



HOW TO CREATE A WEBSITE:

A Guide for New Bakeries

A website is essential for any bakery looking to attract more customers and streamline operations. This guide highlights the key steps to help you get your bakery online, from defining your needs and choosing the right features, to making sure your site is easy to find on Google.



1. Set Clear Goals for Your Bakery Website

Start by defining your website goals—do you need an online store, a menu, or just an info page? Once clear, choose a **user-friendly** website builder with **customisable templates** and mobile-friendly designs. This will ensure a seamless experience for your customers.



2. Choose Key Features to Make Your Website Effective

Include key features like a **clear menu** with prices, an easy-to-find contact page, and an **online ordering system** if possible. Add a brief **About section** to tell your bakery's story and connect with customers. These simple features will make your website both functional and engaging.



3. Understand Website Costs and Budget Accordingly

Building a website for your bakery is more affordable than you might think. Most website builders offer simple plans starting at **£10-£20 per month**. If you want to sell online, you may need an e-commerce plan, which typically adds a bit more each month. For a more professional look, you can also purchase a custom domain name for an additional cost, usually around **£8-£15 per year**.



4. Appear in Google Search Results

Use **local keywords** (e.g., “Best Chocolate Cake in [Your City]”) to help Google connect your bakery with nearby customers. Add these to your menu, About page, and titles. High-quality images and fresh content also boost your search ranking, making it easier for local customers to find you online.



5. Use Your Website to Drive More Walk-Ins

Encourage **walk-ins** by offering **exclusive in-store promotions** on your website, like discounts or freebies for customers who visit. Share your bakery's unique story and atmosphere, and use **social media incentives** to get visitors to share their experience and spread the word.