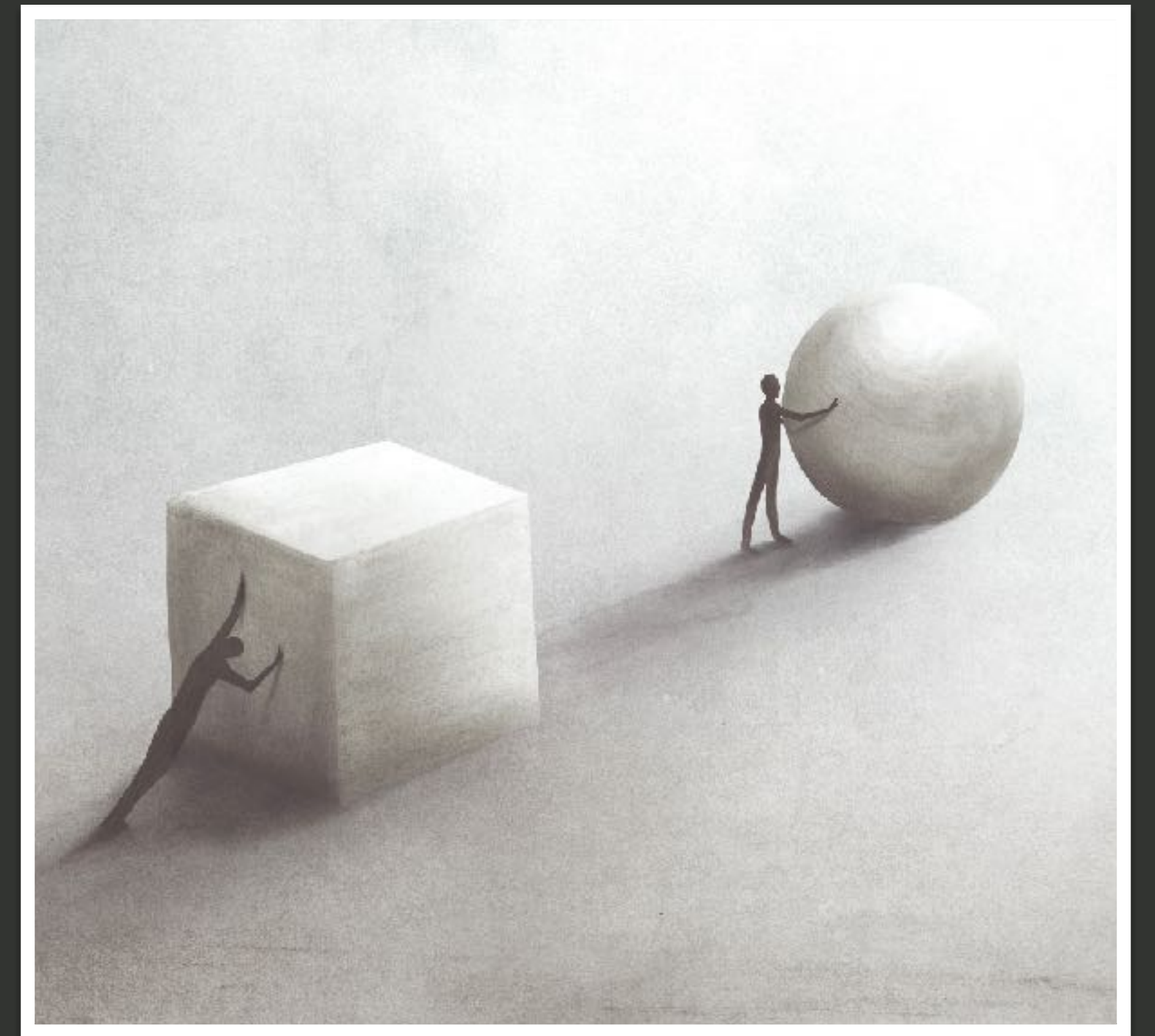
Can I Pay a Bill?

Can I get Support?

Can I Qualify Myself As a Customer?

Can I Book an Appointment?

Can I use it on a phone?



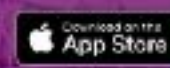
3:50



HOME FAQs ASK US! Español



Download the new Tolls NY app today!



SIGN UP NOW MY ACCOUNT E-ZPass INFO E-ZPass PLUS E-ZPass ON-THE-GO FLEET ACCOUNT VIOLATIONS ROADS & TRAVEL

January 24, 2024

Start Enjoying E-ZPass Benefits Today!

Choose how you would like to sign up:

No Tag? No problem. SIGN UP HERE!

Already purchased a Tag? REGISTER IT HERE!

- Save Time
- Use Dedicated E-ZPass Lanes
- Auto-Replenish Your Account

Queens and Bronx Resident Plan

Queens and Bronx Resident Plan Eligibility

Review your eligibility to enroll into Queens or Bronx Resident Plan.

The MTA Queens and Bronx Resident Rebate Programs are being updated to include Bronx zip codes 10466, 10470 and 10471.

Visit [MTA Bridges and Tunnels Resident Programs](#) for more information.

E-ZPass Shortcuts

- NEW VEHICLE? NEW LICENSE PLATES?**
Click here to update your E-ZPass account with the latest information to avoid violations!
- ADD A BACK-UP CREDIT CARD**
Protect your account balance. Click here to add a secondary card!
- SIGN-UP FOR IMPORTANT NOTIFICATIONS**
Click here to get notifications! (Account holders with residency plans must call 1-800-333-TOLL (8655) to add/change their email address.)
- ACCESS YOUR ACCOUNT**
Click here to log in on the web, or call 1-800-333-TOLL (8655) to use our automated system for account inquiries and general E-ZPass New York information!
- DISCOUNT PLANS**
E-ZPass New York account holders may be eligible for a resident or other discount plan. Click here to view a list of available plans! Proof of eligibility may be mailed to PO Box 149001, Staten Island, NY 10314-5001 or faxed to 718-390-9772.

Travel Information and Alerts

TOLLS BY MAIL TOLL BILL
If you received a Toll Bill from Tolls by Mail, click here to visit the Tolls by Mail website!

IMPORTANT MESSAGES and ALERTS
The MTA Queens and Bronx Resident Rebate Programs are being updated to include Bronx zip codes 10466, 10470 and 10471. Visit [MTA Bridges and Tunnels Resident Programs](#) for more information.

