



Digital presence 101 and accepting digital payments

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in
partnership
with

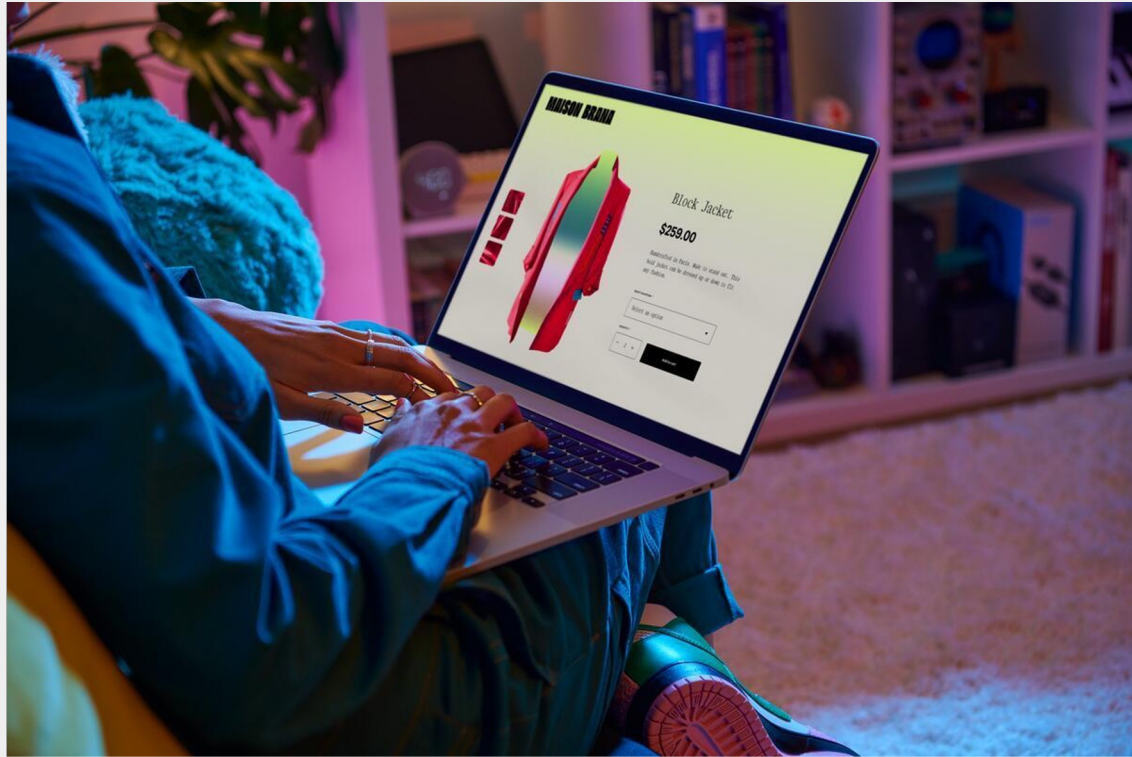


Online Store = Own Your Store

1. Creative Control

2. Control on Price

3. Relationship with
Customers




A Web Presence That Sells

Highlight core product and brand features on the home page

Showcasing your “Best Sellers” category

Tell your story on dedicated pages...About Us - Our Story.

Showcase Reviews and Ratings 

Offer more payment options

Make it easy for search engines to understand what your website is about:

- Establish keywords that best describe your business and offerings (be specific!)
- Site description
- Product descriptions
- Perma links
- Alt Image Tags



Kido

[Home | Kido](#)

Put on the Positive with our super soft, **eco-friendly children's clothes** and sustainable toys!

<https://chica-oakland.square.site>



CHICA Oakland

[Home | CHICA Oakland](#)

Brunch, Lunch, Mexican, take out, food (1 MB) ▾



<https://www.sipalkalirye.com>



sipalkalirye.com

[Alkali Rye - Oakland's Beverage Shop](#)

Alkali Rye is a **specialty beverage shop and tasting room in Oakland, CA** offering a selection of craft spirits, wine, beer, tea, and coffee.



Calls to Action

Consider the most important thing you want users to do before they leave your site

As a general rule, your copy should be short and urgent:

- Buy Now - Shop Now - Upgrade Today
- **Free Shipping**
- Sign up today. VIP members receive 25% off their next order.
- Donate today and see how your kindness can make a difference.



