



Building a powerful & simple website!

A guide improving how you tell your story online.

For more information about the Gazelle School of Business visit:

www.growwithgazelle.com/school

Email: george@gazelleapp.io

New to Gazelle? Sign up for a 30 day free trial!

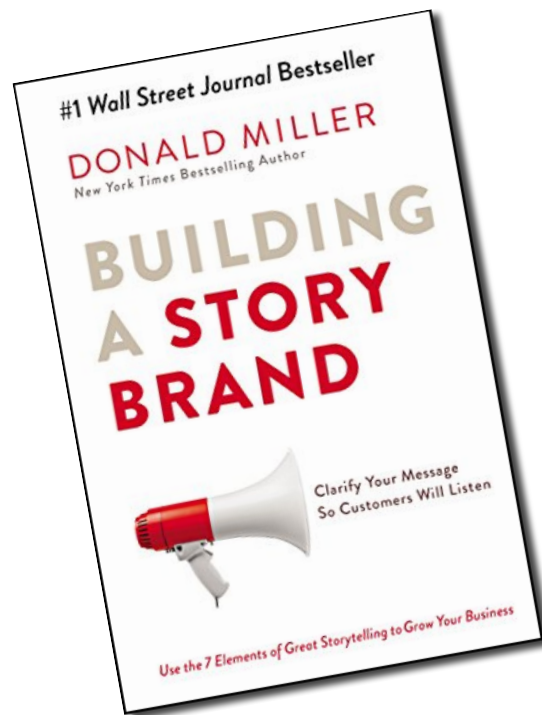
Gazelle makes it easy to run your business so you can focus on building your brand!



www.growwithgazelle.com/signup

Reading Material

If you haven't read '[Building a Story Brand](#)' by [Don Miller](#), read it today! If you've already read it, skim through everything again. You will want to have all these principles fresh in your mind as you work through this process. You will also take more away from it the second time through.



Watch our webinar on 'Selling Your Story'

[Watch Now.](#) This recording will help you develop a brand script and clarify the words you are going to use (and the problem your business is going to solve) as you tell the story of your business on your website. This is an important foundational step for your business.

The Don Miller Story Brand Website ‘Grunt Test’

[Watch this video](#) from Don Miller providing constructive feedback for real business owners with websites they are trying to improve. His Story Brand website ‘Grunt Test’ is a great way to evaluate your own website. Then make sure someone can spend less than 5 seconds on your website and walk away with answers to these 3 questions?

- What do you do? (be specific).
- How do you make my life better? (This is the problem your business solves).
- What do you want me to do next? (This is your primary call to action).

For an evaluation of your own website email George at george@gazelleapp.io for interactive, honest, and constructive feedback on your website.

Tips for building a one-page website in SquareSpace

[Click here to watch two videos](#) Gazelle’s team put together to help you use SquareSpace to build a powerful and simple one page website. *NOTE: We don’t endorse or make money from SquareSpace. We just love their product because it is so easy to learn and use.*

Easy Gazelle Website Integration Tips

[Read this article](#) on easy Gazelle website integration tips and visit DemoPianoService.com to see what a Story-Branded piano service website looks (and feels) like.

Are you stuck? Do you want honest real world feedback?

As you go on this journey you are going to have questions, get stuck, and also come up with some really cool ideas you will want to refine. The team at Gazelle offers free business coaching to the piano service industry! Email george@gazelleapp.io to schedule a free consultation or to get additional help as you go from someone who struggles to tell your story online to someone who has a powerful and simple website that is poised to help you grow your piano service business.

Branding & Design

We recommend Annie from www.GreatestStoryCreative.com for a one-stop branding agency that shows your value, tells your story, and grows your business.

Domain Providers

www.SquareSpace.com

*recommended if you are building a SquareSpace Website because you can manage everything all in one place. Also, requires a separate \$6/mo Gsuite subscription to manage for your email through Gmail's business services.

www.BlueHost.com

*recommended if you want more control over email accounts or plan to manage multiple domains.

Other Domain Providers:

www.godaddy.com

www.hostgator.com

www.web.com

www.networksolutions.com

www.ionos.com

Website Builder

[SquareSpace](#)

[Weebly](#)

[Wix](#)

[Site123](#)

[Web.com](#)

[Godaddy](#)

[WordPress](#) (less user friendly and generally requires more coding experience)

Website Graphics & Photo Editing Tools

www.MorgueFile.com (Royalty Free Images)

www.Unsplash.com (Royalty Free Images)

www.Pexels.com (Royalty Free Images)

www.Pixabay.com (Royalty Free Images)

www.SquareSpace.com (Royalty Free Image Tool built into the product.)

www.iStockPhoto.com (Paid high quality photos)

www.Shutterstock.com (Paid high quality photos)

www.Canva.com (Image Editing Tool)

SEO (Search Engine Optimization) Tips from SquareSpace

[Increasing your site's visibility to search engine \(Article + Video\)](#)

[SquareSpace SEO Checklist](#)

save your time
wow your customers
play more music