Effective January 1, 2024, new toll rates went into effect for the New York State Thruway. Please visit www.thruway.ny.gov/news/adjustment/index.html for additional information.

Effective January 7, 2024, at 12:01 A.M., new toll rates went into effect for all vehicle classes at all Port Authority of New York and New Jersey bridges and tunnels. Please visit www.panynj.gov/2024Tolls for additional information.

Nassau County Bridge Authority (NCBA) will accept E-ZPass Tags at the Atlantic Beach Bridge (ABB). E-ZPass Tag holders can use any toll lane where the E-ZPass logo is visible. Non-E-ZPass customers must use designated cash lanes to pay their toll. For more information, please visit www.ncbaabb.com



[MTA Bridges & Tunnels](#)

[New York State Thruway Authority](#)

[Port Authority of NY & NJ](#)

[New York State Bridge Authority](#)
[Buffalo and Fort Erie Public Bridge Authority \(Peace Bridge\)](#)
[Thousand Islands Bridge Authority](#)
[Nassau County Bridge Authority](#)

[Terms & Conditions](#) | [Site Map](#) | [Privacy Policy](#) | [Posting Policy](#)

©2024 E-ZPass New York



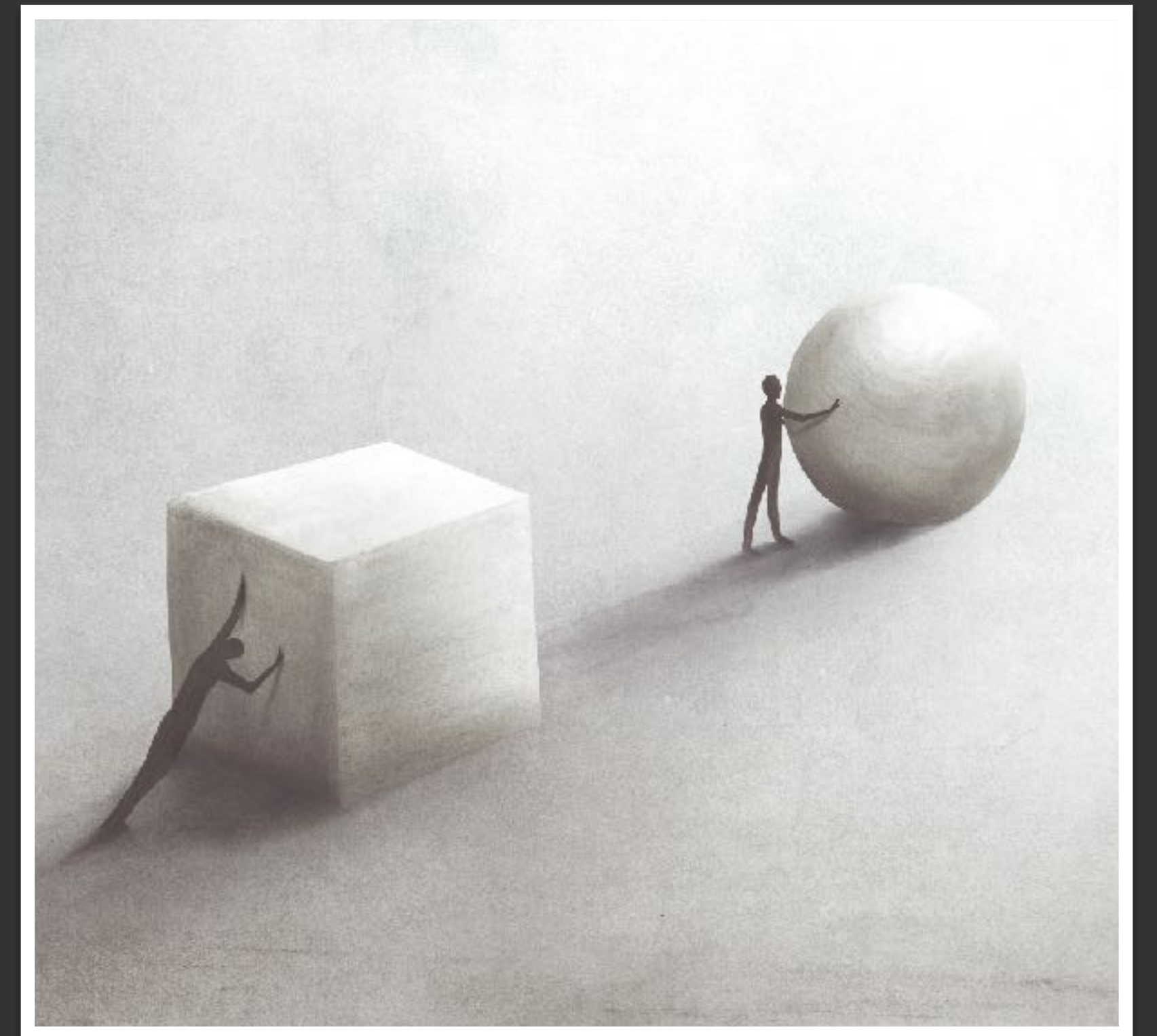
How Is The Experience?

Can I get there in 2 clicks?

Is Transacting Easy?

Is Shipping Transparent?

Is it Accessible?



How Is The Experience?

The screenshot displays a vacation rental website interface. At the top, there is a navigation bar with 18 icons representing different property types: Cabins, Treehouses, OMG!, Off-the-grid, Ski-in/out, Mansions, Tiny homes, Lakefront, Amazing views, Beachfront, Barns, Countryside, Bed & breakfasts, Islands, Luxe, Trending, A-frames, Amazing pools, and Castles. A 'Filters' button is located on the right side of the navigation bar.

Below the navigation bar, there is a grid of 12 cabin listings. Each listing includes a photo of the cabin, a location name, a rating (represented by a star), the distance from the user, the available dates, and the price per night.

Location	Rating	Distance	Dates	Price per Night
Adirondack, Remsen, New York	★ 4.99	21 miles away	Mar 6 - 10	\$419
Hamilton, New York	★ 4.8	17 miles away	Feb 12 - 17	\$79
Middleburgh, New York	★ 4.89	62 miles away	Mar 19 - 24	\$150
Remsen, New York	★ 4.96	25 miles away	Feb 27 - Mar 4	\$325
Bovine Center, New York	★ 4.9	59 miles away	Feb 19 - 24	\$240
Northville, New York	★ 4.99	55 miles away	Mar 4 - 9	\$197
Bloomville, New York	★ 4.99	57 miles away	Feb 12 - 18	\$148
Cornwallville, New York	★ 4.93	75 miles away	Feb 8 - 14	\$345
Canastota, New York	★ 4.81	24 miles away	Feb 8 - 14	\$159
Halcott, New York	★ 4.96	70 miles away	Feb 26 - Mar 3	\$247
Walton, New York	★ 4.82	58 miles away	Feb 12 - 17	\$100
Caroga Lake, New York	★ 4.89	40 miles away	May 27 - Jun 1	\$219

Let's Take a Breath...