1. Check your digital readiness score right now

Find out how digitally ready your business is through this free Small Business Digital Readiness Diagnostic. It will help you assess your business across six key areas, benchmark against industry best practices and get expert recommendations.

Get started

2. SET UP SHOP
ONLINE

3. GROW AND
MANAGE YOUR
BUSINESS

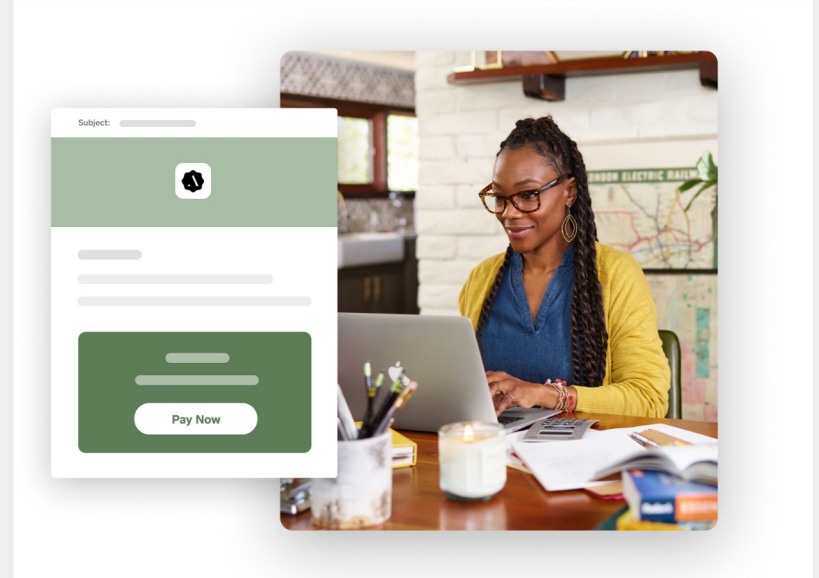
4. ACCEPT AND
MAKE PAYMENTS

5. PROTECT YOUR
BUSINESS

Now more than ever, having a digital presence is critical. Along with our partners, we are working to get you online.

Email list:

- Upload attendee list from your events
- Add a newsletter form on your site
 - Footer
 - Pop-up
- Generate buzz around exclusive products or content by using password protected pages
- Launch email campaigns with Square Marketing when you have new products, sales or events



Mobile

Over 85% of shoppers look up information on their phone during the purchasing process.

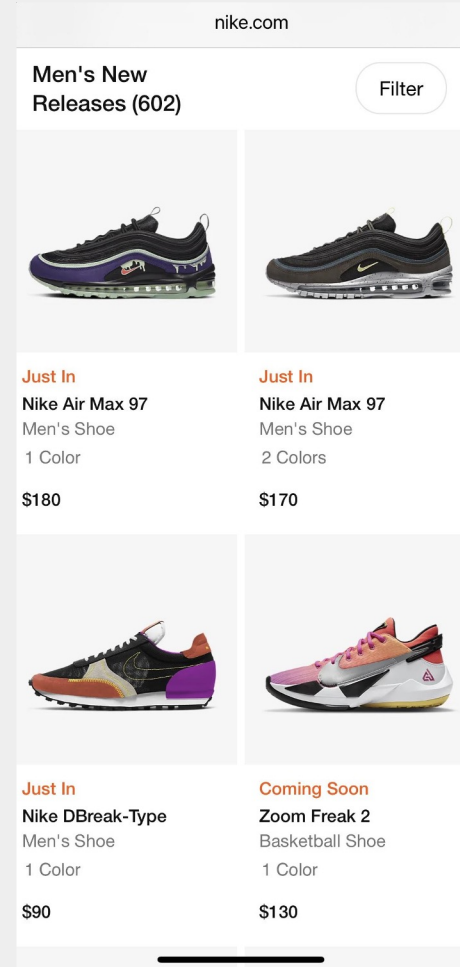
Including Branding

Your Brand =

- ✓ Color
- ✓ Fonts
- ✓ Logo
- ✓ Domain Name

But Also:

- ✓ High quality of imagery
- ✓ High quality of interactions
- ✓ Quality of End to End Shopping Experience



How Can I Pay Thee? Let Me Count The Ways!



pay Stern & Walter
\$35.00

Hold Here to Pay

CHRISTINE COOPER
08/27
4000 1234 5678 9010

