Website Guidelines & Copy

Create a page on your website to talk about the Digital Economy Program following these landing page guidelines and website copy.

DEP Program Landing Page Guidelines

A good landing page will easily communicate the program's value proposition in a succinct way so that visitors can immediately understand what makes the services being offered appealing.

A few essential sections of an effective landing page follow:

1. Hero Section

- The hero section is the most important section of a website since it's where you grab your visitor's attention
- Here you should include:
    ◦ An image with a bold headline
    ◦ A brief program intro with its unique value proposition, including 3-5 bullet points that highlight the reasons why someone should choose the program
    ◦ A bold call-to-action (CTA) button

2. What We Do Section

- In this section you should display the services being offered
- Include a bold call-to-action (CTA) button for each service offered

3. Social Proof Section

- Here you should share the sponsors or press mentions to add credibility to your page/ the services being offered
- Client testimonials can also be included if you want

4. Sign Up Section

- In this section you should include a sign-up form to generate leads (the goal

is to get people's contact info)
- Here you should also include a 'get in touch' call-to-action (CTA) button to drive people to call or email you directly

5. FAQ Section

- Here you can include answers to basic questions about the program/ services
- Adjust this section with questions that continue to come in as time goes by

6. Footer Section

- Finally, in the footer you should include a motivational blurb to convince anyone that made it this far down that they should be interested in your services. (Use as one last attempt to entice the viewer to connect)
- Include a bold call-to-action (CTA) button
- Also include in this section the company's logo and quick links to any other important info such as About Us, Privacy Policy, Terms of Use, etc.

Website Copy

Your Customers Are Online. You Should be Too.

What is the Digital Economy Program?

The Digital Economy Program is a free service designed to help your small business expand online. This program will help your small business undergo digital transformations and adopt eCommerce practices.

The program can help your business:

- Improve your ability to reach customers
- Increase sales
- Elevate your business' eCommerce presence

Participating small businesses will receive access to a digital service squad to help you adopt eCommerce best practices that are essential to success in today's business environment.

**Digital
Economy
Program**

Are You Eligible?

- You have a business registered in Alberta (Indigenous owned businesses that are not registered in Alberta may still be eligible, please contact the DEP Program Coordinator directly)
- You have 0-49 employees
- You are not a non-profit, charitable trust, or franchise business

If you answered yes to all of these, Hooray! You are eligible to apply for the Digital Economy Program.

ShopHERE powered by Google

Get help creating and customizing your online store. You'll be trained on how to manage and market your online store and will be provided with the support that you need to make your online shop successful. Access free 1-on-1 support to build and launch your store and more.

What does the program do?

- Creates and configures your online store
- Trains you on how to manage it
- Collaborates to get the store live
- Helps with marketing the store

What are the program benefits?

- Free 90 day trial of Shopify
- Ad credits including $50 for Facebook (while available)
- Free .CA domain registration (while available)

Register Now: https://www.digitalmainstreet.ca/shophere-ab

Digital Service Squad (DSS)

The DSS is focused on providing 1-on-1 assistance and digital services to small businesses in any region of Alberta. The DSS will be available through local business support providers this fall.

Services may include:

**Digital
Economy
Program**

- 1-on-1 digital transformation support
- Social media strategy
- Show you how to build a basic website
- Google My Business set up support
- Search Engine Optimization (SEO) support
- Help set up a POS solution
- Create customer databases
- Streamline business processes with digital tools

Register Now: https://digitalmainstreet.ca/business-account/registration/