HOW...

(...are you going to build it?)

webflow



Wix / Squarespace

Subscription

Proprietary Platform

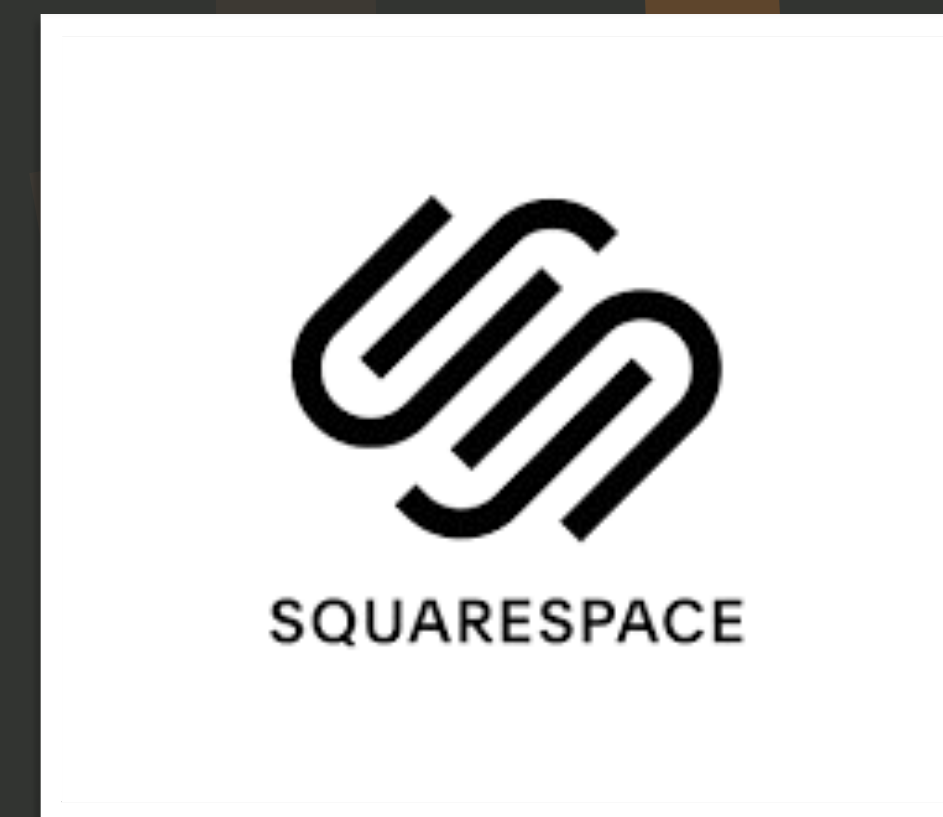
Lots of Free Capability

Stock Images

Hosting Included

DIY or Freelance

Responsive Enabled



Wordpress

Free Platform (Open Source)

Infinitely Customizable

Hosting Typically Not Included

World's Most Used Platform

Maintenance

Large Dev Network



Shopify/Square

Subscription

Retail Ready

Inventory/Shipping Mgmt

Built In Commerce

Commerce-Centric

Online to Offline and Back



shopify

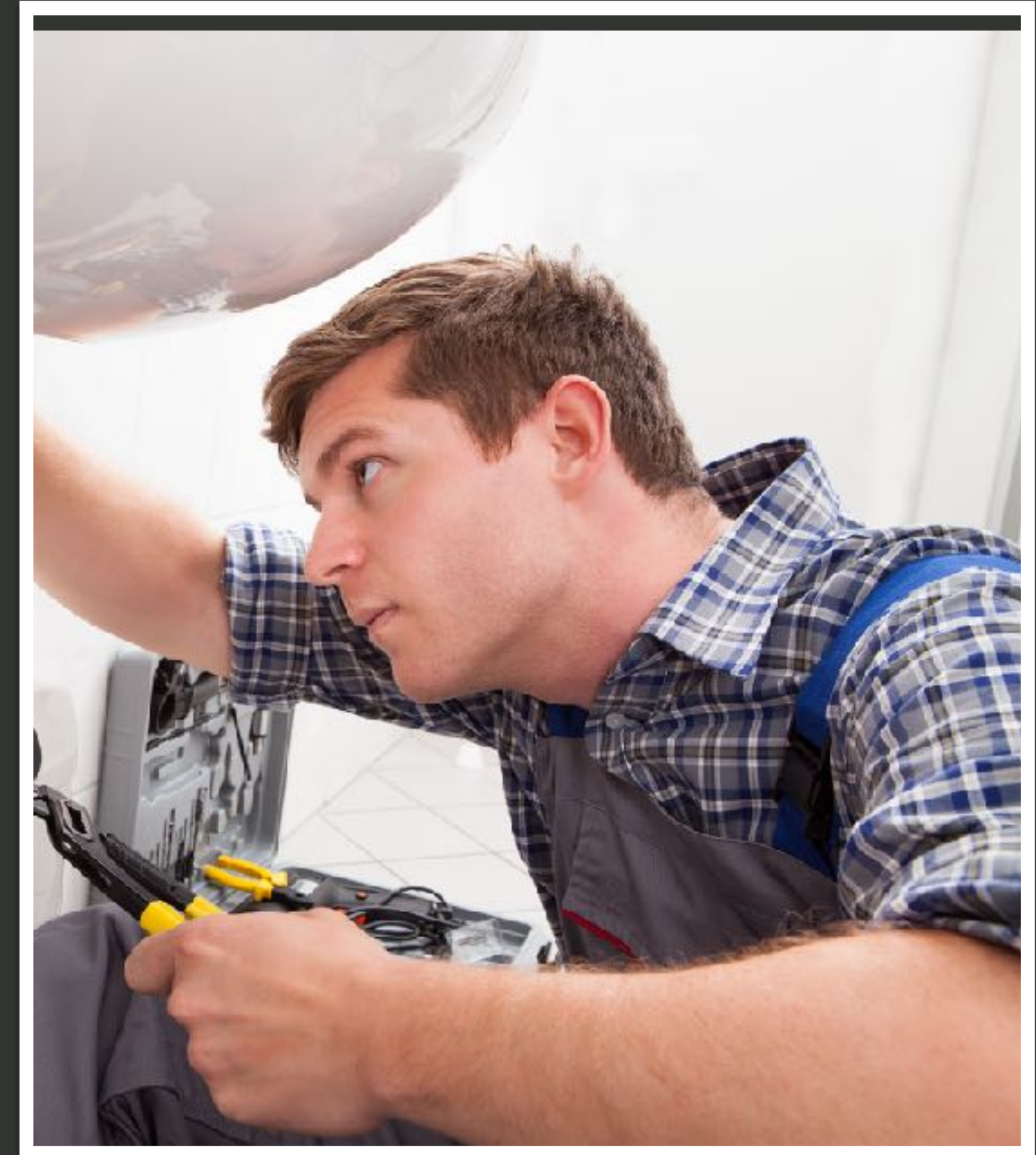


Square

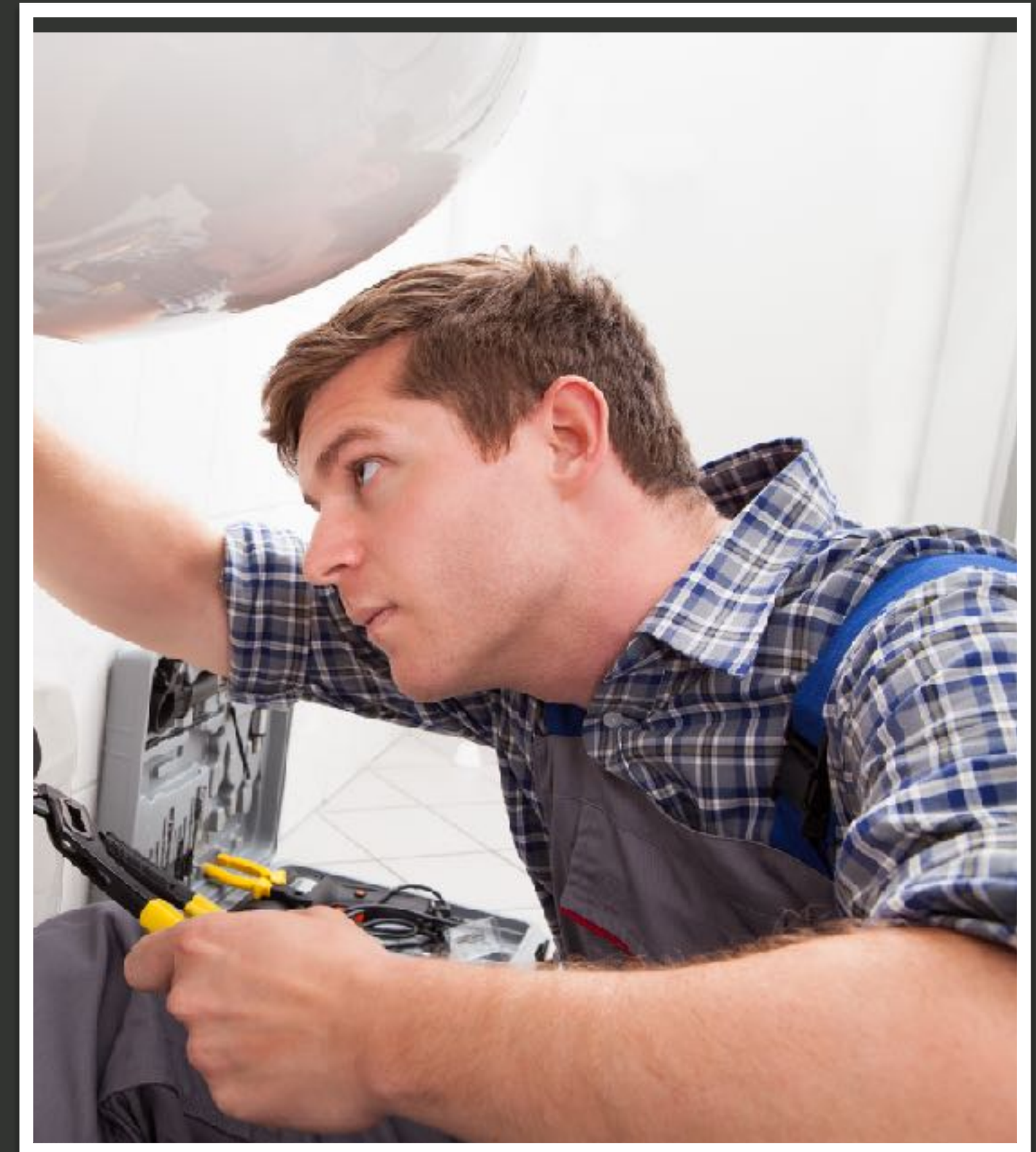
Hire / DIY



Architects vs. Plumbers



Plumbing Tools



Use Tools To Nurture Relationships



What Can You Automate to Create Delight?

Receipts

Follow Ups

Thank You's

Testimonials

Automation Triggers

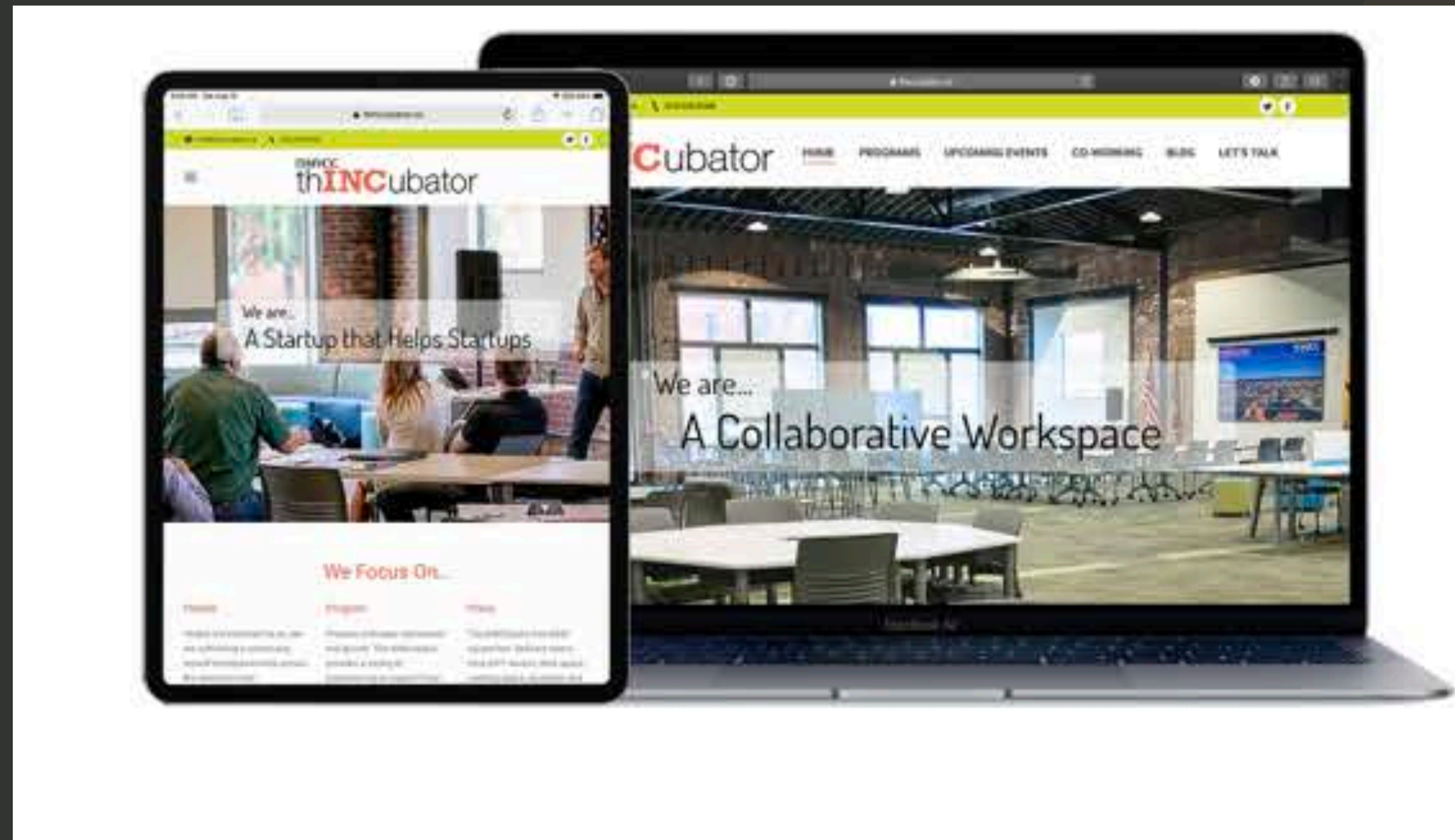


Some Must-Haves

Striking Visuals



Responsive Design



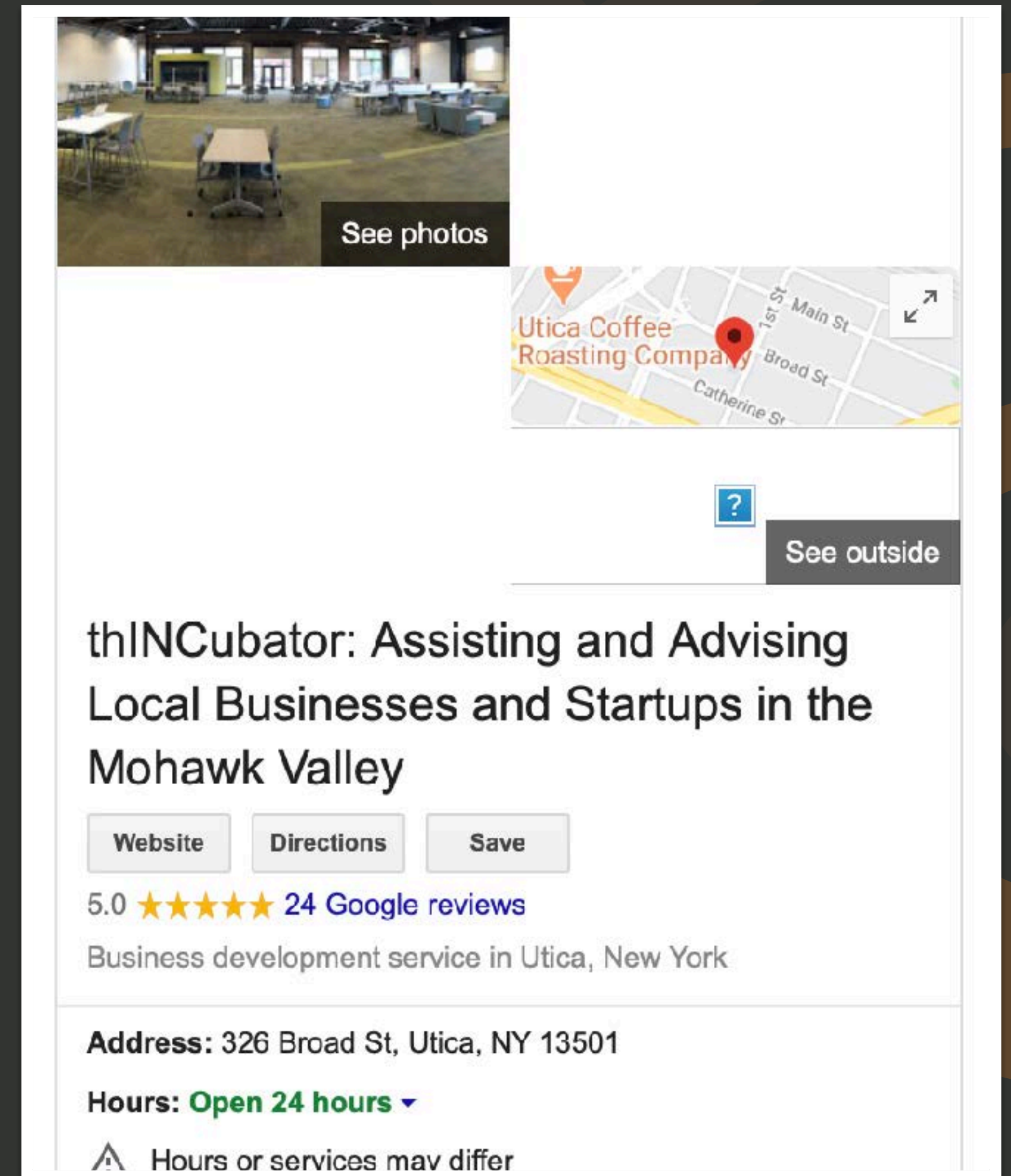
Google Business Listings

Improves Search Standing

No Website Required

Basic Contact Info

Google.com/business



The screenshot shows a Google Business Listing for 'thINCubator: Assisting and Advising Local Businesses and Startups in the Mohawk Valley'. At the top left is a photo of an empty office space with a 'See photos' button. To the right is a map showing the location at the intersection of Broad St and Catherine St, with a 'See outside' button. Below the map are three buttons: 'Website', 'Directions', and 'Save'. The listing has a 5.0 star rating from 24 Google reviews and is described as a 'Business development service in Utica, New York'. The address is listed as '326 Broad St, Utica, NY 13501' and the hours are 'Open 24 hours'. A note at the bottom states 'Hours or services may differ'.

What's Your Budget?

Information vs. Commerce

Photos/Copywriting Required?

Must Have vs. Nice to Have

Who/What/Why?



Limited Budget?

Less Is More

Visuals Visuals Visuals

Jump Off Point

(from the customer's perspective: ex. menus)



If Your website were like baking a cake...

Ingredients

Organization

Order



What Ingredients Do You Need?

Photography

Copy (words)

Form Data

Outline

Call To Action

Domain Name

Sample Sites

Identity

Color Palette

Inventory

Product Photos

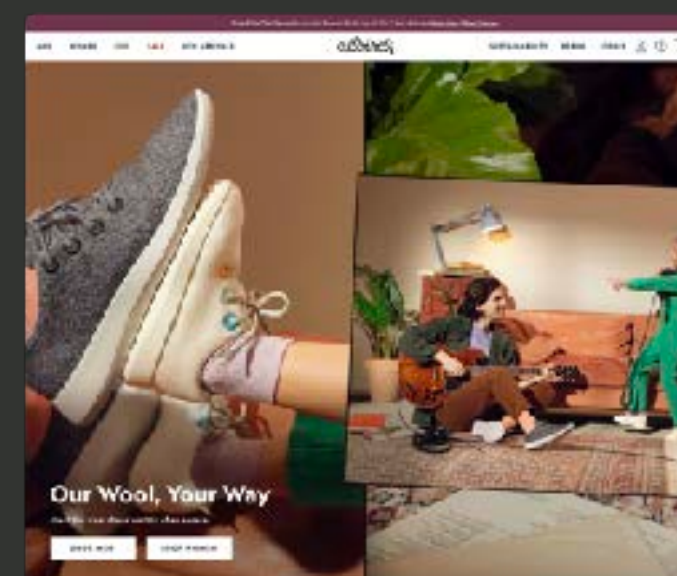
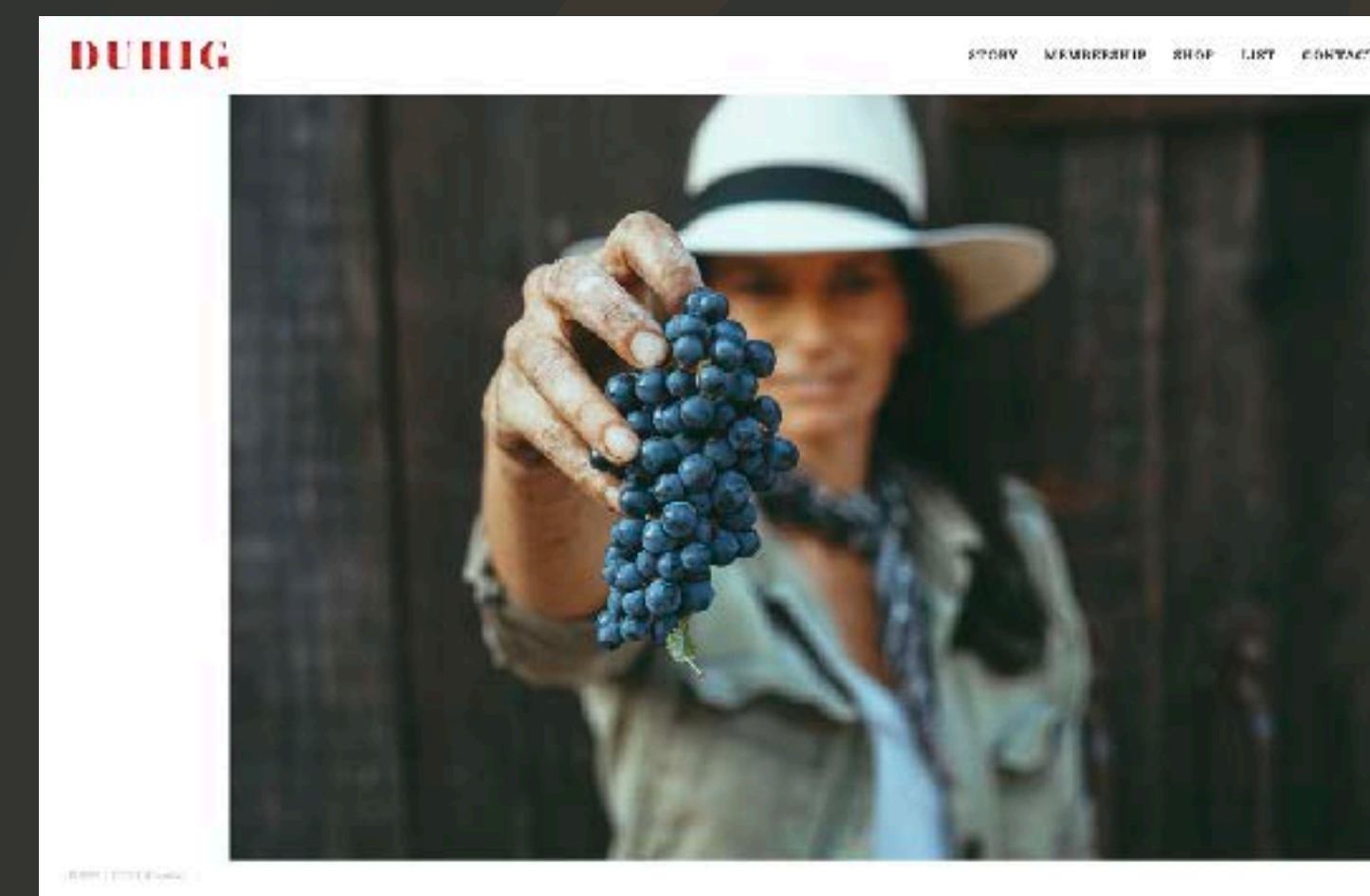
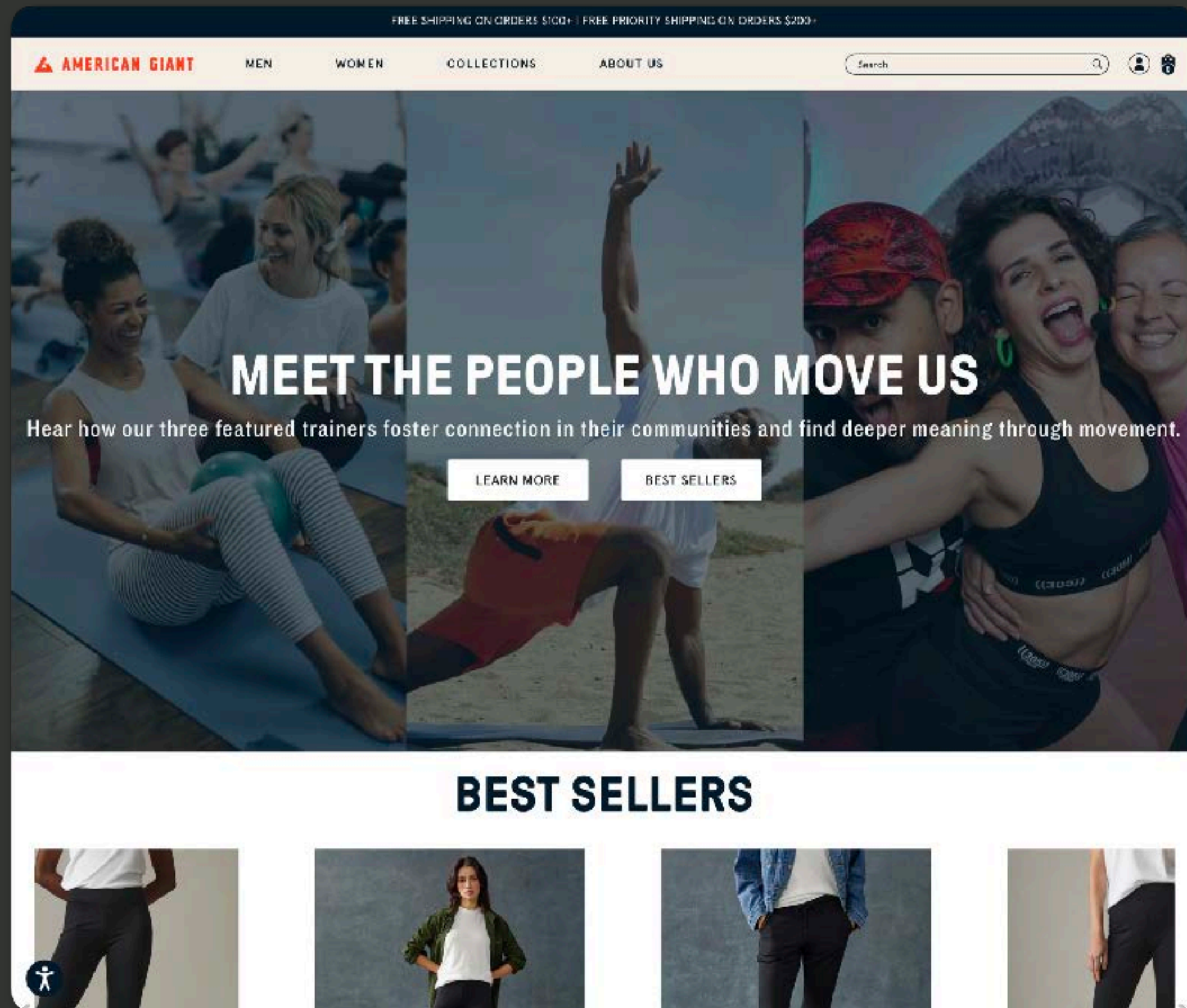
Testimonials

Shipping Rates

What Ingredients Do You Need?



Design Inspiration



Organize

Page

Pictures

Prose

Purpose

Proposal

Organize

Home



About Us



Contact



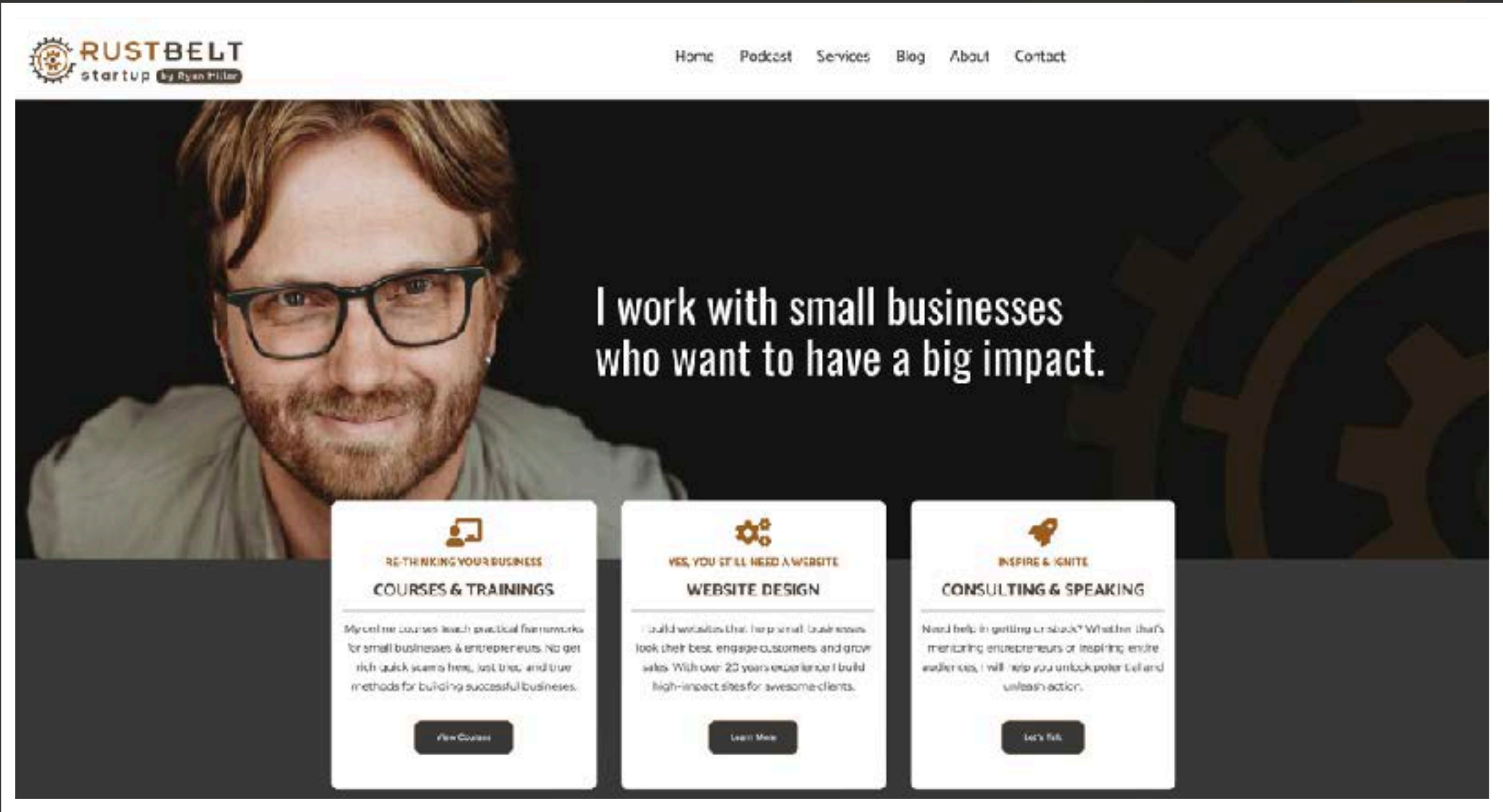
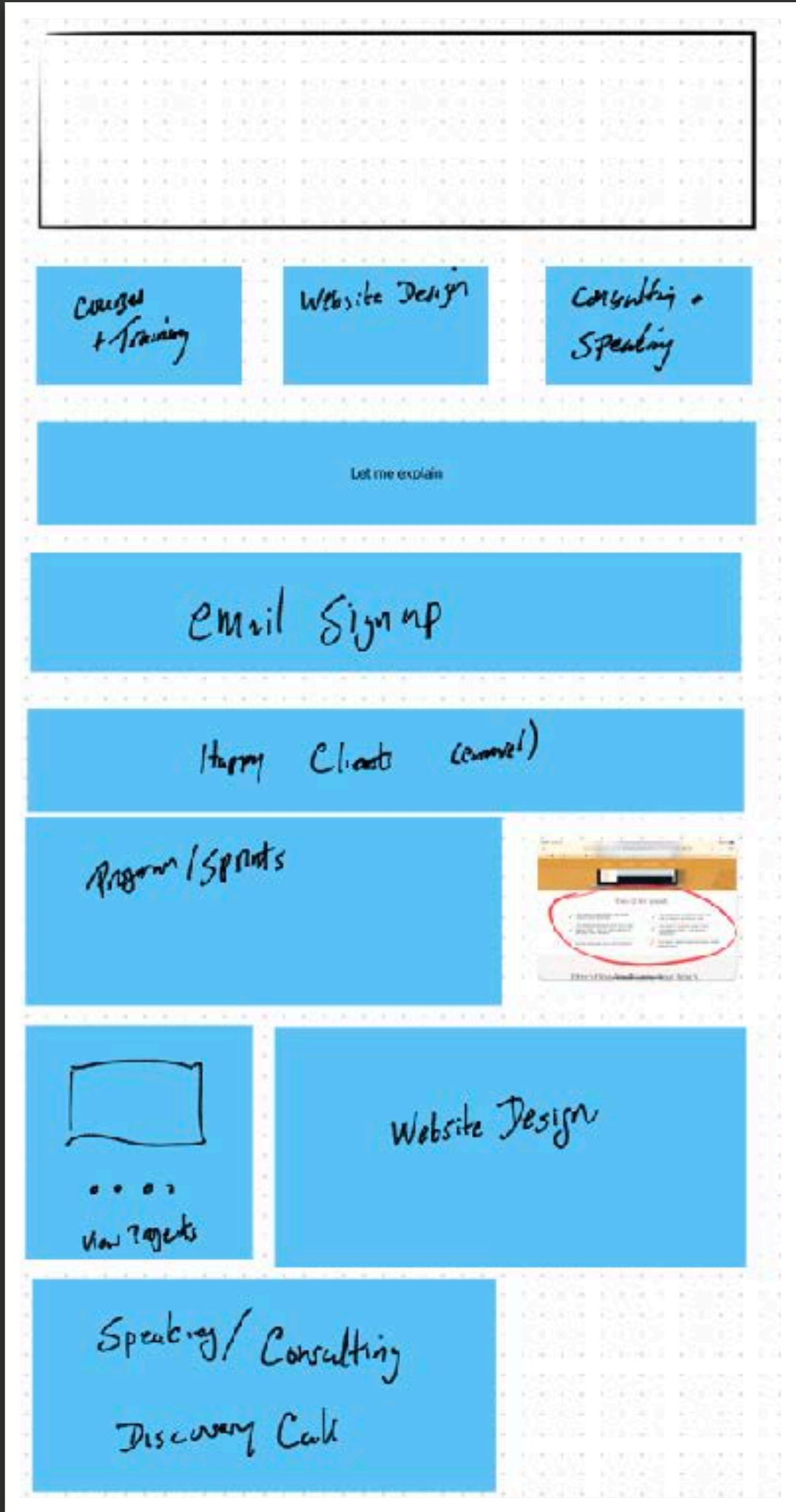
Products



WireFrame



WireFrame



Understand Your Timeline



Do You Look Professional





Can I Trust You?

Additional Resources/Tools

[ThemeForest.net](https://www.themeforest.net) - Wordpress Themes/Plugins

Calendly - Calendar/Booking Integration

Adobe Stock - Stock Imagery

Fivrr - Freelance Designers/Artists

Google My Business - Business Resources

Google Search Console Tools



Questions?

Ryan Miller

I Help Small Businesses and Startups....Start Up.

www.RustBeltStartup.com

hello@rustbeltstartup.com | 315.520.8768

Slides/Worksheets

rustbeltstartup.com/websiteworkshoptools

